

## **GMS 522- International Marketing**

Basic marketing principles are applied to world markets. Emphasis in the course is given to the analysis of economic, political, cultural and social factors. This course also covers conditions relevant to the implementation of marketing strategies in world markets. (Formerly IBS 522 and MKT 522)

Lect: 3 hrs.  
Prerequisite: MKT 100 or HTM 302 or Direct Entry  
Course Weight: 1.00  
Billing Units: 1

## **GMS 724 – Management of International Enterprise**

An analysis of the management policies of the multinational business corporation in Canada and the world. Topics covered: the evolution of the multinational corporation, its organization, structure, planning and goals. Also covered are business strategies including marketing, production, logistics, technology, personnel and labour relations, finance, investment and acquisition, and ownership, concerns of host countries including Canada, and policies for host governments. Lectures, discussion, and case problems. (Formerly IBS 724 and MGT 724)

Lect: 3 hrs.

Prerequisite: GMS 401 or MGT 401 or HTF 506 or Direct Entry

Course Weight: 1.00 Billing Units: 1

## **GMS 850 – Global Management Strategy**

Using an integrated web-based international business simulation as its foundation, the course will equip the individual to manage effectively in the current global business environment. Students will be required to assess risk, apply cross-cultural and creative leadership, as well as consolidate and use concepts and skills learned in previously defined functional areas of their business studies. The course will provide an opportunity for "hands-on" managerial experience involving issues in operations management, managerial control, finance, human resources, marketing strategy and legal issues. (Formerly IBS 600)

Lect: 3 hrs.  
Prerequisite: GMS 401 or MGT 401 or HTF 201 or Direct Entry  
Course Weight: 1.00  
Billing Units: 1

## **FIN 621 – International Finance**

This course will extend the corporate finance material of FIN 401 and the investment-related topics of FIN 501 to the international setting. The overriding theme will be the exposure of multinational corporations and investors to the risk of varying exchange rates. Topics include: international financial markets (i.e., euro currency, bond and equity markets), various parity relationships, forecasting exchange rates, managing exposure to changing exchange rates, multinational capital budgeting and multi-national cost of capital. (Formerly IBS 621)

Lect: 3 hrs.  
Prerequisite: FIN 401  
Course Weight: 1.00  
Billing Units: 1