

## International Business Track

Fall 2020



For a truly global perspective on how business is conducted around the world, select courses from the International Business track. Fulfill requirements for Management, Marketing, Finance, Supply Chain, Hospitality and Tourism Management, and International Business majors and minors by taking virtual classes from a wide variety of our international partners - with more countries and universities announced soon!

Popular classes to choose from include:

- Business and Sustainability
- Consumer Behavior
- Corporate Finance
- Corporate Social Responsibility and Sustainable Development
- E-commerce and Social Media Marketing
- Entrepreneurship
- Food and Wine Tourism
- Global Economy
- International Business (at multiple universities!)
- International Finance (at multiple universities!)
- International Marketing (at multiple universities!)
- Investment Planning
- New Venture Development
- Operations Management
- Services Marketing
- Sports Marketing
- Strategic Management
- Supply Chain Management

Need accredited business courses? Both Griffith University and Massey University are AACSB accredited. Corvinus University is EQUIS accredited and AMBA.

Remember, this is just a small sample of the virtual courses available—talk with an API advisor or browse the links at the end of this document for more options!

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### POPULAR COURSES

International Business at multiple universities:

[International Business](#) at Universidad de Salamanca (Band 2 Pricing): The increasing globalization of the marketplace affects all who are involved with business or who must make business decisions. Even those who are not directly involved in international business are affected in their domestic operations by international events and by the business activities of foreign entities. Therefore, it is imperative to be knowledgeable about the international business systems. This decade will pose many challenges and opportunities, particularly for newly industrialized countries (NIC). Three primary causes of these challenges are: first, these countries have become fierce competitors for the manufacture of high tech goods. Second, integration of the European Community has now created the largest trade block. Third, the acute international debt crisis keeps threatening the world financial structure and economic growth. This crisis has redirected the trade pattern away from the poor countries to the richest and likewise has concentrated capital flows among the rich countries. However, in recent times we have been observing a shift back to LCD's, particularly in industries that are labor intensive

[Introduction to International Business](#) at Universidad Veritas: This course provides an overview of the cultural environment of international business and the institutions which affect business today. The Latin American perspective with regard to the U.S., Asia and Europe is examined: NAFTA, Mercosur, the EC, and other common market areas and agreements.

[Introduction to International Business](#) at Griffith University (sample syllabus from 2019): This course focuses on the study of international business in a cross-cultural environment. It provides a survey of the key issues and relationships in the field of international business and provides students with the basic foundations to deal with specialised courses in trade, economics, international marketing and finance, in a dynamic international business environment. Furthermore, the course offers guidance to conceptual frameworks covering public policy perspectives on international trade, direct foreign investment and external debt, functions and forms of the global monetary system, the impact of multilateral institutions and trade blocs on international business, and the management of multinational companies.

[International Management](#) at Universidad Pablo de Olavide: This course provides an introduction to business management. Topics covered include: the nature of business administration, the functions of management, the role of the manager, company strategy (concept and standards of strategy, the strategic process), innovation and change of strategy, management of human resources, quality management, international business administration, information systems and decision-making in organizations, the reconciliation of culture and organizational strategy.

International Marketing at various universities:

[International Marketing Management](#) at Universidad Veritas: This course is designed to give the student an understanding of international marketing in terms of both the challenges and opportunities. The course assumes that students are familiar with basic marketing terms and have a basic to mid understanding of marketing concepts. The course will examine the concepts related to international marketing, while students analyze case studies and propose ideas through assignments to attain the objectives of the course.

[Marketing Globally](#) at Griffith University (sample syllabus from 2019): This course provides an overview of the complexities facing marketers in an ever increasing global marketplace. The course examines the commonalities and differences in how firms undertake marketing strategy and functions on a global scale: the merits of standardisation vs. adaptation. Course elements include: the criteria that should be used to decide on and evaluate global markets; the mode of global market entry and the elements of a global marketing plan.

[International Marketing](#) at Universidad de Salamanca (Band 2 Pricing): This course provides a general introduction to international marketing dealing with topics such as: making business in a global economy, strategies in export trade, international logistics, the impact of the new technologies in the world trade, the role of the media and of advertising in a consumer oriented society, different approaches for different targets, etc.

[International Marketing](#) at Universidad Pablo de Olavide (class is in English even though syllabus is in Spanish): This course provides an introduction to international marketing. Topics include: analytical techniques used in international market research, determining prices and distribution channels in an international context, and marketing across linguistic and cultural borders.

#### International Finance at various universities

[International Finance](#) at Universidad de Salamanca (Band 2 Pricing): Given the current concept of a globalized world, this course is addressed to students keen on financial issues and, in particular, international finance. The main purpose of this course is to understand the financial system and to include an international perspective. In its duration of 45 hours, the course examines the determination of exchange rates and operation of exchange markets as well as firm's management of foreign exchange exposure, cash management, and capital budgeting. The development of International banking and political risk management will also be studied. Emphasis is also placed on the effects of globalization on financial crashes, financial regulation & market efficiency.

[International Finance](#) at Massey University: This course provides an overview of the

theories and institutional environment of international finance. Students will gain insight into exchange rate determinations and instruments available for managing financial risk in a globalised economy.

