

BUS-468 : Contemporary Issues in Business

A senior seminar for the marketing, organization management and international emphases designed to help students integrate knowledge from general education, major and emphasis courses with current professional issues. Focus placed on issues such as international marketing, employee relations and other cross-cultural concerns; effects of cross-country financial, legal political, media and transportation variations; interpersonal vs. virtual work environments; e-commerce; professional ethics; adapting and strengthening corporate culture in dynamic environments; and integrating functional and geographic business strategies. Prerequisites: senior standing in the business administration major or permission of instructor

Credits 3

Term Offered

Spring Only

Session Cycle

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Grade Scheme

BC