GLOBAL BUSINESS LEADERSHIP (GBUS)

GBUS 170R Global Business Leadership in Cork (3 Credits)
Prerequisites: None
Corequisites: XXXX 63

GBUS 201 Principles of Management in a Global Context (4 Credits)
This class gives students a foundation in management theories and concepts. This course will help students improve their communication skills and practice problem solving, conflict resolution, strategic planning and decision making as an individual and in groups. Students will develop an understanding and relationship of the traditional functional areas of organizations; Marketing, Human Resources, Operations and Finance. The class setting will frequently utilize global business settings, cases and examples. Students will examine multiple ethical perspectives and learn to utilize these perspectives as a context for decision making. For Non-GBUS majors.
Prerequisites: (ECON 111Z or ECON 111A or ECON 111 and (MATH 124Z or MATH 124 and (ACFN 111
Restrictions: Students cannot enroll who have a major in Global Business Leadership.
Equivalent courses: GBUS 201Z

GBUS 202 Principles of Management Under Global Context (4 Credits)
Students will develop an understanding of some of the functional areas of organizations, such as marketing, human resources, operations, organizational behavior and finance, and how these functions are interrelated. Students will study the social, governmental and ethical issues that affect the conduct of business within a global environment. The course will help students improve their communication skills and practice problem solving, conflict resolution and decision making. Students will apply their understanding of the principles of global business management to the challenges facing organizations and their varied stakeholders, who sometimes have conflicting goals and interests. Fall and Spring.
Prerequisites: (ACFN 111 and (ECON 111 or ECON 111A or ECON 111Z or HONR 220A) and (MATH 124 or MATH 124Z)
Equivalent courses: GBUS 202Z

GBUS 203 Decision Making Analytics in Business (4 Credits)
Managers need to analyze quantitative data to make decisions for the enterprises for which they work. Students will develop financial management and business statistics skills, applying and expanding upon their accounting, economics, and statistics foundation knowledge to analyze business problems. Students will also learn business analytics and data visualization techniques to analyze business problems and present information. Students will integrate these quantitative skills with the skills and knowledge gained in GBUS 202 to address pressing and challenging issues in global business practice in a comprehensive and rigorous manner. Fall and Spring.
Prerequisites: GBUS 202

GBUS 250 Readings in Global BUS Leadership (1 Credits)
Readings, reflections and discussions on Global Business Leadership topics. Topics may be tied to on-campus lectures/presentations given by invited speakers. This course may be repeated for credit in multiple terms.
Prerequisites: None

GBUS 270LA PRINCIPLES OF MGMT (LOND) (4 Credits)
This course gives a broad overview of management and provides students with information that will help them not only become better managers, but also better team members. Students are introduced to a variety of concepts, assessments, tools, and techniques that are important for understanding the changing business environment; elements of strategic planning; methods of organizing including recruiting, selecting, training, and developing; techniques for leading individuals and teams; and procedures for controlling resources to improve productivity and results. The material covered will be relevant to students, regardless of career objectives. In all likelihood, students will either be a manager or work with one in any occupation they choose. In the final analysis, we are all managers of our own lives and can benefit by studying to be better managers.
Prerequisites: None
Corequisites: XXXX 43

GBUS 271 Individual Learning Project (1-4 Credits)
Individually designed supervised reading or research at the lower-division level. Permission of the department chair required. Consult the department chair for applicability towards major requirements. Not available to first-year students.
Prerequisites: None

GBUS 300 Global Enterprise (4 Credits)
This course covers the fundamental concepts, issues, and structure of 21st century global business. It explores the historical, cultural, economic, and political underpinnings of the basic themes of, and critical actors operating within international business today. The student learns about the nature of and relationships between the major components (or systems) that make up the international business system as a whole.
Prerequisites: None
Equivalent courses: GBUS 300A

GBUS 303 Leadership: Theory & Practices (4 Credits)
Throughout this course, students will explore, experience and apply the interrelated elements of leadership and followership, keeping in mind both local and global contexts. Course content will take a multidisciplinary perspective. It will include historical and contemporary readings from leading experts and practitioners, study and discussion of relevant leadership "current events," and insights shared by visiting practicing leaders. Particular attention will be focused on the dynamics of strategic environmental scanning, innovation, creativity and the self-awareness and communication skills necessary to successful leadership and followership in the 21st century.
Prerequisites: Learning Foundations(LF), Cultural and Social Difference: Identity (CI). CI course may be taken prior to or concurrently with Focus Course.
Attributes: Social World (SW), Thematic Focus - Truth

GBUS 310 Nonprofit/NGO/Social Innovation Management (4 Credits)
This course covers an array of management issues unique to nonprofits, NGOs and social enterprises including employee management, volunteer management, fundraising, and asset management.
Prerequisites: None

GBUS 311 Human Resources (4 Credits)
Global enterprises require the ability to integrate talented people from around the planet. Activities such as planning and forecasting the need for employees, recruitment, selection, compensation, training, and performance management are heavily impacted by the social and legal frameworks in which they take place. This course provides an understanding of the unique issues pertinent to managing human resources in a global context.
Prerequisites: GBUS 202

