

## **International Business**

**(Bachelor of Science—Business Administration with specialization in International Business)**

*Faculty:* Beierlein, Leven, Neves, Quinton, Sanyal

The international business specialization is an interdisciplinary program in which the various business disciplines that relate to international trade and investment are integrated with selected courses offered outside the School of Business. It is designed to provide students with a strong background in international business and an appreciation for diversity of cultures and business environments. A minimum of nine credit hours of foreign languages is required but additional study of a language is recommended.

All students specializing in international business are encouraged to pursue one of the following opportunities:

- a. Study abroad for up to two semesters. Arrangements to study at a university/college in a foreign country can be made through the College's Office of Summer and Undergraduate Global Programs.
- b. Take a course that requires an overseas tour. The School of Business offers a four-week study tour to Europe in the summer and a two-week study tour to Central America over the winter break.
- c. Complete an internship in an approved organization. Internships for credit in area organizations can be arranged through the College.

The school offers a concentration in international business as well as a minor and a certificate.

### **Requirements for the Specialization**

Every student must take at least nine credits of a foreign language. In addition to the business courses that are taken by all students in the School of Business, students concentrating in international business must take the following:

ECON 340/International Economics (3 cr.); BFIN 340/International Finance (3 cr.); MGMT 413/International Human Resource Management (3 cr.); MKTG 443/International Marketing (3 cr.); MGMT 444/International Management (3 cr.); INBU 495/Seminar in International Business (3 cr.); and six additional credits of international business options.

To meet the history requirement of general education, students are strongly encouraged to take one of the following courses in history: HIST 231/20th-Century World History; HIST 232/Society and Politics of Modern Europe; HIST 241/Germany in the 20th Century; HIST 242/Politics and Religion in the Middle East; or HIST 251/Chinese Civilization.

To meet the philosophy/religion requirement of general education, students are strongly encouraged to take the following course in religion: RELG 210/World Religions. Students are strongly encouraged to take either POL 150/Comparative Politics or POL 230/International Relations as a general elective.

### **Program Entrance, Retention, and Exit Standards**

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for international business. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these "critical content courses": MKTG 443/International Marketing (C); BFIN 340/International Finance (C); ECON 340/ International Economics (C).
- Transfer into the program from another program within The College is based upon the following performance standards in these "foundation courses": ECON 201/Principles of Economics: Macro (B-); WRI 102/Academic Writing (B-); MATH 125/Calculus for Business and the Social Sciences (C) or MAT 127/Calculus A (C).
- Graduation requires a GPA of 2.0 in courses for the program.

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

### **The Minor in International Business**

This 18-credit program requires at least nine credits from the following School of Business courses: ECON 340/International Economics, BFIN 340/International Finance, MKTG 443/International Marketing, and MGMT 444/International Management. At least three credits must be a foreign language beyond the 101 level. Other courses which have a foreign/international component offered throughout the College may be taken to fulfill the non-business course requirements.

## The Certificate in International Business

This 15-credit program requires at least six credits from the following School of Business courses: ECON 340/International Economics, BFIN 340/International Finance, MKTG 443/International Marketing, and MGMT 444/International Management. Foreign language is optional and can be taken to meet the non-business requirements as long as the language courses are beyond the 101 level. Courses that have a foreign/international component offered throughout the College may be taken to fulfill the non-business course requirements.

### Recommended Sequence of Courses

*During academic year 2003-2004, The College of New Jersey is in the process of transformative curricular change. Therefore only the course of study for first-year students entering in 2003-2004 is set out below. These students should consult their advisors when planning courses for future years. Supplements to this online bulletin also will be available on an ongoing basis.*

BUSN	099/School of Business Seminar	0	F
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
IDSC	151/Athens to New York	3	S
	<i>or</i>		
FSP	101/First Year Seminar	4	F
STA	215/Statistical Inference	4	S
	Science (General Education)	8	S
BUSN	100/Computer Fundamentals	3	F/S
WRI	102/Academic Writing	4	F/S
	Foreign Language (same language)	6	F/S

### **INBU 354/International Business Study Tour** 3 cr.

(Generally offered during winter semester break and summer session)

An experiential course on international business and culture that combines classroom instruction with travel to business and cultural sites in foreign countries. Course requires an additional fee to cover the travel portion.

### **INBU 495/Senior Seminar in International Business** 3 cr.

(3 class hours)

(spring)

*Prerequisites:* BFIN 340, MKTG 443, senior IB major status

This capstone course for international business students focuses on analyzing the existing and future business opportunities for a particular region of the world. The course integrates materials from economics, finance, management, marketing, and politics.

### **INBU 497/Selected Topics in International Business** 3 cr.

*Note:* Each time this course is offered, the specific topic will be announced.

(occasionally)

An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled international business courses. (Course content will vary; course may be repeated for credit up to a maximum of six credits.)

### **INBU 499/Independent Study in International Business** 1-6 cr.

**Business**

(fall, spring, summer)

*Prerequisites:* Permission of instructor and division head

Student must have a minimum grade point average of 2.5. An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.

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