

INTERNATIONAL BUSINESS

International Business

College of Business
Department of Marketing & International Business
150 Morris Hall • 507-389-2967

Chair: Kevin Elliott

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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.

International Business 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, aviation management, finance, accounting, computer science, language, political science, history, geography, and other related areas.

Admission to a Major in the College of Business

Admission to a major in the College of Business typically occurs at the beginning of the student's junior year. Once admitted students may choose to pursue a degree in one or more of the following COB majors: Accounting, Finance, International Business, Management, or Marketing. Multiple criteria will be considered for admission to a major in the College of Business. Admission is competitive; meeting minimum requirements does not guarantee admission. Deadlines for application are: October 1 for Spring Semester and March 1 for Fall Semester.

Criteria Considered for Admission to a Major in the College of Business

1. Grade Point Average: minimum 2.7
2. Credits and Courses: 33 completed credits of the 44 general education requirements; completion of the following courses: COMS 101 (COMS 110 for MIS majors) MATH 112, ACCT 200, BLAW 200, MGMT 200, Second Year Experience 201, ECON 201, ECON 202, ECON 207, and ACCT 210

INTERNATIONAL BUSINESS BS

Required General Education Courses (7 credits):

ECON	201	Principles of Macroeconomics (3)
MATH	112	College Algebra (4)

Required Lower Division Courses (22 credits):

COMS	101	Introduction to Microcomputers (3)
MGMT	200	Introduction to MIS (3)
ACCT	200	Financial Accounting (3)
ACCT	210	Managerial Accounting (3)
ECON	202	Principles of Microeconomics (3)
ECON	207	Business Statistics (4)
BLAW	200	Legal, Political & Regulatory Environment of Business (3)
IBUS	201	Second Year Experience (0)

Required Upper Division Courses (20 credits):

MGMT	305	Business Ethics Fundamentals (1)
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)
FINA	395	Personal Adjustment to Business (1)
MGMT	481	Business Policy and Strategy (3)

Required for International Business Major (15 credits):

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 credits):

Select three courses from one of the following business function areas:

OPTION A: Marketing

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: Finance

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: Management

MGMT	385	Introduction to Management Science (3)
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)

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 credits):

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	490	BLAW	453						

POLICIES/INFORMATION

Academic Advising: Students will initially receive their advising from the professional advisors in the College of Business Advising Center. When a student applies to the College of Business, he/she will be assigned a faculty advisor in the major area of study. Questions regarding the assignment of advisors can be answered in the College of Business Advising Center, 151 Morris Hall, telephone: 389-2963.

Information Technology Initiative: Students with a major or minor in the College of Business are required to obtain a notebook computer with a standard set of applications from the Campus Computer Store at Minnesota State Mankato. Students who are majoring in other colleges may be able to enroll in non-notebook classes as they are offered. For further information, please refer to the College of Business section at the front of this bulletin.

College of Business Policies: Students who are business minors, non-business majors or those who are not seeking a four year degree may take up to 24 credits in the College of Business. Students must be admitted to a College of Business major to be granted a Bachelor of Science degree in any College of Business major.

Residency: Transfer students must complete a minimum of 30 resident credits

at the upper division (300-400) level in the College of Business at Minnesota State Mankato.

Transfer students pursuing a major or minor in the College of Business must complete at least 50% (one-half) of their major or minor coursework at Minnesota State Mankato.

GPA Policy: Students must earn a minimum grade point average of 2.0 (C) on the total courses taken in the College of Business and a 2.25 overall GPA 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 ongoing assessment of its programs makes a vital contribution to the quality of those programs and to 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 nine 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.

Pre: IBUS 380 S

IBUS 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 Variable

IBUS 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
IBUS 491 (1-4) In-Service
Topics will vary across various hands-on practical experiences.
Pre: Consent Variable

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

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

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

COURSE DESCRIPTIONS

IBUS 201 (0) Second Year Experience
F, S

IBUS 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

IBUS 419 (3) International Business Seminar
Topics on current developments in international business, technology, and legislation.
Pre: IBUS 380 F

IBUS 428 (3) International Marketing
Managerial approach to marketing decision making in multicultural market situations.
Pre: MRKT 310, IBUS 380 F

IBUS 448 (3) International Business Management
This course examines cross-cultural differences in business practices. Among the topics covered are the differences in management styles, multiculturalism, international negotiations, as well as international human resource issues, social responsibility and ethics in a global context, international labor relations, cultural synergy and multicultural teams.
Pre: IBUS 380 F
CD-Related

IBUS 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

IBUS 485 (3) Export Administration
Provides knowledge and documentary skills in managing and implementing the export operations of firms engaged in international trade.