INTB 1202. Becoming a Global Manager. 4 Hours.
Offers an introduction to global business. Functions as a foundational, “cornerstone” course that frames the BSIB course of study and maps the way forward. Covers frameworks for understanding the context of global business and the competencies required of global managers. Students work in teams to complete a global business project. Assessments are used to develop self-awareness and establish a baseline for subsequent development. Offers students an opportunity to develop a four-year professional development plan (PDP) to guide their study and development during their time at Northeastern and to develop the global mind-set necessary for becoming an effective global manager. The PDP is referenced in subsequent courses.

INTB 1203. International Business and Global Social Responsibility. 4 Hours.
Introduces the student to forces and issues confronted in our era of rapid globalization. Managers must understand forces from interconnected social, political, and economic national environments that affect their company’s operations. At the same time they need to draw on their ethical foundations to address and act on social responsibility imperatives across national borders.

INTB 1209. International Business and Global Social Responsibility. 4 Hours.
Does not count as credit for business majors. Counts as INTB 1203 for business minors only.

INTB 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

INTB 2202. Analyzing the Global Business Environment. 4 Hours.
Analyzes the global business environment—political, economic, sociocultural—and the use of various frameworks to aid in analysis and decision making. Introduces the global business environment in which firms have to compete. Specifically examines contemporary issues over the political, social, and economic consequences of the globalization of markets and industries. Also examines the responses of multinational enterprises to the challenges of globalization. Offers students an opportunity to review and revise their professional development plans (PDPs).

INTB 2501. Competing to Win in Emerging Markets. 4 Hours.
Presents an introduction to emerging markets, focusing on the BRIC countries of Brazil, Russia, India, and China. Takes the perspective of U.S. companies and what they must do to be successful in emerging markets. Discusses the differences between doing business in an emerging vs. a domestic market, the opportunities and potential of an emerging market, and the risks of operating in such a market. Then looks at the world from the perspective of emerging markets and discusses steps that their governments, companies, and entrepreneurs must take to succeed in the world economy. Analyzes what emerging markets must do to raise wages and incomes, accelerate wealth creation, and reduce poverty.

INTB 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

INTB 3202. Managing the International Assignment. 4 Hours.
Seeks to help students prepare for and succeed in an international assignment. Begins with classroom work during the semester before students leave for their expatriate year, continues throughout their year overseas, and concludes with debriefing sessions upon return. Requires monthly reports while overseas to document their academic and co-op learning. Exposes students to cultural diversity and the pervasive, but hidden, influence of culture on how people live, work, and manage. Offers students an opportunity to (1) develop abilities needed to function effectively in situations of cultural diversity; (2) develop an appreciation of the issues that they may confront; (3) create awareness of the personal impact of an international assignment while they are living and working abroad.

INTB 3310. Cultural Aspects of International Business. 4 Hours.
Helps develop awareness of the hidden influence of culture on behavior, particularly with respect to management and management practices. With the increasing globalization of business, many managers find themselves being managed by, or collaborating with, people of different nationalities and cultures. Develops the ability to recognize, understand, and work with the cultural diversity that affects business conducted across national and cultural boundaries.

INTB 3316. Economic, Social, and Political Dimensions of Doing Business in Brazil. 4 Hours.
Explores cultural, political, and social dimensions of doing business in Brazil. Investigates Brazil’s role in the global economy as well as the role of multinationals in this rapidly developing economy. Discusses the challenges facing companies that operate in a developing country as the country balances economic growth with environmental and social concerns.

INTB 3318. Field Research in Emerging Markets in Brazil. 4 Hours.
Offers students an opportunity to learn how Brazilian companies contribute to Brazilian economic development while being profitable. Studies for-profit companies, exploring how they address issues of sustainability and corporate responsibility within the context of running a company in a rapidly growing economy. Also examines the role played by nonprofits, nongovernment organizations, and government agencies in reducing poverty and illiteracy and in protecting the environment.

