

INTERNATIONAL BUSINESS (INTL BUS)

INTL BUS 200 – INTERNATIONAL BUSINESS

3 credits.

Technology, privatization, deregulation and other government policies, and growth of a mass culture are among the factors that drive global business today. Introduction to the key concepts necessary to understand the functioning of global markets and the inherent issues managers face in planning and executing international business strategies for products, services and investments.

Requisites: (ECON 101, 102, or 111); or declared in undergraduate Business Exchange program

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Understand how intercultural differences can affect consumption behaviors and firm management.

Audience: Undergraduate

2. Articulate the politics of trade at the national and supranational level and explain the tools by which government intervention is used to impact trade and investment.

Audience: Undergraduate

3. Explain the role of institutions such as the IMF, World Bank and WTO in facilitating trade and investment.

Audience: Undergraduate

4. Describe at a foundational level foreign currency risks and the international monetary system.

Audience: Undergraduate

5. Evaluate the benefits and costs of various foreign entry strategies, including direct foreign investment.

Audience: Undergraduate

INTL BUS/FRENCH 313 – PROFESSIONAL COMMUNICATION AND CULTURE IN THE FRANCOPHONE WORLD

3 credits.

Study and analysis of the culture and sociology of professional environments in the French and Francophone worlds, including government, international organizations, NGO's and business. Students develop communication skills through interactive teaching methods in multimedia labs.

Requisites: FRENCH 228 or 311

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Express yourself more effectively in French, in both your speaking and your writing, especially in current professional settings.

Audience: Undergraduate

2. Interpret cultural differences between France and the United States more effectively, especially in professional settings.

Audience: Undergraduate

3. Deepen your knowledge about the contemporary French-speaking world beyond your own personal and academic experience thus far.

Audience: Undergraduate

INTL BUS/FRENCH 314 – CONTEMPORARY ISSUES IN BUSINESS, GOVERNMENT AND NGOS

3 credits.

Cultural study of contemporary Francophone Africa, focusing on issues in government, organizations and enterprise. Exploration of cultural and professional relations between Francophone Africa and France, the European Union, and the United States.

Requisites: FRENCH 228, 311, or INTL BUS/FRENCH 313

Course Designation: Frgn Lang - 5th + semester language course
Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Understand current events in French-speaking Africa.

Audience: Undergraduate

2. Recognize the ways in which those phenomena are understood, discussed and represented in other major Francophone regions (like Quebec, Mali, Morocco, France, and other regions), as well as in the United States.

Audience: Undergraduate

3. Conceptualize and apply transferrable skills acquired in a liberal arts education to French-related international business and non-profit careers.

Audience: Undergraduate

4. Apply the fundamentals of intercultural communication with a personal profile and "pitch," in both English and French, to network more effectively.

Audience: Undergraduate

5. Enhance oral and written communication skills, in both languages, applicable to networking and job-seeking situations.

Audience: Undergraduate

INTL BUS/GEN BUS 320 – INTERCULTURAL COMMUNICATION IN BUSINESS

3 credits.

Develops awareness and knowledge of cultural influences on business. Focuses on various attitudes toward work, time, material possession, business, and the relationship of these attitudes to different social, religious, philosophical, and educational backgrounds of business people from cultures around the world.

Requisites: Sophomore standing or declared in the Business Exchange program

Repeatable for Credit: No

Last Taught: Spring 2026

INTL BUS/SPANISH 329 – SPANISH FOR BUSINESS

3 credits.

Spanish lexicon and linguistic style for management, banking, accounting, capital investment, personnel and office systems, production of goods and services, marketing, finance, and import/export; includes translation and interpretive activities.

Requisites: SPANISH 311

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Recall and employ appropriate terminology for commerce in the Spanish-speaking world.

Audience: Undergraduate

2. Assess and use appropriate communication and behavior in various professional situations, e.g. social media posts, marketing, business meetings, correspondence.

Audience: Undergraduate

3. Examine and discuss current social, cultural and political events that impact business in the Spanish-speaking world.

Audience: Undergraduate

INTL BUS/GEN BUS 340 – CULTURE AND COMMUNICATION IN WESTERN EUROPE

3 credits.