GBUS 321 Marketing Theories, Concepts and Practices (4 Credits)
An introduction to the activities, sets of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This course will focus on global implications and strategies resulting from the examination of the marketing environment, marketing practices, and ethical issues in the marketing field.
Prerequisites: GBUS 203
Equivalent courses: GBUS 370C, GBUS 370CA, GBUS 370DA, GBUS 370IC, GBUS 370LA, GBUS 370LB
Attributes: Thematic Encounter3 - Truth

GBUS 322 Product and Brand Management (4 Credits)
At introduction to the functions, activities, and ethical considerations of brand and product management and marketing. Topics include corporate identity and image, brand image, charismatic brands, product and brand differentiation, the brand management process, and the inception-to-death product management process.
Prerequisites: None

GBUS 323 Consumer Behavior (4 Credits)
This course examines the process of consumer decision making in the context of the psychological, social, and ethical environments with special regards to motivation, personality, lifestyle, attitudes, and cultural & social influences. This course emphasizes the use of research and theory in developing marketing strategies.
Prerequisites: None

GBUS 324 Digital Marketing (4 Credits)
This course builds on the principles and theories of marketing introduced in GBUS 321 (Global Marketing). Its focus is on the contemporary digital tools and theories that allow marketers to better understand, acquire, and build relationships with its current and potential customers. Topics to be covered include social media, content marketing, e-commerce, search engine optimization, mobile marketing, digital advertising, and analytics.
Prerequisites: None
Equivalent courses: GBUS 332A

GBUS 325 Global Marketing (4 Credits)
This course focuses on examining marketing practices and processes situated in global or globalized marketplace. Theoretical models, concepts, and case studies of practical marketing strategies and/or marketing processes across borders, cultures, and socioeconomic systems will be covered in this course. Moreover, this course teaches students to design scientific international marketing research projects that improve their effective understanding of international marketing. Finally, ethical relativism and international advertising will also be introduced to help future international marketers effectively enter and operate in global markets.
Prerequisites: None
Equivalent courses: GBUS 370E, GBUS 370FB

GBUS 330 International Dimensions of Organizational Behavior (4 Credits)
This course is an inter-disciplinary examination of the international dimensions of organizational behavior. Course content includes topics such as cross-cultural management, cross-cultural communication, and global aspects of leadership, motivation, team management, and decision-making.
Prerequisites: Learning Foundations (LF), Theological Encounter (TE), and Cultural and Social Difference: identity (CI).
Restrictions: Students with the 2026-2027 Registration Cohort attribute may not enroll.
Equivalent courses: GBUS 330A
Attributes: CSD: Systems (CS), Global Engagement (GL)

GBUS 330A International Organizational Behavior in the Bahamian Context (4 Credits)
This course combines classroom learning at CSB/SJU during CD mod and ends with an experiential component abroad. This course is an inter-disciplinary examination of the international dimensions of organizational behavior. Course content includes topics such as cross-cultural management, cross-cultural communication, and global aspects of leadership, motivation, team management, and decision-making. The focus on this course will be on Bahamian culture, incorporating an international field experience to the Bahamas. There are no prerequisites for this course, although the course is limited to juniors and seniors.
Prerequisites: Before taking a Cultural and Social Difference: Systems Courses (CS) you first must complete the following Integrations requirements; Learning Foundations (LF), Theological Encounter (TE), and Cultural and Social Difference: identity (CI).
Equivalent courses: GBUS 330
Attributes: CSD: Systems (CS)

GBUS 332B Intercultural and Ethical Issues in Organizations (2 Credits)
Who are you? How do you, or should you, relate to others? We live not only as citizens of nations but as members of many groups, teams, and organizations. Our identities and relations intersect in endless ways with those of others. This course focuses on exploring both the theoretical and applied practical aspects of what that means for students who will be living and working in organizations in the 21st century. The fundamental CSB/SJU undergraduate learning goals and objectives underpin what this course is all about: think deeply, embrace difference, engage globally, serve graciously, and live courageously. In light of these goals we will identify organizational structures, strategies and systems, review ethics principles, and analyze cultural assumptions, values, behaviors and artifacts. We will explore through readings, case examples, observations, and reflecting on our own personal experiences of how often competing cultural constructs and assumptions about what is or is not ethically and culturally appropriate permeate organizational strategies, structures, and systems and how students can learn to thrive within diverse organizational contexts.
Prerequisites: GBUS 203 or ACFN 111 or ECON 111 or ECON 111A or ECON 111Z

GBUS 332C AI Cyber Crime and our Society (4 Credits)
Course focuses on the impact that developments in the two most controversial 21st century technologies -- artificial intelligence and cybercrime—are currently having in international business and within global societies as a whole. The course uses a variety of source material to explore the relationship between these two technological revolutions and how they are radically transforming the commercial, political, social and cultural life of nations, with special emphasis on the US, Europe, China, Japan, India, Russia and the Korean Peninsula. The course will also investigate how AI and cybercrime are likely to shape US and global business and society over the next few decades and how these changes are likely to impact our daily lives. This course is open to all students –a technical background is not required.
Prerequisites: ECON 111 or ECON 111A or ECON 111Z

