

# TUJ International Business Studies (JIBS)

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Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

## **JIBS 3101. Introduction to Global Finance. 3 Credit Hours.**

This course addresses corporate financing issues in the global financial environment relevant for international corporations or MNCs/MNEs. Topics to be discussed in the course will include: BOP accounts; foreign exchange-rate determination and markets; foreign exchange risk management; corporate strategy for foreign direct investment; valuation of foreign investments; global debt and equity financing, and project finance; international capital budgeting decision process associated with political, sovereign (country) and inflation risks. The perspective of cash versus equity purchases; mergers and acquisitions; comparisons of corporate governance practices around the world; and international taxation will also be touched upon and explored.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (ACCT 2102 or ACCT 2902)

## **JIBS 3102. Global Operations and Supply Chain Management. 3 Credit Hours.**

This course is designed to present and discuss concepts, issues and problems critical to global operations, with some emphasis on global supply chains. The course seeks to provide an understanding of the importance of individual components (suppliers, manufacturers, distributors, and customers) in the operation of the supply chain. Coverage will include successful approaches in the areas of product and service design, global sourcing and logistics management, sales and operations planning, scheduling, resources planning, inventory management, and project management, among others, which have led to dramatic improvements in global business performance. Important recent developments and approaches for the effective and efficient operation of global supply chains will be identified and discussed. Also, in this course, a software package used for project management, such as MS Project, will be introduced.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (STAT 2103, STAT 2903, or MATH 2031)

## **JIBS 3501. Marketing in a Global Environment. 3 Credit Hours.**

This course takes a culturally driven approach to International Marketing. It will examine how multinational companies adapt to international opportunity and constraints. Marketing topics covered include global marketing; government regulations; organizational structure; product, price, promotion, and credit policies and methods. The course will combine cases, discussions, and readings to provide a mix of integrating concepts and hands-on problem solving.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MKTG 2101 or MKTG 2901)

## **JIBS 4197. Global Business Overview. 3 Credit Hours.**

This course is about making business decisions in international environment. It takes the perspective of a general manager and will focus on the theme of valuation. Students will be challenged to evaluate the capital structure and business models of international enterprises in order to assess strategic options.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

## **JIBS 4596. International Business Capstone. 3 Credit Hours.**

This is an integrated course that focuses on strategic management and decision making in international enterprises. Students are challenged to design real-time solutions through the use of comprehensive live case studies. The course is designed to help you develop state-of-the-art business writing skills that are appropriate in both academic and professional contexts. Other important objectives include: (1) Information literacy: To provide students with opportunities to search for outside sources and with instruction related to searching for, evaluating, and/or using sources; (2) Cross-functional (capstone) perspective: To integrate the knowledge accumulated in various functional areas such as accounting, finance, marketing, human resources management and operations management; (3) Hypothesis-driven, fact-based, and action-oriented case work: To provide students with meaningful experience in analyzing strategic problems through the use of the real-time case method. At the end of the course, students should be able to write a basic strategic report that meets the professional standards of an international management consulting firm on junior associate level.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in HRM 1101 and (JIBS 3501 (may be taken concurrently) or JIBS 3102 (may be taken concurrently))