[International Finance](#) at Griffith University (sample syllabus from 2019): International Finance focuses on financial management from the perspective of multinational firms that have revenues and payments denominated in foreign currencies. It offers a systematic approach to the study of some key techniques in international financial management and the strategies used by managers engaged in the international financial arena. The course focuses on exchange rate behaviour and exchange rate risk management using derivatives such as options and futures contracts, financing decisions and interest rate risk management, and the assessment of country risk and foreign investment decisions. Prerequisites: Accounting Principles or equivalent.

[International Finance](#) at Universidad Pablo de Olavide: The objective of this course is to introduce the student to the complex world of international finance. Topics include the increasing globalization of financial markets, international and European monetary systems, foreign exchange markets, direct and indirect international investment.

#### General Marketing, Management, Finance and Economics Classes:

[Consumer Behavior](#) at Universidad Torcuato di Tella: We explore people's behavior across a number of domains – from the cognitive biases that impact our daily decisions to the ways in which we are influenced by advertisements. The course will focus on 1) examining the theoretical bases of consumer behavior that will help businesspeople better understand why consumers behave a certain way, and 2) how to practically apply consumer-centered thinking to mapping and designing customer experiences that will help companies build and sustain their competitive advantage in the marketplace.

[Consumer Behavior: Millennials and Gen Z](#) at Corvinus University: According to Goldman Sachs, millennials were born between the years 1980 and 2000. In the U.S, millennials are now the biggest generation in its history, even bigger than the Baby Boomers. Generation Z (Gen Z) is defined as those born between 2000 onwards. It is estimated that the size of the Gen Z population in India is an incredible 356 million people. In the U.S. by 2020, Gen Z will account for almost 40% of consumers and will soon overtake millennials as the largest generation. While millennials and Gen Z share some similarities, they are also noticeable differences. Since technology is now evolving more rapidly than ever, both millennials and Gen Z are not only being affected by technology, their behavior is actually shaping its future. This course will provide a deep dive into the consumer behavior of both millennials and Gen Z and explore how effectively brands utilize messaging and emerging technologies to grab the attention of

those who have short attention spans.

[Corporate Finance](#) at Corvinus University: The aim of the course is to provide students with a comprehensive understanding of the principles and techniques of Corporate Finance and applying them to the main decisions faced by the financial manager. The concepts are immediately applicable to all firms, both large or small, privately run or publicly traded and involved in any industry – whether manufacturing, retail or service.

[Corporate Social Responsibility and Sustainable Development](#) at ICDS in Costa Rica: This course focuses on the study of business strategies aimed at controlling and reducing the impacts of externalities generated by a firm, as well as exercising corporate responsibility through actions that contribute to the sustainable development of countries where these firms operate. These actions can take the form of Corporate Social Responsibility practices (CSR) that may be shaped accordingly to the framework of Public-Private Partnerships for Development. Corporate Social Responsibility practices and strategies have as a common denominator the generation of value, which also allows firms to improve their competitiveness, achieve a better positioning in the market (i.e. through competitive advantages), and strengthen its financial sustainability.

[E-Commerce and Social Media Marketing](#) at Universidad de Salamanca (Band 2 Pricing): This course is for students who want to learn the characteristics of electronic commerce and social media as well as their impact on business performance. Students will learn from the basics of theory, studying primarily from a wide range of case studies, work projects, illustrative examples and computer simulations that will highlight the current development of electronic commerce.

[Entrepreneurship and Family Business](#) at Universidad Pablo de Olavide: This course introduces students to the fundamentals of creating and managing entrepreneurial opportunities through both a practical “hands on” and a theoretical approach. The course deals with entrepreneurship at every stage of the process by covering the following topics: evaluating new opportunities, formulating the business model, launching and growing startups, dealing with founding team/family dynamics, financing the entrepreneurial business, negotiating venture capital funding and exiting the venture.

[Food and Wine Tourism](#) at Griffith University (sample syllabus from 2019): Food and wine tourism is one of the growing niche areas of special interest tourism which reflects changing lifestyles, and the role that some goods and services play as status symbols and identity formation, together with the recognition of the business opportunities in this area. Together, food and wine have become an integral part of the visitor experience to many destinations around the world, and this Course explores the development of food and wine tourism enterprises, food and wine tourism marketing,

and trends and opportunities. Whilst the Course has a global perspective, students will focus on particular domestic examples, including a practical one-day field trip component which provides an experiential element to the course.

[Global Economy](#) at Pablo de Olavide: The aim of this course is to introduce the students to the main debates surrounding the nature, effects and attempted management of the Global Economy, identifying its most important post-war structural developments (e.g. formation and collapse of Bretton Woods, on-going globalization, setting up of the WTO, increase in regional integration, emergence of China etc.) and examining contemporary challenges to its well-being (e.g. financial instability, trade tensions, global imbalances, rising inequality, environment crises etc.).

[International Supply Chain Management](#) at Massey University: An introduction to the applied aspects of supply chain management in international business.