GBUS 332D Business and Public Policy (4 Credits)
This course uniquely examines the interrelationship between business and society in an interdisciplinary and global dimension. Through a global perspective of public policy, the course helps students address two central questions. First, how does public policy influences business (all types of business), and with what consequences for both business and society? Second, how do businesses themselves influence policy institutions, policy processes, and other policy actors, and with what outcomes? This course is open to all students from all majors - a technical background is not required.
Prerequisites: ECON 111 or ECON 111A or ECON 111Z
Attributes: Thematic Encounter3 - Justice

GBUS 332E Topics in Global Business Leadership: Sport Marketing (4 Credits)
This course provides an overview of marketing management in sport organizations. The objectives of the course provide students with a broad introduction to sport marketing concepts, the role sport marketing plays in society, and the various factors that influence sport consumer decision making. In this course students will learn fundamental terms, concepts, and frameworks used by sport marketing professionals to cause consumer action. The course places an emphasis on understanding the unique nature of the sport service and emotional commitment sport consumers have toward their favorite sport brands. Basic concepts of market research will be utilized to help students learn how to uncover unique insights about their potential target markets. Additionally, students will learn the critical role sport sponsorship plays in the broader context of sport marketing. The course will culminate in a marketing plan and sponsorship proposal written on behalf of a spectator sport organization.
Prerequisites: None

GBUS 332F Topics in Global Business Leadership: Marketing and Sport Sponsorship (Germany) (4 Credits)
This embedded study abroad course will explore the topic of sport sponsorship and its importance in international sport marketing. The role of sport sponsorship will be viewed from the perspective of a series of brands that maintain primary operations in Munich, Germany. Specifically, students will learn sport sponsorship sales, activation, and account management from a sport organization's perspective through a series of tours and presentations from world football (soccer) power FC Bayern Munich (FCB). Students will also develop an understanding of sport sponsorship from the perspective of major corporate partners of FCB and the German Bundesliga (examples may include Allianz, Audi, Adidas, T-Mobile, and BMW). An important part of this course will be immersive, German cultural experiences. These experiences will be used to develop an understanding of the role sport (football in particular) plays in German society. Developing this understanding will allow students to better understand the influence of, and often resistance to, American capitalism and corporate culture as it relates to sport in Germany. Then, students will work to examine how prominent German sport brands engage in the international business of sport while maintaining a strict adherence to its sporting value system. Throughout the course, students will engage with key readings in the area of sport sponsorship and international sport marketing, listen to lectures from sport marketing scholars and professionals, engage with industry panel discussions, and tour a series of sport and entertainment venues. These activities will inform the students' knowledge of sport sponsorship and international sport marketing and serve as the foundation for the completion of their final sponsorship proposal project.
Prerequisites: None

GBUS 332G Professional Sales: Foundations and Practice (4 Credits)
This introductory course provides foundational knowledge and practical, real-world skills essential for a successful career in professional sales. You will gain a comprehensive understanding of the modern sales process, starting with the role of sales within the broader business context. The course curriculum is designed to be highly applied, covering core skills such as prospecting, cold calling, networking, developing compelling presentations, and closing deals. It places a strong emphasis on practical application and ethical considerations, ensuring you are prepared to navigate the professional selling landscape responsibly. You'll develop these skills through a dynamic format that includes case studies, engaging role-playing exercises, and insights from professional guest speakers. By the end of the course, you will be able to identify and qualify prospects, conduct effective outreach, and build and deliver a comprehensive sales presentation that integrates the full sales process. Additionally, you will be introduced to essential sales tools and techniques for managing leads and cultivating lasting business relationships
Prerequisites: None

GBUS 332H Artificial Intelligence for Business, Society, and Ethics (4 Credits)
This course offers an interdisciplinary exploration of artificial intelligence (AI) in modern business environments, emphasizing conceptual understanding rather than technical programming. Students explore how AI technologies—such as machine learning, natural language processing, data analytics, automation, and emerging agentic AI tools like ChatGPT and voice-based assistants—are reshaping business strategy, customer engagement, and organizational decision-making. Agentic AI will be introduced at a basic level to demonstrate how these systems create new opportunities for productivity, creativity, and innovation in business settings. Through case studies and current research, students examine how companies integrate AI across marketing, finance, supply chain management, and human resources. The course also addresses ethical and societal considerations, including algorithmic bias, data privacy, labor implications, and corporate accountability. By the end of the course, students will be able to critically evaluate both the opportunities and risks of applying AI in real-world business contexts.
Prerequisites: None

GBUS 336 Doing Business in Africa (4 Credits)
This course will focus of Africa. Students will learn about the cultural milieu in a variety of African countries and the impact of that milieu on business practice. We will study the strategic environment of doing business in Africa, learn about major African businesses, and immerse ourselves in African business practices.
Prerequisites: GBUS 203

GBUS 337 Doing Business in Asia (4 Credits)
This course will focus on South and East Asia. Students will learn about the cultural milieu in a variety of Asian countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Asia, learn about major Asian businesses, and immerse ourselves in Asian business practices.
Prerequisites: None
Equivalent courses: GBUS 300A

GBUS 338 Doing Business in Latin America (4 Credits)
This course will focus on Latin America. Students will learn about the cultural milieu in a variety of Latin American countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Latin America, learn about major Latin American businesses, and immerse ourselves in Latin American business practices.
Prerequisites: GBUS 203

