**BA-455 International Business**
The growth and development of the multi-national corporation is the focus of this course, with attention given to the organizational and staffing problems that occur in the corporation's international role. The impact of differences in customs, mores, habits and their historical basis, economic and political systems, tax structures, religious beliefs, and societal expectations on the business firm when it crosses its national boundaries are studied.

**BA-456 Seminar in International Business**
This seminar provides an opportunity for students to experience firsthand business operations in varying international settings. The seminar will include preparatory classes and lectures, meetings with professors and senior managers of enterprises in the countries visited, and concluding with classes and lectures and a major term paper.

**BA-464 International Marketing**
Introduction to international marketing for business-to-business and business-to-consumer markets. Course will include examination of cultural, legal, social, environmental and economic trends impacting marketing; international marketing research (primary and secondary research methods); the international marketing mix (product, pricing/INCOTERMS, distribution systems, promotion/branding); marketing strategy development, including market entry and penetration; and ethical issues in international marketing. Implications for small and large businesses will be examined in each case.

**BA-473 International Financial Management**
Management of the contemporary firm’s international financial operations. Topics include international money and capital markets, exchange rate risk, international capital structure and the cost of capital, international capital budgeting and cash management.