

# GBS - GLOBAL BUSINESS STUDIES

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## **GBS 101** **3 credit hours (lecture: 3 | lab: 0)**

### **Introduction to Global Business**

Course introduces students to the study of global business. Content includes issues and topics related to conducting business outside of the U.S. domestic marketplace, with a focus on cultural, political, legal and ethical business practices around the world and the implications of these factors.

**Recommended:** BUS 101 taken prior to, or in conjunction with, this course.

*Delivery mode: Face-to-Face | Hybrid | Online*

## **GBS 205** **3 credit hours (lecture: 3 | lab: 0)**

### **Import and Export Compliance**

Course focuses on U.S. import and export regulations and how companies can develop their trade compliance programs. Key topics include tariff classification, country of origin determination, valuation for tariff calculation, free trade agreements, export controls, and export filing requirements.

*Delivery mode: Face-to-Face | Hybrid | Online*

## **GBS 212** **3 credit hours (lecture: 3 | lab: 0)**

### **Global Sourcing and Import Procedures**

Course is an introduction to global sourcing, procurement and import procedures. Students will examine sourcing strategies, identify and evaluate suppliers, consider cultural impacts on negotiations, explore the meaning of boiler plate contracts, and examine U.S. import regulations.

**Recommended:** GBS 205

*Delivery mode: Face-to-Face | Online*

## **GBS 225** **3 credit hours (lecture: 3 | lab: 0)**

### **Global Logistics and Documentation**

Course focuses on the global supply chain and logistics, as well as the proper execution of international trade documentation and payment terms. Topics include, among others, the use of Incoterms® rules, various transportation options, Letters of Credit, packaging, security and technology.

**Recommended:** GBS 205 or consent of instructor.

*Delivery mode: Face-to-Face | Online*

## **GBS 235** **3 credit hours (lecture: 3 | lab: 0)**

### **Global Marketing**

Course provides an overview of the marketing process as applied to global marketing. Content includes concerns of inexperienced firm considering exporting as an option for increased sales and profits, and presents an approach for experienced firm in evaluating export marketing process and reaching global markets.

**Recommended:** GBS 101 or MKT 131

*Delivery mode: Face-to-Face | Online*

## **GBS 236** **3 credit hours (lecture: 3 | lab: 0)**

### **Current Global Events and Perspectives**

Course provides an overview of current global economic, political and socio-cultural events and perspectives that affect global business. Using a variety of resources, students will analyze and discuss the impact of current events on global business activities.

**Recommended:** GBS 101

*Delivery mode: Face-to-Face | Online*

## **GBS 240** **3 credit hours (lecture: 3 | lab: 0)**

### **Global Management**

Course focuses on the role of the executive, middle and front-line management in directing and improving organizational performance in a global environment. Concepts covered include management of various types of international risks, strategic planning, and decision-making facing global business.

**Recommended:** GBS 101.

*Delivery mode: Face-to-Face | Online*

## **GBS 250** **3 credit hours (lecture: 3 | lab: 0)**

### **Interest Rates and Foreign Exchange Markets**

Course examines the foreign exchange situation domestically and world wide. Content includes dollar exchange rates, spot, forward, futures and options markets, appropriate history and economics/finance topics. Focus is on foreign exchange from the viewpoint of the trader of currencies, the hedger and the international importer/exporter.

**Recommended:** GEG 130.

*Delivery mode: Face-to-Face | Online*

## **GBS 253** **3 credit hours (lecture: 1 | lab: 15)**

### **Practicum**

Course provides opportunity to earn credit and valuable experience while doing a project on the job in an approved company. Intended for the second-year Global Business Studies student.

**Prerequisite:** 12 hours of GBS or consent of instructor

*Delivery mode: Face-to-Face | Online*

## **GBS 290** **1-4 credit hours (lecture: 0-4 | lab: 1-4)**

### **Topics in Global Business**

Course designed to meet the special interest needs of global business students and local business organizations. Students may repeat GBS 290 up to three times on different topics for a maximum of nine semester credit hours. Fee Varies. Prerequisite may vary by topic.

*Delivery mode: Face-to-Face | Online*