GBUS 339 Doing Business in Europe (4 Credits)
This course will focus Europe. Students will learn about the cultural milieu in a variety of European countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Europe, learn about major European businesses, and immerse ourselves in European business practices. P
Prerequisites: GBUS 203

GBUS 341 Operations and Supply Chain Management (4 Credits)
The course will provide fundamentals of operation functions both in manufacturing and service industries. The course focuses on interesting hot button theories and issues like operation strategy, product design and process selection, total quality control (TQM), just in time (JIT)/ lean systems, supply chain, supply chain management and green supply chain, six sigma, forecasting techniques, layout design, planning, inventory controls and much more. Emphasis will be placed on problem solving using both quantitative and qualitative reasoning skills. Part of the course will be taught as an applied operations management course examining how theories play out in reality in actual companies in the local region, through the industrial tours.
Prerequisites: GBUS 202
Equivalent courses: MGMT 341

GBUS 342 Advanced Computer Applications (2 Credits)
Spreadsheet software can play an instrumental role in assisting an organization to operate in effective and efficient manner. This course provides advanced methods in spreadsheet use and new and innovative computerized techniques critical to modern organizations. Students will utilize spreadsheet software in a hands-on environment. The role of innovative technologies in organizations will be studied.
Prerequisites: GBUS 203 or ECON 111 or ECON 111A or ECON 111Z or ACFN 111
Equivalent courses: MGMT 241

GBUS 343 Information Systems and Security Concerns in Global Business (2 Credits)
Information systems, computer security, and digital forensics are of great importance in today's organization. This course examines information system foundations including relational database structures used in the global business environment. Digital security issues and forensics principles will be studied.
Prerequisites: GBUS 203 or ECON 111 or ECON 111A or ECON 111Z or ACFN 111
Equivalent courses: MGMT 243

GBUS 345 Sourcing and Logistics Management (4 Credits)
This course focuses on the strategic/operational role of purchasing/ sourcing, including supplier evaluation and selection, buyer-supplier relationships, insourcing or outsourcing decisions, domestic sourcing or overseas or mixed sourcing, logistics, warehousing, transportation, and information systems.1
Prerequisites: GBUS 341

GBUS 361 Law and Business (4 Credits)
The law touches every aspect and type of business. This course seeks to introduce students to the legal environment of business, and to help them begin to integrate legal concepts into their business strategy and operations. Topics covered will include selections from domestic and international legal structure, contracts, torts, business organizations and agency/employment, as well as other issues of contemporary interest to business people.
Prerequisites: GBUS 202
Equivalent courses: MGMT 361
Attributes: Thematic Encounter3 - Justice

GBUS 362 Gender & the Law (4 Credits)
This course is about sex, and what the law has to do with it. It touches issues that deeply affect everyone, including jobs, family, education, pay equity, reproductive rights, sexual identity, sexual violence, and social justice. It will help you address these gender and legal issues in the work place. It will both examine what the law is, and help you think more deeply about what it should be. Whatever work you choose, this course can help you think about the life you want to lead, and the legal and social changes that will make it possible. Prerequisite: Junior or senior standing OR permission of the instructor.
Prerequisites: None
Restrictions: Enrollment limited to students with a class of Junior or Senior.
Equivalent courses: GEND 360I

GBUS 368 Sustainable Business (4 Credits)
The rules of business have changed. Long-term success for business requires more than a positive cash flow. Companies now must be economically, environmentally, and socially sustainable in order to survive in today's global business economy. Sustainability has gone beyond a buzzword and is now integrated in the business strategies of nearly every major company. This course will take an in-depth look at the drivers for sustainability and the reasons why businesses are pursuing sustainability. The course will also look at the best industry practices of companies pursuing sustainability initiatives and analyze how these companies are using those practices to create a competitive advantage. Major areas of sustainability such as energy, food, water, waste, transportation, and personal responsibility will be covered.
Prerequisites: None
Equivalent courses: ENVR 300S, GBUS 382, MGMT 305F

GBUS 370FA Global Business and Industry: France at the Crossroads - France (3 Credits)
This course examines the development and current state of the European business environment from a French perspective. Topics will include the background/aftermath of the establishment of the European Union (EU) as well as institutional, political, legal and socio-cultural factors at work in the contemporary business and industry landscape. Taught in English at the Program Center.
Prerequisites: None

GBUS 370GA Business, Ethics and Politics (3 Credits)
Prerequisites: None
Corequisites: XXXX 53

GBUS 370GB Digital Storytelling: Content Creation for Journalism and Business - Greece (3 Credits)
Prerequisites: None
Corequisites: XXXX 53

