

INTERNATIONAL BUSINESS

Lam Family College of Business

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Department of International Business

Creative Arts 251

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Chair: Dr. Bruce Heiman

Undergraduate Advisors: Heiman, Y. Lee, Ungson, Wang

Professor

Bruce Heiman (2002), *Professor in International Business*. Ph.D. University of California, Berkeley.

Yikuan Lee (2002), *Professor in International Business*. Ph.D. Rensselaer Polytechnic Institute.

Lihua Wang (2006), *Professor in International Business*. Ph.D. Northwestern University.

Yim Yu Wong (1995), *Professor in International Business*. Ph.D. University of Nebraska, Lincoln.

Major

- Bachelor of Sciences in Business Administration: Concentration in International Business (<https://bulletin.sfsu.edu/colleges/business/international-business/bs-business-administration-concentration-international-business/>)

Minor

- Minor in International Business (<https://bulletin.sfsu.edu/colleges/business/international-business/minor-international-business/>)

IBUS 330 International Business and Multicultural Relations (Units: 3)

Prerequisites: Restricted to upper-division standing; GE Areas 1A/A2*, 1B/A3*, 1C/A1*, and 2/B4* with a C- or better; or permission of the instructor.

International business and the social, political, cultural, and economic environments and their effects on functional management. Emphasis on trade, global strategy, foreign direct investment, economic integration, foreign exchange, and the multinational enterprise.

Course Attributes:

- 4UD: Social/Behavioral Science
- UD-D: Social Sciences
- Global Perspectives

IBUS 332 World Law (Units: 4)

Prerequisite: Upper-division standing.

The natural and positive schools of law; the role of law in the world community; the substantive areas of international laws on recognition, nationality, territory, jurisdiction, and conflict resolution; forces influencing the future role and development of world law.
(This course is offered as I R 330 and IBUS 332. Students may not repeat the course under an alternate prefix.)

IBUS 334 International Organizations: New World Order (Units: 4)

Prerequisite: Upper-division standing.

Analysis of the nature, role, history, and future of international organizations in the social, economic, and political development of world community. Examination of present patterns and problems of international political behavior as seen through and influenced by international organizations.
(This course is offered as I R 334 and IBUS 334. Students may not repeat the course under an alternate prefix.)

IBUS 430 Import-Export Management and Small Business Operations (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or permission of the instructor.

Practical aspects of export and import management in small and medium-size businesses with a focus on export and import procedures, foreign sales, documentation, legal considerations, logistics, and financial practices.

IBUS 446 The Multinational Corporation in World Affairs (Units: 4)

Prerequisite: Upper-division standing.

Examination of nature of multinational corporations (MNCs) and sources of their internationalization. Review of major schools of thought about MNCs power (obsolescing bargain, dependencia, and bargaining model) vis-a-vis host and home governments, and international regimes.
(This course is offered as I R 446 and IBUS 446. Students may not repeat the course under an alternate prefix.)

IBUS 517 Legal Environment of World Business (Units: 3)

Prerequisite: Junior standing or above; or permission of the instructor.

Examine the status of persons and property within a foreign country and international transactions with or by governments or instrumentalities. Includes aspects of legal systems including overlapping or conflicting interests, problems of nationalization, annulment of contracts, and concessions in foreign countries. Focus on import/export regulation and compliance.

(This course is offered as IBUS 517 and I R 517. Students may not repeat the course under an alternate prefix.)

IBUS 531 Cross-Cultural Creativity in International Entrepreneurship (Units: 3)

Prerequisites: Upper-division standing or permission of the instructor.

Examination of the innovative, creative products, services, and management processes in a cross-cultural environment. Exploration of macro- and micro-environment factors that influence innovation and creativity within. (Plus-minus letter grade only)

IBUS 566 Careers in International Business (Units: 3)

Prerequisite: Junior standing or permission of the instructor.

Designed for students interested in working with and in the international business environment. Learn career decision-making and career management skills. (Plus-minus letter grade only)
(This course is offered as IBUS 566 and IR 566. Students may not repeat the course under an alternate prefix.)

IBUS 567 Internship in International Business (Units: 1-3)

Prerequisites: Restricted to upper-division International Business majors and minors; IBUS 330 with a grade of C- or better, IBUS 590, IBUS 681, and IBUS 690; GPA of 3.0 or higher; appropriate employment; or permission of the instructor.

Analysis of an experience with an international business or government through weekly individual conferences with the instructor. May be repeated for a total of 6 units. (CR/NC grading only)

IBUS 576 Global Entrepreneurship (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or permission of the instructor.

Introduction to the context that enables entrepreneurs to be successful in developed, emerging, and developing economies. Focus on local context and contents of these economies, along with mainstream conceptions with emergent settings. (Plus-minus letter grade only)

IBUS 590 International Environmental Analysis (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or permission of the instructor.

Factors affecting the conduct of contemporary business transactions in a number of specific global environments. Includes analysis of different country, region, and trading bloc conditions for consideration of sourcing; market entry, support activities, and other international business-related decisions. (Plus-minus letter grade only)

IBUS 592 Doing Business in Greater China (Units: 3)

Prerequisite: Upper-division standing or permission of the instructor.