[Business and Sustainability](#) at Massey University: An analysis of the relationships between the business community, the natural environment, and social and environmental sustainability. The course examines global debates on social and environmental issues, introduces theories of sustainability, and considers the implications of sustainability for business policy and management.

[Sustainable Consumption and Production](#) at Universidad Veritas: Sustainable consumption (SC) and production is a holistic approach to minimizing the negative environmental impacts from consumption and production systems while promoting quality of life for all. This course will help students acquire the knowledge, capacities, and values to help them contribute to shaping a better tomorrow as more responsible consumers. It will trace the history and the justification for the focus on sustainable consumption.

[Services Marketing](#) at Corvinus University: The service sector of the world economy is huge and still growing, the complexity and diversity of services have been increasing over the past 50 years. All of the developed economies now have large service sectors and many service firms operate internationally. The course will highlight the fundamental differences between goods and services focusing on the managerial implications. An overview will be provided on service operations including service-related issues on innovation, communication, pricing, managing demand and managing people.

[Sports Marketing](#) at Griffith University (sample syllabus from 2019): This course provides students with an introduction to the marketing of sport products and services, sport teams, and sport programs. It begins by examining consumer behaviour in sport - both spectating and participating - and the implications of that behaviour for marketing

practice. The course then further develops that knowledge by examining specialised sport marketing practices, including sport marketing operations, sponsorship, and licensing / merchandising. Prerequisite: Introduction to Marketing.

[Strategic Management](#) at Corvinus University: Throughout the course, the spotlight will be trained on the foremost issue in running a business enterprise: “What must managers do, and do well, to make the company a winner in the game of business?” The answer that emerges, and which becomes the theme of the course, is that good strategy-making and good strategy execution are the key ingredients of company success and the most reliable signs of good management. The mission of the course is to explore why good strategic management leads to good business performance, to present the basic concepts and tools of strategic analysis, and to drill you in the methods of crafting a well-conceived strategy and executing it competently. Videos and case studies in order to develop students’ capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its present strategy, and its opportunities for gaining sustainable competitive advantage.

Spanish for Business ([Intermediate](#) and [Advanced](#) levels) at ICDS in Costa Rica: The main objective of the course is for the student to become competent in grammatical aspects that allow him/her to construct his/her speech in Spanish in professional fields. The knowledge of the specific lexicon is a fundamental pillar in the program, so the course emphasizes the study of terminology and technical language required for the business area. The essential terminology for studying the business environment in Latin America is presented and because of that it is also essential to refer to the economic and cultural aspects that influence this sector. This is a distance learning and online course, yet uniquely set in the Costa Rican context giving access to professors with several decades of experience teaching and researching in Latin America.

*Please note some classes have prerequisites and might require minimum enrollments; please choose backups where available. Each course title above is linked to their respective syllabus, if available.*

International University	Country	Virtual Start Date	Virtual End Date	US semester credits per class	Type of Virtual Instruction
Griffith University (AACSB)	Australia	July 13, 2020	Oct 25, 2020	3-4	Recorded (time zones don't matter!)
Massey University (AACSB)	New Zealand	July 20, 2020	Nov 9, 2020	3-4	Recorded (time zones don't matter!)

Universidad Veritas	Costa Rica	Sept 28, 2020	Dec 17, 2020	3-4	Recorded and live classes
Universidad de Salamanca (Band 2 Pricing)	Spain	Sept 28, 2020	Dec 15, 2020	3	Live classes, Spanish time zone
Universidad Torcuato di Tella	Argentina	July 29, 2020	Nov 15, 2020	4	Live classes, Argentine time zone
Corvinus University (EQUIS and AMBA)	Hungary	Aug 30, 2020	Dec 19, 2020	3	Live classes, evening Hungarian time zone
Universidad Pablo de Olavide	Spain	Sept 28, 2020	Dec 17, 2020	3	Recorded and live classes
ICDS	Costa Rica	Sept 9, 2020	Dec 4, 2020	3	Live classes

## Want more options?

Additional Management classes can be found at the following links:

- [Massey University Management Classes](#) (Wellington, New Zealand)
- [Griffith University Management Classes](#) (Brisbane and Gold Coast, Australia)
- Universidad Veritas - syllabi TBD (San José, Costa Rica). Other courses include:
  - Entrepreneurship and Small Business Management
  - Creative Leadership Skills
- [Universidad de Salamanca Business Classes](#) (Salamanca, Spain) Band 2 Pricing applies for all Business and Economics classes
  - [Business Ethics](#)
  - [Economics of the EU](#)
  - [Business Spanish](#)

Additional Finance classes can be found at the following links:

- [Massey University Finance Classes](#)
- [Griffith University Finance and Accounting Classes](#)



Additional Marketing classes can be found at the following links:

- [Massey University Marketing Classes](#)
- [Griffith University Marketing Classes](#)

Additional Hospitality and Tourism Management classes can be found:

- [Griffith University Hospitality and Tourism classes](#)
- Universidad Veritas - (San José, Costa Rica). Other Management courses include:
  - [Service Sector Management](#)
  - [Ecotourism: the Costa Rica Case](#)
  - [Renewable Energy and Resource Management](#)
  - [Entrepreneurship and Small Business Management](#)