Learn how to adapt writing, speaking, and nonverbal behavior to effectively communicate in a Western European context (e.g. Germany, France, United Kingdom, Italy, and Spain). Examine issues such as cultural attitudes toward authority, time, gender, and race, as well as the religious and philosophical values that support those attitudes. Explore frameworks for understanding a national culture's influence on communication and learn how to apply that to practical use.

Requisites: None**Repeatable for Credit:** No**Learning Outcomes:** 1. Apply models of intercultural communication and situate countries in historical context to build Western European country-specific knowledge.

Audience: Undergraduate

2. Identify limitations of models of intercultural communications and apply intercultural competency and research skills to address them.

Audience: Undergraduate

3. Identify research and resources that enable continued learning about intercultural communications with West Europeans as new and unfamiliar situations arise.

Audience: Undergraduate

4. Demonstrate awareness of cultural values, norms, and biases.

Audience: Undergraduate

5. Apply intercultural competency skills and models to adapt communications in different situations.

Audience: Undergraduate

INTL BUS 349 – GLOBAL IMMERSION EXPERIENCE IN INTERNATIONAL BUSINESS

1-2 credits.

Participation in a global immersion experience (short term study abroad) in International Business. Enrollment in a UW-Madison resident study abroad program.

Requisites: None**Repeatable for Credit:** Yes, for 8 number of completions**Learning Outcomes:** 1. Demonstrate personal and leadership qualities that help achieve success in global enterprise.

Audience: Undergraduate

INTL BUS 350 – GLOBAL IMMERSION IN INTERNATIONAL BUSINESS

1-2 credits.

In preparation for immersion into the unique international business dynamics of another country, explore the nation's political, social and cultural environment; market research and entry opportunities; the investment climate. Travel requirements, such as a valid passport, may apply to the immersion experience component.

Requisites: Consent of instructor**Repeatable for Credit:** Yes, for 8 number of completions**Last Taught:** Spring 2026**Learning Outcomes:** 1. Examine local and regional cultures and societies, including using socio-economic frameworks.

Audience: Undergraduate

2. Understand how globalization is shaping the local economy, and how the local economy in turn impacts globalization.

Audience: Undergraduate

3. Transfer international business theory to professional practice.

Audience: Undergraduate

4. Demonstrate personal and leadership qualities that help achieve success in global enterprise.

Audience: Undergraduate

INTL BUS 365 – CONTEMPORARY TOPICS

1-3 credits.

A course for the exploration of subject areas possibly to be introduced into the business curriculum.

Requisites: Sophomore standing or declared in undergraduate Business Exchange program**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Summer 2025**INTL BUS 399 – READING AND RESEARCH-INTERNATIONAL BUSINESS**

1-6 credits.

Individual work suited to the needs of undergraduate students may be arranged both during regular sessions and the intersession periods.

Requisites: Consent of instructor**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: Yes, unlimited number of completions**Last Taught:** Spring 2026

INTL BUS/M H R 403 – GLOBAL ISSUES IN MANAGEMENT

3 credits.

Focuses on the strategic management required in global business. Topics include environmental analysis, global strategy, and subsidiary control. The aim of the course is to develop special skills that are required to manage international firms.

Requisites: Sophomore standing. Not open to graduate/professional students

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Analyze the key drivers of globalization and their impact on organizational strategy, structure, and culture in global settings.

Audience: Undergraduate

2. Evaluate the role of cultural differences in facilitating or hindering organizational success and recommend strategies for effective leadership across cultures.

Audience: Undergraduate

3. Apply global human resource and corporate social responsibility practices to improve organizational productivity and sustainability in a global economy.

Audience: Undergraduate

4. Assess country, competitor, market, and consumer data to develop and refine management and marketing plans that allows a company to gain a sizeable market share and achieve strong financial performance for its operations in another country.

Audience: Undergraduate

INTL BUS/MARKETNG 420 – GLOBAL MARKETING STRATEGY

3 credits.

