

# International Business

## Program Description

The international business curriculum is designed to enable the student to examine and understand the complexities and processes involved in the international business community. Coursework provides exposure to the historical, legal, political, and economic factors that are key elements in a study of this subject. The dynamics of conducting business in an international context are examined.

*Business and management programs are ACBSP accredited.*

## Program Learning Outcomes

1. Graduates possess foundation knowledge in the functional areas of a global/international business.
2. Graduates can examine and understand the complexities of global/international businesses.
  - Graduates can identify cultural aspects, and explain how culture effects the business environment in global regions.
  - Graduates can apply administrative and managerial theories as they relate to problem solving in the global business context.
  - Graduates can select appropriate tools for facilitation of international trade.
3. Graduates select strategies and tools for solving complex problems posed by managing global businesses, and understand the challenges thereof.

## Program Curriculum

The 36 credit hours required for the master of arts (M.A.) in international business or the 48 credit hours required for the master of business administration (M.B.A.) with an emphasis in international business must include the following courses for the degree:

INTB 5000 International Business (Requisite Course)  
INTB 5600 International Accounting  
FINC 5840 International Finance  
INTB 5630 International Law and Business  
INTB 5710 Cross-Cultural Management  
MRKT 5980 International Marketing  
INTB 6000 Integrated Studies in International Business

In addition, the student chooses elective courses offered in this major and/or from the program curricula of other majors. If the requisite course is waived, the student must choose an elective course from this major or from the program curriculum of another major. Students pursuing dual majors who have the requisite course(s) waived will complete only the remaining required courses for the dual majors.

## Course Descriptions

### INTB 5000 International Business (3)

The student is introduced to the language and terminology of international business and major international political and economic policies that affect modern international businesses. Special attention is given to fundamental concepts of international finance, accounting, law, management, and marketing.

### INTB 5500 Professional Seminars (1-3)

Students participate in seminars designed to examine contemporary issues in international business. The professional seminar supplements the core and elective courses in the area of international business by focusing on issues of current and special interest. Course may be repeated for credit if content differs. Graduate students may apply a maximum of 3 credit hours of these seminars as electives to meet the credit-hour requirements for graduation. This course may not be completed by directed study.

### INTB 5600 International Accounting (3)

The student examines aspects of accounting operations within a multinational corporate environment. Key topics of analysis include foreign exchange exposure; translation of foreign-denominated financial statements; consolidated financial statements; transfer pricing; Foreign Corrupt Practices Act; and related tax and regulatory issues. Comparison of United States and foreign practices in areas such as financial standards and reporting, auditing, and performance measurements is examined. Prerequisite: BUSN 5600 or its equivalent.

### FINC 5840 International Finance (3)

Course content focuses on the environment in which the international financial manager operates. Students study the risks of doing business overseas and the tools available to minimize those risks. Foreign exchange risk, political risk, working capital management, long-term investments and financing, and accounting and control are examined within this context. Prerequisites: BUSN 5600, FINC 5000, or equivalents.

### INTB 5630 International Law and Business (3)

This course surveys trends and practices that are part of the process of adjudication across national boundaries. Students study the interrelationships among countries as these affect individuals and business organizations attempting to operate internationally. Course content focuses on transnational business activities.

### INTB 5650 International Business Management (3)

Course content focuses on the development of management skills related to multinational business. Students examine the issues of operating in a foreign country or across national boundaries and how management theory and practice in an international setting differ from those in the United States.

### INTB 5660 Global Competition and Strategies (3)

Students examine the globalization process from basic export/import modes to global consortia, and the operational and strategic requirements of businesses initiating global operations. The economics of international trade and finance, the relation of capital flows and commercial R&D to economic and productivity growth, and the influence of company allocative decisions on competitive performance are examined. Course content focuses on strategic management of global operations and strategies associated with the functions of organization, production, marketing, financial management, human resources development, R&D, communication (EDI, SQL), and control.

### INTB 5710 Cross-Cultural Management (3)

The cultural, attitudinal, and behavioral differences that affect international business are examined. Course content focuses on the cultural differences between nations and how these differences affect social organizations. The management of multinational corporations from the perspective of environment, structure, process, and interfirm and intrafirm relations is considered.

### INTB 5720 International Trade and Finance (3)

Students examine the theories, policies, and instruments (tariffs, quotas) of international trade and consider trade integration. Course content focuses on international trade, trade policy, the foreign exchange, and balance of payments in international trade. Theories and policies of direct investment in foreign markets are considered.

### INTB 5730 Regional Economic and Geographic Perspectives (3)

Students examine goals, performance criteria, and policy instruments within different economic systems from the perspectives of growth, efficiency, and stability. The increasing regionalization of markets through trading blocs is examined, with particular focus on marketing in the post-1992 European community.

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## **INTB 5890 Issues in International Business (3)**

Current and significant issues in international business are examined. Course content focuses on existing theories and practices, with emphasis given to new and emerging topics in the field. Course may be repeated for credit if content differs.

## **INTB 5910 European and United States Economic Thought (3)**

The student examines and compares European and United States economic thought in the context of the transformation of Europe and the United States from agrarian and commercial economies to modern industrial states.

## **INTB 5920 Japanese and United States Economic Thought (3)**

Course content focuses on the theories critical to Japan's emergence as an industrial state and compares the history and development of contemporary economic thought in Japan to that of the United States.

## **INTB 5930 Modern Europe: Economic, Political, and Business Development (3)**

The student studies demographic, technical, social, political, and business changes in twentieth-century Europe, with a focus on the interrelationship of these factors since 1945.

## **INTB 5940 Modern Asia: Economic, Political, and Business Development (3)**

Students examine the integration of economic, political, and business decisions in the post-World War II Asian economy and the development of the current Asian economy.

## **INTB 5950 Comparative Labor Movements: United States, European (3)**

Course content focuses on the major economic problems growing out of the employment relationship and the approaches that United States and European industries and unions have taken in resolving them.

## **INTB 5960 Economic Development of the Third World (3)**

Students analyze modern theories of development and development policy and the relationship of these to the theories of location, trade, investment, and economic planning in Third World countries.

## **INTB 5970 International Business Language and Culture (3)**

Students study the business language and culture of a country other than the United States in order to facilitate business communication in that nation. French, German, Spanish, or Japanese may be studied.

## **MRKT 5980 International Marketing (3)**

Students are exposed to several aspects of international marketing. This includes the international marketing environment and the international marketing mix--product, pricing, distribution, promotion--as well as emerging issues in international trade such as trading blocs, trade barriers, and standardization/adaptation. Prerequisite: MRKT 5000 or permission of the instructor.

## **Capstone Course**

## **INTB 6000 Integrated Studies in International Business (3)**

The student applies the principles learned from prior international business courses to selected case studies and research, with practical solutions to typical international business problems. Prerequisite: completion of all other required courses in this major.