GBUS 370GC Global Marketing Strategies: Culture, Economy, and Consumer Engagement - Greece (3 Credits)
"This course explores the development of international marketing campaigns exposing students to how different cultures and economies develop objectives and methods of marketing planning through the execution of research, advertising, distribution, and consumer targeting activities. Students examine the international similarities and differences in marketing functions as related to cultural, economic, political, social, and technical dimensions and consider the changes in marketing systems, philosophies and practices to build campaigns that respond to conditions in different countries. Attention to UNSDGs and Macromarketing forces are integral to course pedagogy. Course Approach Using literature review, case studies, lectures, ethnographic field work, and group marketing plan development, students will produce and present an original campaign in both oral and written form by developing global marketing strategies, research plans, and campaign recommendations. Individual and group projects will round out course deliverables including strategies and plans for a product/brand/corporate launch, foreign market entry and implementation supported through opportunity assessment and data-driven research plans. Learning Objectives • Develop an understanding of how marketing strategies are developed in the global environment. • Develop an understanding of cultural, governmental, economic and competitive conditions of global business and how these factors impact an organization's global marketing strategy. Attention is paid to marketing's externalities with a particular focus on market economics vs market society. • Understand how and why certain national development strategies and responses worked. Includes a critical examination of conditions that help certain industries and brands respond stronger than others. • Develop marketing paradigms to address and meet UNSDG and ESG compliance. • Develop a global citizenship perspective embracing a Socratic "citizen of our borderless world" ethos. • Gain a deeper understanding to conduct opportunity assessments, identify high potential regions, size markets and develop efficient and effective business/marketing strategy. "
Prerequisites: None
Corequisites: XXXX 53

GBUS 370GD Inventing Tomorrow: From Idea to Market - Greece (3 Credits)
Do you have a great idea for new technology and want to learn the correct steps to transform it into an innovative product for the market? Are you a technologist who wants to know how to turn your invention into a successful product? Do you want to learn how best to protect a new invention so it retains its value all the way to market? Or maybe you simply want to learn how to invent things? Then, this course is for you! This practical course has been developed from extensive hands-on experience in advising and mentoring inventors and companies on how best to commercialize their ideas. As a senior "technology exploitation" advisor for the European Commission, the instructor has met and advised hundreds of scientists, technologists, and businessmen on how to maximize the potential of their innovations. The most important lesson to learn is that the route to successful commercialization is much like the scientific method: prove the concept, plan ahead, observe results, correct, and repeat until ready for the market. This approach works for all technologies with potential value, whether to an industry or directly to a consumer.
Prerequisites: None
Corequisites: XXXX 53

GBUS 370GE Digital Storytelling: Content Creation for Journalism and Business - Greece (3 Credits)
Prerequisites: None
Corequisites: XXXX 53

GBUS 370IA Business Ethics Management - Rome (3 Credits)
This course will apply fundamental concepts in ethical theory to business practice, investigate methods of stakeholder analysis, introduce some rudiments of behavioral economics, explore specific ethically and socially sensitive topics in business and management, and lay out the ethically problematic structure of representative real-life cases. To assess such claims, the course selects real-life problematic cases and applies to them moral theories such as Consequentialism and Deontology, and most importantly Aristotle's Virtue ethics as configured in his Nicomachean Ethics. Also of interest will be justifications and critiques of market capitalism, economic rationality as opposed to moral reasonableness, justice, property rights, the notion of externalities, and conceptions of responsibility. You will refer to a selected number of texts, research real-world business cases, analyze and give presentations on selected subsidiary readings, and engage in class discussions over specific topics.
Prerequisites: None
Corequisites: XXXX 54

GBUS 370IC International Marketing - Rome (3 Credits)
The task of international marketing is complex enough when the company operates in a single foreign national market. It is much more complex when the company starts operations in several countries. Globalization is the growing interdependence of national economies involving primarily customers, producers, suppliers, and governments in different markets. Therefore, global marketing reflects the trend of firms selling and distributing products and services in many countries around the world and it is associated with governments reducing trade and investment barriers, firms manufacturing in multiple countries, and foreign firms increasingly competing in domestic markets. Marketing programs must in these situations, adapt to the needs and preferences of customers that have different levels of purchasing power as well as different climates, languages, and cultures.
Prerequisites: None
Corequisites: XXXX 54
Equivalent courses: GBUS 321, GBUS 370C, GBUS 370CA, GBUS 370DA, GBUS 370LA, GBUS 370LB

GBUS 370ID Business Consulting (3 Credits)
Management consulting will continue to be a significant and popular career option, as it provides an opportunity for challenging work, continued self-development, access to important social and professional networks, traveling, and financial rewards. In this course, you will explore the art of using expertise in a field to advise client organizations on high-level strategic issues and provide them with management counsel. Throughout the course, you will experience the opportunity to work on solving executive-level problems and simulate consulting project activities and situations by working on business cases, exercises, and a team assignment based on real-life consulting challenges. The class will be taught using a combination of discussion, cases, and guest lectures. The class environment will be highly interactive and participative.
The course will culminate with a Team Project Competition, in which students will be organized into 6 consulting teams: Strategy Consulting, IT Consulting, Marketing Consulting, Human Capital Consulting, Operational/Process Consulting, and Organizational Consulting. While elaborating the course project, you will receive coaching and guidance from the professor in two Consulting Labs to provide you with an intensive on-the-job training experience. The consulting proposals will be presented in the last class and will be judged by a guest consultant. The goal of the course is to provide you with a hands-on experience of management consulting. Therefore, you will be taken on a journey departing from experiencing what business consultants do, who they work for, how they spot consulting opportunities, how they develop proposals, perform business diagnostics, develop solutions, create an effective implementation plan, and skillfully present it to the client. In the process, you will have the opportunity to meet and learn from practicing experts: a management consultant from a large consulting group and an independent consultant, who will be invited to provide information relevant to their firms, their professional experience, and their particular expertise in the profession.
Prerequisites: None
Corequisites: XXXX 54