Structure of foreign trading; commercial facilities available to exporters and importers; application of economic analysis in marketing decisions; contemporary trends in international economy affecting foreign trade policies and practices.

Requisites: (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Recognize and analyze the impact of government intervention on trade and investment at national and transnational levels.

Audience: Undergraduate

2. Explain the role of the US in the global economy considering changes in demographics, technology, government intervention, trade, and resource scarcity.

Audience: Undergraduate

3. Identify challenges faced by global marketers due to differences in legal systems, laws, jurisdiction, and enforcement of property rights, including ethical considerations.

Audience: Undergraduate

4. Conduct cultural research to prepare for negotiations with potential suppliers, distributors, and consumers.

Audience: Undergraduate

5. Develop proposals that adapt a firm's international business strategy based on evaluations of how risk, culture, and macro- and national-level economic factors influence foreign national and sub-national environment.

Audience: Undergraduate

INTL BUS/FINANCE 445 – MULTINATIONAL BUSINESS FINANCE

3 credits.

Application of financial theory to the operations of multinational firms; survey of the international financial environment; determinants of international portfolio and direct investment capital flows; management of foreign exchange position and hedging strategies; evaluation of foreign investment projects (multinational capital budgeting); international financial structure decisions; multinational credit institutions and capital markets; taxation of international business.

Requisites: (FINANCE 305, 325, 330, and ECON/FINANCE 320), or declared in undergraduate Business Exchange program

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Demonstrate the knowledge and technical skills needed to be the treasurer of an international firm

Audience: Undergraduate

2. Apply methods to measure, manage and analyze the effects posed by exchange rate risk to the income statement and balance sheet of a firm

Audience: Undergraduate

3. Evaluate foreign investment decisions

Audience: Undergraduate

4. Articulate the choices and challenges faced by managers when sourcing funds in the global capital markets, and in making complex foreign investment decisions

Audience: Undergraduate

INTL BUS 450 – STUDY ABROAD IN INTERNATIONAL BUSINESS

1 credit.

Engage in activities that aim to translate and integrate the study abroad experience. Build international business and global competencies while connecting with others engaged in an immersion experience.

Requisites: Declared in Certificate in International Business

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Build international business and related global competencies through a structured examination of the host country.

Audience: Undergraduate

2. Integrate the study abroad experience into personal and professional career readiness goals.

Audience: Undergraduate

INTL BUS/A A E/ECON 462 – LATIN AMERICAN ECONOMIC DEVELOPMENT

3 credits.

A historico-institutional analysis of development problems in the principal Latin American countries, with attention to differentiation of national growth patterns and alternative development strategies.

Requisites: A A E 101 (215 prior to Fall 2024), ECON 101, or 111

Course Designation: Breadth – Social Science

Level – Advanced

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2023

Learning Outcomes: 1. Demonstrate mastery of the language of international development economics

Audience: Undergraduate

2. Develop proficiency in an array of concepts from primary product exports to conditional cash transfers to migration and remittances to corruption and civil conflict.

Audience: Undergraduate

3. Examine how markets and distinct development strategies and processes provide different opportunities and returns for the rich and the poor, urban and rural, latino and indigenous peoples, large and small countries, and so on.

Audience: Undergraduate

4. Explain the strengths and weaknesses of contending theories of economic development.

Audience: Undergraduate

5. Apply contending theories to markets, state policies, social initiatives, and historical experiences in Latin American countries.

Audience: Undergraduate

INTL BUS/FINANCE 745 – MULTINATIONAL BUSINESS FINANCE

2-3 credits.

Theory of business finance as applied to the operations of multinational firms; financial analysis and control of foreign investment decisions; working capital management; multinational credit institutions and capital markets; special accounting problems and trends in international monetary affairs.

Requisites: FINANCE 700

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Demonstrate the knowledge and skills needed as a senior financial officer of an international firm.

Audience: Graduate

2. Understand how the international economic and financial environment and the exchange rates affect financial decisions by firms.

