

BUAD 646: GLOBAL MARKETS

This course focuses on gaining insight into international business and applying that knowledge to aid in practical managerial decision-making. The course demonstrates the importance of understanding global markets and adopting a worldview to solve actual managerial problems. The emphasis is on establishing a practical link between basic international business concepts and a wide range of contemporary business problems, including world economies, business culture and ethics, foreign monetary policy, international trade and investment, global innovation, and supply-chain management. This course explores the relationship between global markets, people, profit, our planet, and purpose.

Credits: 3

Prerequisites:

BUAD 500

BUAD 505

Department: Business