

# CPL2 524. INTRODUCTION: INTERNATIONAL BUSINESS.

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Credits: 3

Offered by: Management & Entrepreneurship (School of Continuing Studies)

This course is not offered this catalogue year.

## Description

This course deals with fundamental international business issues: the international business environment, foreign exchange risk, multinational corporations, international organizations, international sources of financing, international marketing policies, essential factors to be considered when entering foreign markets (licensing and exporting) and international management.

- Core Program

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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