INTB 3320. International Business Management and Environment. 4 Hours.
Examines contemporary issues that confront today’s global managers. Explores the responses multinational enterprises have to the challenges of globalization. Seeks to build an understanding of the environment of international business while addressing the competencies required of global managers. Offers students an opportunity to develop a four-year professional development plan to guide their study and to help them develop the global mind-set necessary for becoming an effective global manager. Analyzes the political, economic, and sociocultural environment in which global businesses operate.

INTB 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.
INTB 4202. Executing Global Strategy. 4 Hours.
Emphasizes global strategy and execution as well as the leadership
requirements necessary to execute global strategy. Offers a capstone,
“big picture” course that draws on and integrates all business fields and
presents a global manager’s perspective. Uses the knowledge acquired
in core courses—such as finance, accounting, operations, marketing,
and organizational behavior—along with their international dimensions,
to study how global managers reach strategic management decisions
for the firm and its role in society. Offers students an opportunity to
review and revise their professional development plans (PDPs) following
their return from the expatriate experience and begin to develop post–
Northeastern PDPs.

INTB 4310. Managing the Global Firm. 4 Hours.
Offers students an opportunity to obtain a conceptual foundation for
understanding global trends that affect global competitiveness: the
importance of the complex interplay of company-level competencies,
cross-national sources of advantage in a technologically driven
global competitive environment; and the need to analyze and respond
effectively to ethical challenges of a globalizing world.

INTB 4860. Special Topics in International Business. 4 Hours.
Examines areas of current interest and special topics in the field of
international business. May be repeated up to two times.

INTB 4861. Developing Cultural Agility. 4 Hours.
Offers students an opportunity to develop their cross-cultural
competencies through service-learning. Through collaboration with
the National Peace Corps Association, students use their skills to do
need-based project work for a nongovernmental organization (NGO).
The goals of the course are to build cultural awareness and to gain self-
awareness, including having the self-awareness to clearly articulate
personal strengths and developmental opportunities with respect to
global leadership competencies; to gain experiences to practice cross-
cultural communication, including practicing the skills to gain credibility
and earn trust in another cultural context; and to have the opportunity to
develop cross-cultural competencies, including the ability to effectively
develop relationships with individuals from other cultures.

INTB 4970. Junior/Senior Honors Project 1. 4 Hours.
Focuses on in-depth project in which a student conducts research or
produces a product related to the student’s major field. Combined with
Junior/Senior Project 2 or college-defined equivalent for 8 credit honors
project. May be repeated without limit.

INTB 4971. Junior/Senior Honors Project 2. 4 Hours.
Focuses on second semester of in-depth project in which a student
conducts research or produces a product related to the student’s major
field. May be repeated without limit.

INTB 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions.
May be repeated without limit.

INTB 4991. Research. 4 Hours.
Offers an opportunity to conduct research under faculty supervision.

INTB 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent
study in lieu of any course required in the various concentrations.
Students present proposals to an Independent Studies Committee for
evaluation and approval. Every proposal requires a detailed outline of the
objectives and plan of study and must be accompanied by a supporting
statement from the supervising faculty member under whose direction
the study takes place. A copy of the final report prepared by the student
is presented to the appropriate Independent Studies Committee. Further
information about the Independent Studies Program can be obtained
from concentration coordinators. May be repeated without limit.

INTB 4998. International Business Undergraduate Thesis Continuation. 0 Hours.
Offers thesis continuation for students in the BSIB program who are
working on their thesis as part of the dual-degree requirements. May be
repeated once.

INTB 5976. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the
department on chosen topics. May be repeated without limit.

INTB 5978. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent
study in lieu of any course required in the various concentrations.
Students present proposals to an Independent Studies Committee for
evaluation and approval. Every proposal requires a detailed outline of the
objectives and plan of study and must be accompanied by a supporting
statement from the supervising faculty member under whose direction
the study takes place. A copy of the final report prepared by the student
is presented to the appropriate Independent Studies Committee. Further
information about the Independent Studies Program can be obtained
from concentration coordinators. May be repeated without limit.

