International Business

College of Business

Department of Marketing & International Business
150 Morris Hall • 507-389-2967
Chair: M. Anaam Hashmi


The international business program offers an integrated undergraduate degree. The objective of the program is to train and prepare students to compete and excel in today’s increasingly interdependent global economy. The minor is designed to complement the student’s major field of study and enhance his/her career opportunities. It is strongly recommended to students in business administration, marketing, management, finance, accounting, computer science, language, political science, history, geography, and other related areas.

Admission to Major typically occurs at the beginning of the student’s junior year. A student must be admitted to the program for permission to register for 300-400 level courses.

1. GPA of 2.5 for unconditional admission.
2. Completion of 33 credits of general education requirements.
3. Demonstrated microcomputer competency by successfully completing COMS 101, Introduction to Microcomputers, or equivalent.
4. Completion of ACCT 200, 210; ECON 201, 202, 207; MGMT 200; MATH 112; BLAW 200; Second Year Experience 201.
5. Completion of math and English competencies.
6. Completion of 60 credits (or in progress).

INTERNATIONAL BUSINESS BS

Required General Education (15 credits):
ECON 201 Principles of Macroeconomics (3)
MATH 112 College Algebra (4)

Modern Language (6 credits):
Majors must complete one year of foreign language at the 200 level or test out by examination. There are also study abroad programs that offer opportunities for the learning of foreign languages. Majors whose native language is not English are required to meet with the chairperson for possible waiver of the language requirement.

Required for Major (25 credits):
ACCT 200 Financial Accounting (3)
ACCT 210 Managerial Accounting (3)
BED 345 Business Communications (3)
BLAW 200 Legal, Political & Regulatory Environment of Business (3)
COMS 101 Introduction to Microcomputers (3)
ECON 202 Principles of Microeconomics (3)
ECON 207 Business Statistics (4)
MGMT 200 Introduction to MIS (3)

Required for Major (Core, 34 credits):
MRKT 310 Principles of Marketing (3)
MGMT 330 Principles of Management (3)
FINA 362 Business Finance (3)
IBUS 380 Principles of International Business (3)
MGMT 346 Production and Operations Management (3)
MGMT 395 Personal Adjustment to Business (1)
MGMT 481 Business Policy and Strategy (3)
IBUS 428 International Marketing (3)
IBUS 448 International Business Management (3)
IBUS 469 International Business Finance (3)
IBUS 485 Export Administration (3)
IBUS 490 International Business Policy (3)

Required Elective (3 credits):
Choose one of the following:
IBUS 419 International Business Seminar (3)
IBUS 486 Consulting for Export Business (3)
IBUS 499 Individual Study (3)
BLAW 453 International Legal Environment of Business (3)
ECON 420 International Economics (3)

Required Electives (Business Function, 9 cr):
Select three courses from one of the following business function areas:

OPTION A
MRKT 316 Consumer Behavior (3)
MRKT 318 Promotional Strategy (3)
MRKT 324 Marketing Research and Analysis (3)
MRKT 339 Distribution Strategy (3)
MRKT 412 Professional Selling (3)

OPTION B
FINA 460 Investments (3)
FINA 462 Strategic Financial Management (3)
FINA 463 Security Analysis (3)
FINA 464 Financial Institutions and Markets (3)
ACCT 310 Management Accounting I (3)

OPTION C
MGMT 440 Human Resource Management (3)
MGMT 444 Organization Design (3)
MGMT 448 Operations, Planning and Control (3)
MGMT 452 Operations Strategy (3)
MGMT 459 Management Information Systems (3)
MGMT 480 Human Behavior in Organizations (3)
MGMT 485 Introduction to Management Science (3)

Related International Elective (3 credits):
Choose one of the following:
GEOG 341 World Regional Geography (3)
POL 231 World Politics (3)
POL 433 International Organization (3)

