

Ent 412: Basics of Applied International Trade

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.

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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