INTB 6200. Managing the Global Enterprise. 3 Hours.
Focuses on the international business environment, and examines the
influence on global decision making of such areas as the international
economy and trade issues, legal and political context differences,
managerial actions, cultural and ethical system differences, exchange
rates and international currency markets, international institutions like
the World Trade Organization and the International Monetary Fund, and
regional agreements like the European Union, NAFTA, and Mercosur.
Also analyzes why firms internationalize their operations, how they can
internationalize, and key areas such as international manufacturing,
marketing, human resource management, and strategy.

INTB 6201. International Business Management. 3 Hours.
Explores the organizational and functional challenges a firm’s manager
must master to be effective across national borders in an era of
increasing globalization. Such challenges affect the international
manager’s strategic decisions and operational actions and arise from
international economy and trade conditions, legal and political context
differences, as well as cultural and ethical system issues.

INTB 6208. Global Management. 3 Hours.
Focuses on managerial decision making in international business.
 Covers key international business topics from international strategy,
management, and organizational behavior such as globalization, national
business environment analysis, cultural and ethical differences across
borders, politics and law in international business, regional economic
integration, motivations for going international, foreign direct investment,
mode of entry selection, international organizational structure, MNC
strategy, principles of international marketing, managing international
operations, and international human resource management. Students
read selected international business works, analyze and discuss
cases, conduct international feasibility projects, and discuss current
developments in the field.

INTB 6210. Multinational Management: Strategies and Operations. 3 Hours.
Focuses on international management, dealing with modes of entry
into international operations including exporting, licensing, international
marketing subsidiaries, foreign direct investment and joint ventures,
and organizing for multinational operations. Cases deal with a variety of
industries and country environments, with services and high-technology
industries, and topics such as business-government relations in an
international context.
INTB 6211. Managing in Transitional Economies. 1.5 Hour. 
Examines companies that are engaged in business in countries with transitional economies, which face unique challenges and opportunities. By some measures, people who live and work in such countries (often referred to as developing) account for approximately 80 percent of the world’s population. These people represent a large, growing market and labor force, spread among countries that are extremely diverse and produce a wide array of products and services. Discusses economic forces that are powering globalization and the reactions they engender among governments and populations in developing countries. Also examines some of the differences between developed and developing countries, and consider how they impact managers.

INTB 6212. Cultural Aspects of International Business. 3 Hours. 
Focuses on issues that arise when a firm operates in multiple countries with cultures that are different from its home country. Principally addresses the perspectives of U.S. firms operating overseas, but also explores other national firms operating in the United States and in third-country environments. A central issue is how corporate cultures evolve in the context of national cultures.

INTB 6213. Doing Business in Eastern Europe. 6 Hours. 
Explores the economies of transition in Eastern Europe as students visit companies in several countries there. Focuses on implications of current economic reforms, foreign trade organizations, and government agency roles, as well as issues related to business culture in the countries visited.

INTB 6215. Economic and Business Development in China. 6 Hours. 
Designed to expose students to the transitional economy and the business environment in China. For several years, China has been the fastest-growing economy in the world and it has recently been admitted to the WTO. Through visits and seminars at host universities and companies in China, students gain firsthand knowledge of the structure of the Chinese economy and how domestic and foreign companies do business there. Students travel to a number of cities in China and have opportunities to directly interact with Chinese government officials, company executives, and university faculty and students.

INTB 6216. Marketing Innovations in Europe. 3 Hours. 
Exposes students to marketing innovations in a global setting. Examines the relationship between marketing and technology in an international setting by comparing a technologically advanced country, Finland, and an emerging market, Estonia. Covers factors that influence the marketing of technological innovations and factors that accelerate, and those that impede, the diffusion of technological innovation. Examines how companies market innovations in these countries, how consumer behavior evolves with the introduction of technological innovations, and how the nature of competition changes with the evolution of innovations. Exposes students to the socioeconomic and cultural context of innovations. Describes how organizations such as the European Union impact the marketing of innovations.

