

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Study Abroad @ the Beach

Fall 2020: August 18 – December 18, 2020 Guaranteed Classes

For a full list of CSULB courses, please visit www.cpie.csulb.edu/studyabroadatthebeachcourses

All classes are 3 units (6 ECTS) unless stated otherwise.

MGMT 300 – Principles of Management & Operations

Principles and theories of management, organization theory, planning and control techniques. Management of the overall organization and the production/operation systems of organizations.

CBA 300 – International Business

Introduction to nature, dimensions, and environment of international business. Emphasis on business functions, practices, and decisions as influenced by cultural, political, economic, social, and institutional factors in various parts of world.

FIN 300 – Business Finance

Introductory course for all business majors. Integration of computer applications and management information systems in (1) Time Value of Money, Risk, Valuation, Cost of Capital; (2) Capital Budgeting; (3) Long-Term Financing Decisions; (4) Working Capital Policy and Management; (5) Financial Analysis and Planning; (6) International Finance; (7) Special topics including Mergers, Acquisition and Bankruptcy.

BLAW 220 - Introduction to Law & Business

Law and the American legal system in today's business world. Contracts, sales, and commercial paper. Examination of the role and function of the judiciary, elements of civil and criminal lawsuits, and other emerging areas of the law, including alternative dispute resolution.

HRM 360 – Organizational Behavior

Overview of the dynamics of human behavior in organizations and implications for management. Motivation, personality and attitudes, human perception, groups and teams, norms, power and politics, conflict, learning, communication, job design, organizational culture, organizational change, leadership and cross-cultural issues.

MKTG 300 - Principles of Marketing

The study of buyer behavior, marketing research, pricing, distribution, promotion, product strategies, and the influence of external factors. The roles of ethics, corporate social responsibility, and public policy that are intrinsic to marketing decision making in global environments are explored. Human Subject Pool participation required.

MKTG 330 – Advertising & Promotion

Principles and practices of advertising. Social and economic importance of advertising and its relation to modern business organization. Importance of an advertising plan, preparation of advertisements, copy and layout, media planning and application of information technology.

MKTG 405 – Green Marketing & Sustainability

Prerequisite: Must have taken MKTG 300 or similar at home university prior to enrolling

Applying marketing principles to understand customers' expectations about environmental and social impacts; environmentally-friendly product strategies; green branding; social marketing; cause-related marketing; the role of marketing in social innovation and entrepreneurship; eco-labeling; fair trade, organic, and environmental certifications.

MKTG 437 – Digital Marketing & Media

Prerequisite: Must have taken MKTG 300 or similar at home university prior to enrolling

The role of digital media (e.g., e-commerce, social media, search optimization, mobile applications, online video, gaming) in consumer behavior and implications for marketing strategies. Digital marketing metrics, analysis of online business models, and future trends in digital marketing also discussed.

MKTG 480 – International Marketing

Must have taken MKTG 300 or similar at home university prior to enrolling

The study of global marketing theory and practice. The historical, economic, cultural, political, and legal factors that affect marketing decision-making in an international context. How to develop and present plans for exploiting global marketing opportunities.

ECON 101 – Principles of Microeconomics

Business organization, price theory, allocation of resources, distribution of income, public economy.

ECON 320 – Money & Banking

Prerequisite: Must have taken microeconomics & macroeconomics prior to enrolling.

Nature and functions of money and its relation to prices; the monetary system of the United States; the functions of banks, bank credit, foreign exchange and monetary control.

ECON 372 – International Economics

Prerequisite: Must have taken microeconomics & macroeconomics or a fundamentals of economics course prior to enrolling

Covers selected issues concerning the international economy from an interdisciplinary perspective. Topics include: International trade theory, the globalization production, political economy of trade policy, international economic institutions, bi-lateral and multi-lateral trade negotiations, and foreign exchange markets.

COMM 330 – Intercultural Communication

Study of the relationship between culture and communication with emphasis given to social, psychological, linguistic and nonverbal variables; problems in the practice of intercultural communication.

COMM 334 – Business and Professional Communication

Skills and technologies related to the assessment, strategic planning, development, implementation, and evaluation of effective communication in the business and professional setting.

I/ST 222 – Skills & Methods for Global Leadership

Develops applied intercultural competencies, scope and methods, and practical skills requisite for success in international studies and international affairs related fields.

WGSS 101 – Gender, Race, Sex & the Body

Introduction to the rapidly expanding body of literature ideas related to the gendered aspects of health and sexuality with an emphasis on women.

ALI 150 – American Language Advanced II

For non-native speakers of English, TOEFL iBT 71+. This course is an advanced developmental writing course designed to help international students achieve college-level competence in analytical reading and writing tasks. The course focuses on strengthening reading, writing, and critical thinking skills.

KIN 124A – Surfing (1 unit)

Develop an appreciation for surfing as an important recreational and lifelong sport. Demonstrate knowledge of surfing safety, etiquette, causes and effects of wind-generated waves and wave mechanics.

The courses listed on this sheet can be pre-registered in before the first day of classes. All other courses can be registered in starting on the first day of class on a space available basis. www.cpie.csulb.edu/studyabroadatthebeachcourses