GBUS 370LA GLOBAL MARKETING (LOND) (4 Credits)
The course has a split perspective. Part of it provides a window on the concepts and grammar of creativity; the other part is 'how to' oriented: imparting skills in drawing up creative strategy and in delivering creative solutions. The course starts by unpacking creativity at large, mapping what it means to be original, innovative, experimental, radical, and provocative. High-end creative art is compared with creativity in advertising – typically viewed as 'second-tier' by virtue of being subjugated to sales/selling or by way of being strategy compromised and hence Ogilvy + Mather's mantra: 'If it doesn't sell, it isn't creative'. But once selling is seen to be about offering ideas and images rather than artefacts the alleged substantive difference between art-creative and ad-creative becomes blurred. A further key in the course is that innovation in conventional art forms – from movies to painting – is over and advertising is the replacement avant-garde. Protected by regulations and ring-fenced by research it's easy for advertising to be provocative. But – the course will ask – is shock cheap creative? Is being offensive cheap surprise? What sort of creative do marketing managements really want? Both successful and disastrous UK campaigns are deconstructed. This analysis – along with attending to the advice of some of the great ad practitioners from Bill Bernbach to David Ogilvy – yields a raft of tips, hints, guides, and methods for originating and communicating ideas that affect consumer behavior. Finally, the course looks at that most demanding of creative tasks: the speculative pitch.
Prerequisites: None
Corequisites: XXXX 43
Equivalent courses: GBUS 321, GBUS 370IC

GBUS 370LB Princinples of Marketing (4 Credits)
Isn't marketing just advertising? What's the difference? Does European marketing differ from the rest of the world, especially the USA? What are some of the most successful marketing strategies?People often define "marketing" as advertising – a highly visible activity by which organizations try to persuade consumers to buy products and services. However, marketing is much more than advertising and even the most skillful marketing cannot make consumers buy things that they don't want.Through a European lens, this introductory course prepares students to think strategically about marketing in today's global environment. After successful completion of this course, students have a basic understanding of the marketing concept, the marketing mix (product, place, promotion and price), segmentation, targeting, positioning, customer value, branding, services marketing, global marketing, marketing metrics, consumer and business behavior, ethics and social responsibility in marketing, market planning, market research, and competitive analysis. In addition, students have the opportunity to evaluate and formulate marketing strategies taking into account the influence of international issues and technology.
Prerequisites: None
Corequisites: XXXX 43
Equivalent courses: GBUS 321, GBUS 370C, GBUS 370IC

GBUS 370LC Creative Thinking for Advertising (4 Credits)
The course has a split perspective. Part of it provides a window on the concepts and grammar of creativity; the other part is 'how to' oriented: imparting skills in drawing up creative strategy and in delivering creative solutions. The course starts by unpacking creativity at large, mapping what it means to be original, innovative, experimental, radical, and provocative. High-end creative art is compared with creativity in advertising – typically viewed as 'second-tier' by virtue of being subjugated to sales/selling or by way of being strategy compromised and hence Ogilvy + Mather's mantra: 'If it doesn't sell, it isn't creative'. But once selling is seen to be about offering ideas and images rather than artefacts the alleged substantive difference between art-creative and ad-creative becomes blurred. A further key in the course is that innovation in conventional art forms – from movies to painting – is over and advertising is the replacement avant-garde. Protected by regulations and ring-fenced by research it's easy for advertising to be provocative. But – the course will ask – is shock cheap creative? Is being offensive cheap surprise? What sort of creative do marketing managements really want? Both successful and disastrous UK campaigns are deconstructed. This analysis – along with attending to the advice of some of the great ad practitioners from Bill Bernbach to David Ogilvy – yields a raft of tips, hints, guides, and methods for originating and communicating ideas that affect consumer behavior. Finally, the course looks at that most demanding of creative tasks: the speculative pitch.
Prerequisites: None
Corequisites: XXXX 43
Equivalent courses: GBUS 370A

GBUS 370LD Fundamentals of Finance (4 Credits)
We're all familiar with the bad choices that led to the recent global financial crisis but what are the crucial elements of investment and funding decisions? What calculations must be made with regards to those decisions and how are they executed? What are the basic functions and responsibilities of a financial department in a business? This course is an introduction to business finance. Topics include an overview of the finance function and its importance for the firm and the course presents global aspects of finance, giving an overview of money and capital markets, introducing students to financial analysis and time value of money. In addition, the course examines securities and bond pricing, risks and rates of return, cost of capital, and capital budgeting and risk analysis. Students taking this course are required to have an understanding of college-level mathematical/numerical principles.
Prerequisites: None
Corequisites: XXXX 43
Equivalent courses: GBUS 370

GBUS 370LE Strategic Brand Management (4 Credits)
How does brand management affect organizational value? How do customers and their engagement in real or virtual communities shape the nature of brands? How does services branding differ from goods branding? This course introduces, explores and applies a range of strategic brand management issues that drive brand equity and value. Customers are increasingly co-creators of brand value as part of a more interactive and dialectical process. Witness the rise of social media where dialogue, conversation, interaction are the key drivers of brand growth. The days of shouting from a billboard as the primary form of brand marketing are gone. Students will explore issues such as the strategic branding process, consumer perception, brands as social and psychological vehicles, the competitive landscape, and brand evaluation. By the end of the course should have developed a deeper understanding of brand, the strategic branding process and an appreciation of how to brand in a given context to maximize equity and value.
Prerequisites: None
Corequisites: XXXX 43
Equivalent courses: GBUS 370

