

## International Business

College of Business

Department of Marketing & International Business

150 Morris Hall • 507-389-2967

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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](http://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)

## INTERNATIONAL BUSINESS

### 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)

BLAW453	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.

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

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## INTERNATIONAL BUSINESS

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**IBUS 499 (1-3) Individual Study**

Individual study of special topics.

Pre: Consent

Fall, Spring