

# Howard University School of Business

## MBA

### International Business

In addition to the core course curriculum requirement, a student must complete 15 credit hours of elective/concentration courses. The requirements for an MBA with a concentration in International Business are: GINB-500, GINB-501, GINB-502, GINB-590.

#### **GINB-500. Global Business Environment. 3 crs.**

A framework is developed for analyzing and examining the complexity and diversity of the international business environment. Theories and analysis relevant to major national and regional business environments are examined. Organizational and functional issues are discussed, including firm structures and industry analysis.

#### **GINB-500. Global Business Environment. 3 crs.**

A framework is developed for analyzing and examining the complexity and diversity of the international business environment. Theories and analysis relevant to major national and regional business environments are examined. Organizational and functional issues are discussed, including firm structures and industry analysis.

#### **GINB-501. Global Marketing Management. 3 crs.**

The fundamentals of marketing and its management in competitive global environments and diverse national markets are discussed. Major topics include demand analysis, product development, pricing, foreign market entry strategy, etc.  
Prerequisite: GINB-500.

#### **GINB-502. Global Financial Management and Investments. 3 crs.**

The major thrust of this course is to apply the methodology and concepts in the field of finance to the study of key international financial decisions. Critical problem areas such as foreign investment and foreign exchange risk management are emphasized to understand the workings of financial markets.

Prerequisites: GINB-500 or GFIN-500 for students in Finance concentration.