GBUS 370LF Ethical Dilemmas(London) (4 Credits)
What is Fair Trade and how does it fit with traditional notions of free trade? Do business ethics and business profits actually conflict? Where do moral rights come into play in the workplace? What is Carbon Trading and is it working? This interdisciplinary course examines several ethical dilemmas facing today's businesses given contemporary global challenges. The course seeks to evaluate the effectiveness of corporate social responsibility where companies integrate social and environmental concerns into their business practice. The course also traces the rise of corporate social responsibility in Europe and explores the evolving relationship between business practice and wider society. It looks at the emergence of international standards and codes of conduct and examines whether these influence business practice. In addition, the course considers whether managers should be responsible not only to company shareholders, but also to others. The course also evaluates the impact of ethical consumption, fair-trade initiatives and climate change policy. Finally, in light of London's importance as an international financial centre, the course considers the role of ethics in finance, investment and banking.
Prerequisites: None
Corequisites: XXXX 43
Equivalent courses: ETHS 370LA

GBUS 370LG ETHICAL LEADERSHIP (LOND) (4 Credits)
"What is it about power and success that creates ethical challenges for leaders? Why should a leader be ethical? What virtues do governmental leaders portray? What is the relationship between feelings and morality? Are there standards of right and wrong that apply everywhere, regardless of cultural practice? How do we make ethical judgments in and about foreign cultures? What are our ethical obligations to people from other cultures? What moral characteristics should apply to leaders and leadership everywhere? What is charisma and why are some people so obsessed with it as a quality of leadership? What is the difference between a leader and a celebrity? What are the dangers of charismatic leaders? Can followers be held accountable for their leader's actions? In this course, students learn the interconnectedness of leadership and ethics. We examine the ethical background of what leaders are, what they do, and how they do it. Students assess the public and private morality of leaders, the moral obligations of leaders and followers, the ways in which leaders shape the moral environment of their environments, and the temptations of power. This course looks at how leaders convey values through their actions (and inactions), language, and their power and influence as role models. The course aims to expand students' moral point of view by first considering personal ethics, then moving on to look at leadership and the common good and finishing with an examination of ethics in a global community."
Prerequisites: None
Corequisites: XXXX 43
Equivalent courses: ETHS 370LB, ETHS 370LG

GBUS 370OA Globalization and Development (3 Credits)
Prerequisites: None
Corequisites: XXXX 64

GBUS 370OB Entrepreneurship and Innovations - South Africa (3 Credits)
Entrepreneurship today has been too narrowly defined as meaning simply starting a new business. Little attention has been given to individuals who develop or have the mindset, skills and tools to create change to improve the world or make a difference in existing businesses, as well as those starting new businesses. Throughout the course students will be exposed to both theoretical and practical/experiential learning situations. Groups will develop a concept and investigate the concept's market size, prospects, channels, alliances, resources, activities, revenue streams, and expenses to innovate and introduce their offerings through a business.
Prerequisites: None
Corequisites: XXXX 64

GBUS 370PA Digital Marketing (3 Credits)
"What is digital marketing? Well into the 21st century, digital marketing is a buzzword, a ubiquitous term used by companies, users, advertisers, and creative professionals to describe a process which involves communicating and distributing goods and services through digital platforms. As Internet users, we are all fully aware of how to create, modify, upload, share, like and comment on content that becomes available online. But, what happens if that content is a product, and our goal is to conduct business online? This digital marketing course aims at answering how to professionally present, promote, and place what we want our customers or audiences to sell and buy online, considering the most effective and attractive resources to do it. To that end, a semester will be devoted to exploring three learning blocks: -Trade: What is marketing? What is a marketing plan? What is a marketer? -Trends: What is digital marketing in the 21st century? Which media are to be considered? Which platforms should we choose for our marketing campaigns? -Tools: How do we create, program, and analyze marketing plans? The three blocks will combine both theory and practice. Readings, debates, guest speakers, and several types of activities will provide students with insight and expertise in one of the most appealing and increasingly booming professional profiles that have been created thanks to the digital revolution."
Prerequisites: None
Corequisites: XXXX 67

GBUS 370PB International Business (3 Credits)
The increasing globalization of Business makes it imperative to achieve a thorough understanding of the complexities and subtitles of international business activities. Many businesses, that in the past were traditionally considered to be "local" in nature, are now impacted to varying degrees by issues such competition from low cost foreign sources, multi-cultural marketing requirements, and web-based commerce that crosses traditional market boundaries. As a result today's business leaders must be capable of exploring new opportunity frontiers while dealing with challenges from far away places. This course introduces the student to the field of international management. We begin by analyzing the international business environment that connects the phenomenon of globalization with the national and cultural differences that characterize the countries in this economy. Next we will analyze, from the point of view of a medium-large global organization, how to first define a strategy to enter foreign markets, select a global company structure, define a global marketing and human resource planning and controlling global business activities. We will delve into some strategic and functional issues that characterize the management of organizations in the global marketplace. This course is intended to provide the student with a comprehensive understanding of the fundamentals of international business and the key factors that must be considered in the development of a well conceived, global business plan, from the perspective of a medium-large organization that compete in a global market.
Prerequisites: None
Corequisites: XXXX 67

