

BUS-310 : International Business

A study of the policies, institutions, and practices of international business and trade, with emphasis on the global integration of the United States' economy; international commercial and financial practices; international marketing and management techniques; differences in the cultural environment and customary business methods; and the role of multinational corporations.

Credits 3

Instructional Method

LEC

Required Prerequisites

[BUS-303](#) and [ECO-100](#)

Semester Offered

Fall

Spring