Required Minor: None

INTERNATIONAL BUSINESS MINOR

Required for Minor (18 cr):
MRKT 310 Principles of Marketing (3)
IBUS 380 Principles of International Business (3)
Choose four courses from the following:
IBUS 419 IBUS 428 IBUS 448
IBUS 469 IBUS 485 IBUS 486
IBUS 490 BLAW 453 ECON 420

2001-2002 Undergraduate Bulletin
POLICIES/INFORMATION
Students have an advisor from their area of interest assigned to them. Questions and concerns pertaining to advising and the assignment of advisors can be answered by Larry Herke, student relations coordinator, 151 Morris Hall, telephone 507-389-2963.
College of Business students must complete a minimum of 64 credits outside the College of Business. Students who are non-business majors, business minors, or those who are not seeking a four year degree may not complete more than 30 credits in the College of Business.
Residency. Transfer students must complete a minimum of 30 resident credits at the upper division (300-400) in the College of Business. Transfer students pursuing a minor in the College of Business must complete 50% (one-half) of their minor coursework through Minnesota State University, Mankato.
Information Technology Initiative. Students with a Marketing/International Business major or minor are required to lease a notebook computer from Minnesota State University, Mankato. Students who are majoring in other colleges, but are required to take MKT 310 will be able to enroll in a non-notebook class offered once per year for non-majors/minors. For further information see the College of Business section at the front of this bulletin.
GPA Policy. Students must earn a minimum grade-point average of 2.0 (C) on the total courses taken in the College of Business to meet graduation requirements.
P/N Grading Policy. No more than one-fourth of a student’s major shall consist of P/N grades.
Assessment Policy. The College of Business believes that the assessment of its programs make a vital contribution to those programs and student learning. Student participation is an important and expected part of the assessment process.
Student Organizations. The International Business Organization operates on both a professional and personal level. IBO creates cultural awareness and provides interaction among students and international business professionals. IBO members participate in conferences, business tours, annual trips, meetings and social activities. The Council of Student Business Organizations (COSBO) which is comprised of the presidents of the seven organizations and the college representative to the Student Senate, works directly with the Dean’s office in the coordination of activities of the various organizations and sponsors activities of their own.
Internships. Students are encouraged to participate in business and industrial organizations through intern programs. Internships are available during the junior or senior years. Students interested in internships should interview early with the internship coordinator for enrollment in this program.
COURSE DESCRIPTIONS
380 (3) Principles of International Business
International dimensions of business: global business environment (economic, cultural, legal, political) and international business functions (management, marketing, finance, exporting, importing).
Pre: Junior Standing F, S
419 (3) International Business Seminar
Topics on current developments in international business, technology, and legislation.
Pre: IBUS 380 ALT
428 (3) International Marketing
Managerial approach to marketing decision making in multicultural market situations.
Pre: MRKT 310, IBUS 380 F
448 (3) International Business Management
Comparison of the major management systems within their differing cultural environments. Analysis of differing value systems, group behaviors, conflicts and supervisory problems.
Pre: IBUS 380 F
469 (3) International Business Finance
International finance functions in a corporation include currency issues, investment, financial markets interacting, raising debt and equity, and export financing.
Pre: IBUS 380 S
485 (3) Export Administration
Provides knowledge and documentary skills in managing and implementing the export operations of firms engaged in international trade.
Pre: IBUS 380 S
486 (3) Consulting for Export Business
Student teams under faculty supervision assist area firms interested in developing or expanding international business.
Pre: Senior Standing/consent V
490 (3) International Business Policy
A capstone course for students majoring in international business designed to analyze and integrate the various
international business management decisions.
Pre: IBUS 428, 448, 469 S

491 (1-3) In-Service
Topics will vary across various hands-on practical experiences.
Pre: Consent V

497 (1-9) Internship
Supervised experience in business, industry, state or federal institutions. P/N only.
Pre: Consent F, S

498 (1-3) Internship
Supervised experience in business, industry, state or federal institutions. Taken for grade only.
Pre: Consent F, S

499 (1-4) Individual Study
Individual study of special topics.
Pre: Consent F, S