COURSE   INTERNATIONAL BUSINESS
CODE      NI0104
SEMESTER  2005-1
INTENSITY 48 hours
CREDITS   3

CONTENTS

DETAIL TITLE
To introduce the student into the university life through the international business perspective. To question the positions of the student and future Business Professionals on the business environment. To support the development of skills in the analysis of the international environments, aspects, institutions and variables that affect the international world of business and negotiations. Contents include: the national business environment, international trade and investments, the international financial system and business management, and ethics and social responsibility.