INTERNATIONAL BUSINESS

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

Chair: Ann Kuzma
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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: IT 101, MATH 130, ACCT 217, BLAW 200, MGMT 200, Second Year Experience 201, ECON 201, ECON 202, ECON 207.

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.

College of Business Laptop Program. Students enrolled in College of Business courses numbered 200 and above are required to have a notebook computer. The College highly recommends that students purchase their COB laptop at the Campus Computer Store allowing them to utilize the full range of benefits of the Laptop Program. Students choosing not to purchase the recommended laptop must have their laptop inspected to be sure that it meets a minimum standard specification requirement and take responsibility for keeping said laptop in operational order at all times. Students using a non-recommended laptop are eligible for only a limited number of the full array of benefits offered by the Laptop Program. For further information, please refer to the College of Business section at the front of this bulletin or visit the College website at www.cob.mnsu.edu.

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.

INTERNATIONAL BUSINESS BS

Required General Education
ECON 201 Principles of Macroeconomics (3)
ECON 202 Principles of Microeconomics (3)
MATH 130 Finite Mathematics and Introductory Calculus (4)
(Choose 3 credits)
PHIL 120W Introduction to Ethics (3)
PHIL 205W Culture, Identity, and Diversity (3)
PHIL 222W Medical Ethics (3)
PHIL 224W Business Ethics (3)
PHIL 226W Environmental Ethics (3)
PHIL 240W Law, Justice & Society (3)

Prerequisites to the Major
ACCT 217 Survey of Financial and Managerial Accounting (4)
BLAW 200 Legal, Political, and Regulatory Environment of Business (3)
ECON 207 Business Statistics (4)
IBUS 201 Second Year Experience (0)
IT 101 Introduction to Information Systems (3)
MGMT 200 Introduction to MIS (3)

Major Common Core
Required of all College of Business Majors (Choose 19 credits)
FINA 362 Business Finance (3)
FINA 395 Personal Adjustment to Business (1)
IBUS 380 Principles of International Business (3)
MGMT 330 Principles of Management (3)
MGMT 346 Production and Operations Management (3)
MGMT 481 Business Policy and Strategy (3)
MRKT 310 Principles of Marketing (3)

Required of all International Business Majors (Choose 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)
Major Restricted Electives
Choose three courses from one of the following business function areas (Option A, Option B or Option C.

**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)
- MRKT 420 Sales Management (3)

**OPTION B: Finance**
- ACCT 310 Management Accounting I (3)
- FINA 460 Investments (3)
- FINA 462 Strategic Financial Management (3)
- FINA 463 Security Analysis (3)
- FINA 464 Financial Institutions and Markets (3)
- FINA 467 Insurance and Risk Management (3)

**OPTION C: Management**
- MGMT 385 Introduction to Management Science (3)
- MGMT 440 Human Resource Management (3)
- MGMT 441 Staffing (3)
- MGMT 444 Organization Design (3)
- MGMT 459 Management Information Systems (3)
- MGMT 480 Human Behavior in Organizations (3)

**Major Unrestricted Electives**
(Choose at least 3 credits)
- ECON 420 International Economics (3)
- FREN 202 Intermediate French II (4)
- GEOG 341 World Regional Geography (3)
- GER 202 Intermediate German II (4)
- IBUS 419 International Business Seminar (3)
- IBUS 492 Study Tour (1-3)
- IBUS 499 Individual Study (1-3)
- POL 231 World Politics (3)
- SCAN 293 Intermediate Norwegian II (1-4)
- SCAN 295 Intermediate Swedish II (1-4)
- SPAN 202 Intermediate Spanish II (4)

Required Minor: None

**INTERNATIONAL BUSINESS MINOR**

**Required for Minor**
- IBUS 380 Principles of International Business (3)
- MRKT 310 Principles of Marketing (3)
(Choose four courses (12 credits) from the following)
- BLAW 453 International Legal Environmental of Business (3)
- IBUS 419 International Business Seminar (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)
- IBUS 492 Study Tours (1-3)

**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

**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 492 (1-3) Study Tours**
Study tours are led by Minnesota State University, Mankato faculty and provide students with opportunities to visit companies and attend lectures by renowned experts from key sectors of economy, government, and business. 
Pre: Consent/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 (1-3) Individual Study
Individual study of special topics.
Pre: Consent
Fall, Spring