

Ent 412: Basics of Applied International Trade Management

This course will focus on international trade through the lens of entrepreneurship and small businesses. One of the central cross-cutting themes of this course is that "Going Global" requires an understanding of diverse dynamic concepts such as international market research & selection; global marketing; mode of entry into foreign markets; international pricing; payment terms; international trade finance; tax & accounting issues; cultural intelligence; compliance with laws and regulations; shipping and logistics; management; business continuity; and strategic planning. The course also strives to improve the ability of students to become international trade practitioners either as employees or owners of their own businesses with the requisite levels of knowledge and professionalism required in today's competitive and rapidly changing environment. Finally, it will serve to help prepare students to successfully obtain the NASBITE Certified Global Business Professional (CGBP) certification.

3 Credits

Prerequisites

- Pre-requisite: Successful completion of 54 hours.

Instruction Type(s)

- Lecture: Lecture for Ent 412
- Lecture: Compressed Video for Ent 412
- Lecture: Web-based Lecture for Ent 412
- Lecture: Online Program for Ent 412

Subject Areas

- [Entrepreneurship/Entrepreneurial Studies](#)

Related Areas

- [Small Business Administration/Management](#)

