

**EAST CAROLINA UNIVERSITY**  
**College of Business**  
**Detailed Course Information**

<b>I. Course</b>
<b>MGMT 3352 International Business</b>
<b>II. Instructor &amp; Textbook Information</b>
<p>All instructors in the College of Business are either academically or professionally qualified to teach their courses. All graduate classes are taught by faculty with terminal degrees in the relevant field of study. Faculty who teach online courses also teach face-to-face campus courses.</p> <p>To review current textbook information visit the bookstore's website: <a href="http://epos2.sequoiars.com/ePOS?form=cat.html&amp;cat=1&amp;store=458">http://epos2.sequoiars.com/ePOS?form=cat.html&amp;cat=1&amp;store=458</a> and follow the link at the bottom of the page.</p>
<b>III. Expanded Course Description</b>
<p>Framework within which international business is conducted. Analysis of typical business and economic problems in multinational business.</p> <p>Prerequisite: MGMT 3302</p>
<b>IV. Course Objectives</b>
<p>Students who successfully complete the course will have an understanding of international business and the implications of an emerging global business world.</p>
<b>V. Course Topics</b>
<ul style="list-style-type: none"><li>• International monetary systems and finance</li><li>• Concepts and strategy of international trade</li><li>• Management of multinational organizations</li><li>• Emerging transnational corporations</li></ul>
<b>VI. Required Coursework</b>
<p>Exact requirements may vary, but typically, to successfully complete this course, the student will be required to complete a paper/project on an international topic, readings and periodical articles.</p>
<b>VII. Course Communication &amp; Interaction</b>

**VIII. Computer/Technical Requirements Additional Notes/Comments**

The university recommends specific technology when taking an online class. These recommendations can be found at: <http://www.ecu.edu/ace> . All online courses require ready access to the Internet and a suitable personal computer.

**IX. Additional Information**

Disabilities: ECU seeks to comply fully with the Americans with Disabilities Act (ADA). The Department for Disability Support Services adapts the generalized services to the specialized needs of individuals with disabilities. Students requesting accommodations based on a disability must be registered with the Department for Disability Support Services located in Slay 138 (252) 737-1016 (Voice/TTY). Additional program information is available at <http://www.ecu.edu/cs-studentlife/dss/>

Calendar: Online classes typically follow the standard ECU [academic calendar](#) for the semester in which they are taken.

**X. Additional Notes/Comments**

ECU maintains accreditation with [The Association to Advance Collegiate Schools of Business \(AACSB\)](#). To comply with the constant quality improvement objectives of the AACSB, adjustments are made to all course requirements. Contact the instructor for this class the semester you plan to take it to obtain detailed information.