Business in Greater China: demographics, cultural and social values (philosophies, language, etc.), business and managerial methods and systems.

IBUS 593 Doing Business in Europe (Units: 3)

Prerequisite: Upper-division standing or permission of the instructor.

Exploration of business, economic, political, technological, and social conditions affecting commercial conduct in Europe including opportunities and challenges for investment and trade.

IBUS 596 Doing Business in Japan (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or permission of the instructor.

Analysis of issues in Japanese culture, management, organization, and employment relations including organizational behavior and international business strategies of Japanese firms and development of a strong base of knowledge for research, consulting, or business. (Plus-minus letter grade only)

IBUS 598 Doing Business in Emerging Markets (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or permission of the instructor.

Insight into and guidelines for ways of interacting and doing business with the wide range of cultures, institutions, businesses, and regions that are associated with emerging markets. (Plus-minus letter grade only)

IBUS 620 Research in International Business and the Global Market (Units: 3)

Prerequisite: Upper-division standing or permission of the instructor.

Strengthening skills in analyzing international markets and making data-driven international business decisions/strategies. Discussion of international business in the context of creating international survey questions and subsequent descriptive and inferential analyses of resultant data. (Plus-minus letter grade only).

IBUS 628 Global Human Resource Management (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or permission of the instructor.

Examination of the nature of developing and managing human resources at the global level. Exploration of the challenges in the global environment and strategies used to effectively develop and manage a global workforce in culturally and geographically diverse environments. (Plus-minus letter grade only)

IBUS 638 Global Leadership and Cultural Competencies (Units: 3)

Prerequisite: Upper-division standing.

Examine different aspects of developing global leadership skills and cultural competencies in volatile, competitive environments from an individual, collective, and organizational collaborator's perspective. Focus on the mindset, concepts and tools, cultural and contextual intelligence, and self-awareness. (Plus-minus letter grade only)

IBUS 659 Introduction to International Business Negotiation (Units: 3)

Prerequisite: Upper-division standing or permission of the instructor.

Exercises involving various protagonists, organizational contexts, and situations to strengthen intercultural negotiating skills, which are becoming more essential as business grows more global and participative. (Plus-minus letter grade only) (This course is offered as IBUS 659 and MGMT 659. Students may not repeat the course under an alternate prefix.)

IBUS 676 Social Entrepreneurship in a Global Context (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better.

Examination of social entrepreneurship in a global context with a focus on new business models, micro-financing, and community-based entrepreneurship. (Plus-minus letter grade only)

IBUS 681 Seminar in Comparative Management (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or permission of the instructor.

Analysis of managerial performance in different cultures. Examines the international dimensions of organizational behavior in different countries and the varying socioeconomic, political, and legal variables that interact with culture to affect local and international management.

IBUS 690 Global Strategic Management (Units: 3)

Prerequisites: IBUS 330 with a grade of C- or better; FIN 356 recommended; or permission of the instructor.

A case study approach to business strategy, tactics, and decision-making in a multinational enterprise. Interactive effects of governmental and business policies.

IBUS 699 Independent Study (Units: 1-3)

Prerequisites: Open only to upper-division students that have demonstrated the ability to work independently. Permission of the instructor, adviser, and department chair.

Intensive problem analysis under the direction of an International Business faculty member. May be repeated for a total of 6 units. [CSL may be available]

IBUS 815 Seminar in International Business (Units: 3)

Prerequisite: Graduate Business students; graduate students in other majors may be admitted with the permission of the instructor.

Exploration of themes of culture and environments. Emphasis on the multinational enterprise and forms of international structure and strategy, rationalization of value chains, locational decisions, and FDI, foreign exchange, and global and regional economic integration. (Plus-minus letter grade only)

IBUS 841 Creativity for Managers: A Global Perspective (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the permission of the instructor.

Recognize, analyze, and support the value-adding determinants of creative behavior in a global context. Techniques for enacting and fostering productive creativity. introduces design thinking skills in practice, including, for example, fast prototyping, CAD, sketching, 3d printing, brainstorming, idea mapping. (Plus-minus letter grade only)

IBUS 859 Introduction to International Business Negotiation (Units: 3)

Prerequisites: Restricted to graduate Business majors and graduate Business certificate students; graduate students in other programs permitted with the permission of the instructor.

Development of intercultural negotiating skills through cases involving protagonists, organizational contexts, and situations. (Plus-minus letter grade only)

(This course is offered as BUS 859 and IBUS 859. Students may not repeat the course under an alternate prefix.)

IBUS 868 Strategies in Emerging and Developing Economies (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the permission of the Faculty Director of Graduate Programs.

Examination of the strategies and basic institutions underlying emerging markets in developing economies. Focus on strategies, business models, micro-financing, and community-based initiatives. (Plus-minus letter grade only)

IBUS 899 Independent Study (Units: 1-3)

Prerequisites: Restricted to graduate Business students; permission of the instructor, adviser, and department chair; open only to graduate students that have demonstrated the ability to work independently.

Intensive study of a particular problem under the direction of an international business faculty member. (Plus-minus letter grade only) [CSL may be available]