INTB 6217. Creating Sustainable Competitive Advantage through Global Innovation. 3 Hours. 
Offers students an opportunity to learn about how companies overcome the barriers to managing global new-product development. Studies how distance, along with differences in culture, capabilities, costs, and customers, make the task of managing global new-product development efforts incredibly difficult and delicate. Also studies how firms develop and execute global innovation strategies, build and leverage global networks, create R&D capabilities abroad, manage distributed projects and virtual teams, and how emerging market firms innovate globally.

INTB 6218. Leadership and Organizational Behavior in a Global Environment. 3 Hours. 
Aims to create awareness, understanding, and knowledge of how organizations select, develop, and train global leaders. Begins with a review of culture and its differences across national borders. Then studies multicultural team building (face-to-face and virtual), intercultural communication, international career development and management from the organization’s and the executive’s point of view, and broader organizational behavior challenges across borders.

INTB 6222. Cultural and Global Strategy Implementation. 2 Hours. 
Focuses on the manager’s need to recognize, understand, and work with aspects of cultural differences in order to implement strategy effectively across national borders. Offers students an opportunity to map cultural differences using a number of conceptual frameworks that are used by managers. The implications of these differences and the use of guest speakers increase the range of learning opportunities.

INTB 6224. Competing to Win in Emerging Markets. 3 Hours. 
Offers students an opportunity to develop an understanding of emerging markets. Studies how U.S. firms can and do compete with emerging markets, how emerging-market companies compete with developed companies, and how companies in emerging markets compete with each other. Explores the future of emerging markets and the steps they need to take to ensure their future viability and success, as well as the threats they face.

INTB 6226. Becoming a Global Leader. 3 Hours. 
Seeks to help students build the cross-cultural skills necessary to comfortably and effectively work in different cultures and with people from different cultures. Discusses the alignment between the firm’s business strategy and the leader’s responses in a multicultural environment along with the methods for leadership effectiveness in multicultural teams and virtual environments. Using online, experiential, and discussion-based methods, offers students an opportunity to gain the self-awareness needed to generate a plan for their own global leadership development.

INTB 6230. International Field Study. 3 Hours. 
Designed to give students intense exposure to the global business environment by immersing them in the business practices and culture of a country or region outside the United States. The course is taught primarily in the country or region of interest and involves a mix of classes, company site visits, and cultural activities. Fulfills the globalization requirement in the full-time MBA program. May be repeated without limit.

INTB 6231. Global Leadership Development. 3 Hours. 
Presents a management-oriented approach to understanding global management and leadership. Exposes participants to the complexity contained within multicultural environments; one’s own leadership style and cultural competencies; how culture influences an organization’s strategy and operations; and how organizations attract, retain, and develop culturally agile talent. Designed to help corporate managers develop a global mind-set and build the cultural competencies required for global leadership.

INTB 6232. Doing Business in Emerging Markets. 3 Hours. 
Takes the perspective of managers who are considering the best ways to enter and succeed in emerging markets such as Brazil, Russia, India, China, South Africa, and others that offer varying institutional opportunities and challenges. Examines how their action choices compare to those appropriate for entering advanced markets like the United States, Western Europe, or Japan. Emphasizes how socioeconomic, ethical, political, regulatory, and technological complexities affect the strategy choices that multinational firms, from and in emerging markets, make to succeed at home and abroad.
INTB 6238. Global Project. 3 Hours.
Offers students an opportunity to work on faculty-led teams to address a current issue facing a global corporate partner organization. Students interact directly with organizational leaders and employees to scope the project and work as a consulting team, harnessing campus and corporate resources to solve a problem and/or make recommendations. Faculty travel with the students to an international site to continue research, interviews, etc., and report findings to local corporate representatives. Feedback on the project reports are incorporated, and the final project report takes place post-travel with the corporate/sponsoring organizations’ representatives.

INTB 6260. Advanced Topics in Global Management and Strategy. 3 Hours.
Offers topics of current interest in the international business arena, emphasizing managing in emerging markets, analyzing global expansion, and developing analytical and quantitative modeling skills for the international business arena, often in the context of developing presentation and writing skills in a case competition format. Instructor interests will shape course format and meeting schedules. May be repeated without limit.

