

BBA Program (International Business Major)

Roadmap for International Business major:



Introductory Course:

INB372 (International Business): This preliminary course of international business emphasizes the complexity of firms across national boundaries, as opposed to the domestic realm. It draws attention to the various topics for analyzing a country's potential for attracting foreign direct investment. Students will explore the phenomena of interdependent global economies, the political economy and its impact on economic development, and the importance of cross-cultural literacy for conducting international business. Furthermore included are discussions of theories on trade and trade blocs, international business strategies, and decisions imperative for choosing the appropriate entry mode.

Core Courses

MKT382 (International Marketing): This course introduces the marketing practices that companies employ to expand internationally. In addition, this course highlights the cultural and environmental considerations firms consider when tailoring their marketing strategies to the international environment.

INB400 (International Trade & Finance): This course is designed to provide students with a detailed understanding of the current trend in international trade in the context of economic and financial interactions between countries. This course equips the students with the necessary trade theories, trade policies, and trade instruments in order to provide more breadth on international trade concepts. Also, this course elaborates on the impacts of Balance of Payment, currency, and exchange rate on international trade.

INB480 (Global Business Strategy): This course provides a study of the development of business strategies in an international context. This unit introduces key theories of international business strategy – those concerning the rationales for international expansion, the choice of foreign market entry strategy, and the challenges multinationals face when implementing their international business strategies. Particular attention will be devoted to the role played by the international business environment and its institutions, evaluating critical strategic issues facing the multinational enterprise and exploring inter-relationships between host government policies and multinational company strategies.

INB490 (Cross-Cultural Management): The course will address differences in attitudes, values, and beliefs across different cultures. The course proceeds further by introducing various theories of culture and their applications in cross-cultural environments. Issues such as business etiquette, nonverbal communication, negotiations, interpersonal communication, time management, employee motivation, and decision-making are discussed in the context of intercultural differences in order to bring the management aspect into understanding the complexities of conducting global business. There will also be a focus on cultural learning, acculturation, and how organizations can cultivate a global mindset among their workforce.

Elective Courses

INB350 (International Business Negotiations): This course will provide an overview of the theory and practical skills essential for successful negotiation. By the end of this course, students are expected to differentiate between distributive bargaining and integrative negotiation, understand the perceptual, cognitive, and emotional processes that inhibit or facilitate effective negotiation, recognize communication errors, and outline strategies for improving productive communication. The course will also highlight more complex issues such as multiparty negotiations, ethics, and cross-cultural business behavior.

INB355 (Country Risk Analysis): This course will provide students with a comprehensive introduction to country risk analysis, which is used mainly in international business and finance contexts to understand the feasibility of foreign investment decisions. Rather than focusing on a specific country or region, the course will provide a more general analytical approach to risk analysis that can be applied across various countries. By the end of the course, students will have a strong understanding of different types of country risks, sources of country risk, and ways to manage country risks.

INB410 (International Competitiveness): The course comprises various theories and models for explaining a nation's competitive advantage. Students will have snapshots of traditional theories and models and investigate their weaknesses. Porter's Diamond model will be used to explain why some nations produce specific products/services more efficiently. The patterns of the world competitive scenario will be examined by observing countries that have been at the forefront of international competition. In addition, the course will examine the countries that are likely to become more competitive in particular sectors in the future. Moreover, the students will generate a project on a specific country's competitive advantage at the end of the semester.

INB415 (Global Fashion Buying & Merchandising): This course, with an overview of the international fashion business, will guide students to understand the role and responsibility of fashion buyers and merchandisers in the global market. It will focus on professional buying and merchandising methods, including practical knowledge of garment buying. Students will grasp several core concepts of Fashion Merchandising, including the global marketplace of fashion, the product selection process of a fashion buyer, major methods of import/export, pricing strategies, and the profitability of fashion products.

INB495 (International Trade Law): This course focuses on the analysis and interaction between the following fundamental concepts, including the historical overview of multilateral trade agreements, political dynamics of trade, and the free trade and trade barrier dichotomy. Along with international sales and carriage of goods, including INCO Terms and the Vienna Convention (CISG), payment and insurance (marine cargo insurance), dispute resolution in private international trade (conventional civil litigation versus ADR), and harmonization of international trade laws and practices (critical perspective for future) will be discussed in this course.

MKT417 (Export Import Management): This course discusses operational mechanics of export and import transactions parties, including banks, insurers, shippers, etc., involved in export-import financing, available incentives for export prices, agencies that provide help to exporters and importers, relevant government policies including the regulations of foreign exchange; export promotion methods, and emphasizes the cases of Bangladesh.