

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
3. Completion of the following courses: ISYS 101 (ISYS 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

Requirements for the Marketing Minor:

1. Students must be admitted to a major at Minnesota State Mankato, and
2. Students must have a cumulative GPA of 2.7 or higher when starting the Marketing minor.

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):

ISYS 101 Personal Productivity with Information Systems (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 491 In-Service (Permission Required) (1-4)
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.

COURSE DESCRIPTIONS

IBUS 201 (0) Second Year Experience

Fall, Spring

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

Fall, Spring

IBUS 419 (3) International Business Seminar

Topics on current developments in international business, technology, and legislation.

Pre: IBUS 380

Fall

IBUS 428 (3) International Marketing

Managerial approach to marketing decision making in multicultural market situations.

Pre: MRKT 310, IBUS 380

Fall

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

Fall

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

Spring

IBUS 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

Spring

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, IBUS 448, IBUS 469

Spring

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

Fall, Spring

IBUS 498 (1-3) Internship

Supervised experience in business, industry, state or federal institutions. Taken for grade only.

Pre: Consent

Fall, Spring

IBUS 499 (1-4) Individual Study

Individual study of special topics.

Pre: Consent

Fall, Spring