GBUS 370PC International Management (3 Credits)
The topics to be covered include the process of internationalization of companies, alternative forms of international business and international alliances (exports, frachises, subsidiaries, licences, strategic alliances, joint ventures...). The class also looks at environmental factors, globalization, management functions, human resources and diversity, different organizational cultures and the role of strategic business management in a globalized world.
Prerequisites: None
Corequisites: XXXX 67

GBUS 370PD Global Business Consulting - Spain (3 Credits)
Prerequisites: None
Corequisites: XXXX 67

GBUS 370PE Operations Management - Spain (3 Credits)
Operations management is the systematic direction and control of the processes that transform inputs into finished goods and services. This course provides an overview of operating decisions and practices in both manufacturing and service-oriented firms. Students will gain the knowledge of qualitative and quantitative decision support tools and techniques for management decision-making in operations.
Prerequisites: None
Corequisites: XXXX 67

GBUS 370R Global Business Leadership in Cork (3 Credits)
Prerequisites: None
Corequisites: XXXX 63

GBUS 370SA INTERN'L MGMT STRATEGIES (3 Credits)
The course focuses on features of strategic management and planning and their application in an international field as well as scenario technique and portfolio analysis. Students learn to create their own strategies. Prerequisite: One college level business or economics class.
Prerequisites: None
Corequisites: XXXX 61

GBUS 371 Individual Learning Project (1-4 Credits)
Individual supervised reading or research at the upper-division level. Permission of the department chair and completion of 12 credits within the department required. Consult the department chair for applicability towards major requirements. Not available to first-year students.
Prerequisites: None

GBUS 381 Advanced Global Strategy (4 Credits)
This course is a Global Business Leadership Capstone course. Theories of strategic planning and implementation in organizations will be the framework for integrating knowledge of the functional areas of management, principles of organizational behavior, and general management theory. Students develop analytical and problem-solving skills through application of theoretical knowledge to case studies involving actual organizations. An understanding of the global economic, social and legal environments is developed through reading and analysis of organizations operating throughout the world. For graduating GBUS seniors only or by permission of Department Chair.
Prerequisites: (GBUS 300 or GBUS 300A)
Restrictions: Enrollment is limited to students with a major in Global Business Leadership. Students with the 2024-2025 Registration Cohort, 2025-2026 Registration Cohort or 2026-2027 Registration Cohort attributes may not enroll.
Equivalent courses: MGMT 381
Attributes: Thematic Encounter3 - Movement

GBUS 394 Practicum (1-4 Credits)
The Practicum includes both an on-site component and a classroom component. The on-site component requires that a student engage in a significant leadership experience in an on-campus club/organization (club) or a significant management position in a student-operated venture on campus. In order to register for this course, a student must submit a detailed proposal outlining what s/he will do as a leader or manager. The proposal must be approved by the course instructor and, if applicable, the club/organization's advisor. The classroom component will involve approximately 8 one hour class sessions on-campus. Students will participate in class discussions and complete a series of readings and reflective assignments.
Prerequisites: GBUS 203
Equivalent courses: MGMT 394
Attributes: Experiential Engagement (EX)

GBUS 394A SUMMER PRACTICUM (4 Credits)
Prerequisites: None
Equivalent courses: GBUS 394

GBUS 397 Internship (2-4 Credits)
Internships during the fall or spring semester include both an on-site component and a classroom component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The classroom component will involve approximately 6-8 one hour class sessions on-campus. Students will participate in class discussions, complete a series of readings and reflective assignments and submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard fall/spring internship will be 4 credits.
Prerequisites: GBUS 203
Equivalent courses: GBUS 397A, GBUS 397B, GBUS 397C
Attributes: Experiential Engagement (EX)

GBUS 397A Summer Internship (1-8 Credits)
Internships during the summer will include an on-site component and an online component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The on-line component will involve weekly assignments in which students are required to complete assigned readings and submit reflective essays. Students will also submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard summer internship will be 4 credits. Non-standard course credits of 1-8 credits are available with permission of the department chair to meet particular student graduation or academic requirements.
Prerequisites: None
Equivalent courses: GBUS 397, GBUS 397B, GBUS 397C
Attributes: Experiential Engagement (EX)

GBUS 397B INTERNSHIP (1-4 Credits)
Internships during the fall or spring semester include both an on-site component and a classroom component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The classroom component will involve approximately 6-8 one hour class sessions on-campus. Students will participate in class discussions, complete a series of readings and reflective assignments and submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard fall/spring internship will be 4 credits.
Prerequisites: None
Equivalent courses: GBUS 397, GBUS 397A, GBUS 397C
Attributes: Experiential Engagement (EX)

GBUS 397C Internship (1-8 Credits)
Internships during the fall or spring semester include both an on-site component and a classroom component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The classroom component will involve approximately 6-8 one hour class sessions on-campus. Students will participate in class discussions, complete a series of readings and reflective assignments and submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard fall/spring internship will be 4 credits.
Prerequisites: None
Equivalent courses: GBUS 397, GBUS 397A, GBUS 397B
Attributes: Experiential Engagement (EX)