INTB 6280. Managing Innovation and Marketing in the Global Enterprise. 3 Hours.
Extends the principles of new product and service innovation and the marketing of these innovations to offshore markets, including the European Union; Brazil, Russia, India, and China (BRIC); and other emerging markets. Explores differences in business culture, government regulation, consumer/customer preferences, and employee management in these various contexts. Through cases and Web database research projects, offers students an opportunity to extend their innovative thinking to the world’s fastest-growing markets.

INTB 6290. Managing in Diverse Cultures to Execute Global Strategy. 3 Hours.
Offers students an opportunity to develop the knowledge and skills they need to manage in diverse cultural environments and to work effectively with people from other cultures. Specifically, offers students an opportunity to develop awareness of the pervasive and hidden influence of culture on behavior, particularly with respect to management practices in global operations; to develop familiarity with the types of situations and issues that managers often confront when working globally; to develop skill in using selected tools and frameworks that can guide managers working with diverse cultures; and to develop self-awareness of their own capabilities to work effectively in culturally diverse contexts.

INTB 6291. Expanding Globally for New Competitive Advantage. 1.5,2 Hour.
Explores geographic expansion and strategies to grow businesses worldwide while protecting domestic markets. Examines why firms globalize and identifies challenges companies face in transferring competitive advantages across borders. Emphasizes how firms manage global expansion, including choice of markets, pace of expansion, methods of entry, competition with local firms, and relations with host governments. Explores emerging market opportunities and competition. Investigates how global firms exploit their global presence to create new competitive advantages in matters such as promoting efficiency, developing talent, streamlining sourcing, exploiting scale, and driving innovation. Offers students an opportunity to gain a global mind-set by integrating lessons from international management, cultural, and strategy courses to address complex global strategy and implementation issues.

INTB 6292. Global Economic and Political Environments. 2 Hours.
Offers students an opportunity to learn about how the global economy functions; what challenges each region of the world faces; how those regions are interconnected; and the international agreements and institutions—such as the World Trade Organization, the World Bank, and the International Monetary Fund—through which those interdependencies are managed. Introduces the political forces that shape relations among countries and, therefore, the context in which firms make decisions. Examines the significance to companies of issues such as long-term trends in U.S. competitiveness in the global economy, the long-term implications of the rise of countries like China and India, and the importance of Europe as a market for U.S. companies.

INTB 6293. International Residency in Mexico City. 3 Hours.
Offers students an opportunity to travel to Mexico City to participate in International Week at IPADE, Mexico’s premier, internationally ranked business school. Students are grouped in small teams comprised of participants from multiple countries. Teams prepare and discuss case studies on important business issues, contributing their different perspectives and outlooks, and leading thinkers and managers from Latin America and elsewhere share their business experience. The week includes visits to leading Mexican companies and cultural and historical sites and social events where participants meet and exchange views with peers from different companies, industries, and cultures.

INTB 6294. International Residency in China and Hong Kong. 3 Hours.
Designed to give students firsthand experience with the business environment and managerial practices of China and Hong Kong, as well as to experience Chinese culture, society, and values through sightseeing and cultural activities. Students hear from local experts and visit a number of companies. They are able to interact with senior managers, local entrepreneurs, and government officials from different cultures in formal and informal settings. Offers students an opportunity to understand the difference in markets, firms, governments, and institutions, comparing the U.S. economy to that of China and Hong Kong, and to understand the nature of the long-term challenges and opportunities that China represents for U.S. companies and managers.

INTB 6960. Exam Preparation—Master’s. 0 Hours.
Offers the student the opportunity to prepare for the master’s qualifying exam under faculty supervision.

INTB 6962. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

INTB 6964. Co-op Work Experience. 0 Hours.
Provides eligible students with an opportunity for work experience. May be repeated without limit.

INTB 7976. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the department on chosen topics. May be repeated without limit.