

BUS 211 : Global Business

This course provides an introduction to the worldwide aspects of each business function covered in contemporary business and will give each student an understanding of the implications of the United States' involvement in a global economy. Topics covered include an introduction to international trade/foreign investment and economic theories of international trade as well as an overview of the forces operating in the international environment (financial, economic, legal, physical, and political) and their impact on management and marketing strategies.

Credits 3