Audience: Graduate

3. Apply the methods used to measure, manage and analyze the effects posed by exchange rate uncertainty to the income statement and balance sheet of a firm.

Audience: Graduate

4. Articulate the choices and challenges faced by managers when sourcing funds in the global capital markets, and in making complex foreign investment decisions

Audience: Graduate

INTL BUS 765 – CONTEMPORARY TOPICS

1-4 credits.

Exploration of advanced subject areas possibly to be introduced into the business curriculum.

Requisites: Graduate/professional standing or declared in graduate Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026

INTL BUS 766 – GLOBAL BUSINESS MANAGEMENT

2 credits.

Focuses on the acquisition of knowledge and the development of skills over a broad range of issues related to global management. The overall goal is to improve global competence by discussing: why organizations "go global;" global business venture options; the impact of foreign business activities on host countries; how to conduct a "CAGE" analysis; how to identify and mitigate global risks; issues related to CSR and corruption for foreign business activity; the role of labor codes; ways to manage a global work force; the role of "global cadres;" and the roles and management of expatriates. Country/region knowledge explored will encompass Asia, Africa, South America, and Europe.

Requisites: Declared in Business: General Management, MBA

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Illustrate the CAGE (Culture, Administrative, Global, Economic issues) analysis for global business

Audience: Graduate

2. Summarize the reasons for global strategies and the complexities and challenges involved in developing and implementing them

Audience: Graduate

3. Explain why host countries choose to host foreign business and the costs and benefits associated with doing business with international companies

Audience: Graduate

4. Critically assess potential strategies, benefits and the unique risks of doing business internationally

Audience: Graduate

5. Contrast the management of a global workforce vs a domestic workforce; including staffing and management of international employees

Audience: Graduate

6. Outline the changing nature of global business with regards to managing ethical concerns, questions of corruption, and varying standards of conduct between the organization and host nation

Audience: Graduate

INTL BUS 767 – GLOBAL LEARNING EXPERIENCE

2 credits.

Visit host countries to improve global competence by discussing and experiencing key issues for US organizations doing business in the host countries. A key component will be the integration, in a global context, of the knowledge and skills from the MBA coursework in marketing, finance, international business, operations, economics, accounting, strategy, and leadership. The techniques learned and practiced can be used in the future to competently research and understand global business issues for any part of the world.

Requisites: Declared in Business: General Management, MBA

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Outline and manage legal, political, economic, technological, social and regulatory risks of host countries

Audience: Graduate

2. Profile and evaluate a company doing business in the host countries

Audience: Graduate

3. Apply insights from NGOs, Domestic, Western, multinational corporations doing business in the geographic region to the companies doing business in the host countries

Audience: Graduate

4. Analyze a retail product segment in country 2 and compare that segment to the United States

Audience: Graduate

INTL BUS 780 – BUSINESS IN THE GLOBAL ECONOMY

2 credits.

Exploration of the forces, frameworks, and institutions that drive the global economy and the inherent issues managers face in planning and executing international business strategies. Topics include the history of globalization, global market dynamics, political economy, trade policies, cross-cultural management, and strategic decision-making in a global context.

Requisites: Graduate/professional standing or declared in graduate Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Articulate the politics of trade at the national and supranational level and explain the tools governments use to impact trade and investment flows.

Audience: Graduate

2. Explain how the forces of risk, culture, and macro- and national-level economic factors impact firm strategy when products and services go across national borders.

Audience: Graduate

3. Explain the role of institutions such as the International Monetary Fund (IMF), World Bank, and the World Trade Organization (WTO) in facilitating trade and investment.

Audience: Graduate

4. Describe the fundamentals of foreign currency risk and the international monetary system.

Audience: Graduate

5. Analyze and evaluate the benefits and costs of various foreign entry strategies, including direct foreign investment.

Audience: Graduate

INTL BUS 799 – READING AND RESEARCH-INTERNATIONAL BUSINESS

1-6 credits.

Individual work suited to the needs of graduate students may be arranged both during regular sessions and the intersession periods.

Requisites: Consent of instructor

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2011