

# INBU 360: Management of Intern'l Bus

Primarily uses the case method to identify, analyze, and solve a variety of strategic issues faced by the international manager. Examine the major strategic and policy issues facing multinational firms operating in the increasingly competitive global environment. Focus on the relationships of the company's external environment and internal resources which result in the development of broad corporate strategies and specific operational policies. Provide an in-depth conceptual framework for analyzing those issues and challenges.

**Credits:** 3

**Prerequisites/Permissions:**

INBU 300 (C), INBU 320 (C), INBU 340 (C), MGMT 301, Senior, B-School Major/Minor

**Program:**

## International Business