INTERNATIONAL BUSINESS BS AND MINOR

International Business

College of Business
Department of Marketing & International Business
150 Morris Hall • 507-389-2967
Website: cob.mnsu.edu/academics/international-business/

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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.

The 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.

Accreditation. The International Business program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

POLICIES/INFORMATION

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 sophomore year. Once admitted, students may choose to pursue a degree in one or more of the following 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 the International Business Major

1. Minimum cumulative (including Transfer) Grade Point Average of 2.5.
2. Completion of the following courses with a minimum grade of C (2.0): IT 101, MATH 130, ACCT 200, BUS 295, ECON 201.

Requirements for the International Business Minor

1. Students must be admitted to a major at Minnesota State Mankato, and
2. Students must have a cumulative GPA of 2.0 or higher when starting the International Business minor.

Academic Advising. Students will initially receive their advising from the professional advisors in the College of Business Student Center. When a student applies to the College of Business (which is done during BUS 295), 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, 389-2963.

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.

Prerequisites to the Major

Students must be admitted to a major at Minnesota State Mankato, and
2. Students must have a cumulative GPA of 2.0 or higher when starting the International Business minor.

Required General Education

Required of all College of Business Majors

ACCT 200  Financial Accounting (3)
BUS 295  Professional Preparation for Business Careers (2)
IT 101  Introduction to Information Systems (3)

Required General Education

ACCT 200  Financial Accounting (3)
BUS 295  Professional Preparation for Business Careers (2)
IT 101  Introduction to Information Systems (3)

Required Common Core (choose 34 credits)

Major Restricted Electives

Choose two courses from one of the following business functional areas (Marketing, Finance, or Management)

IBUS 490  International Business Policy (3)
IBUS 485  Export Administration (3)
IBUS 469  International Business Finance (3)
IBUS 448  International Business Management (3)
IBUS 380  Principles of International Business (3)
MGMT 300  Introduction to MIS (3)
MGMT 346  Production & Operations Management (3)
MGMT 481  Business Policy & Strategy (3)
MRKT 210  Principles of Marketing (3)

Major Restricted Electives

Choose two courses from one of the following business functional areas (Marketing, Finance, or Management)

OPTION A. Marketing (choose 6 credits)
MRKT 312  Professional Selling (3)
MRKT 316  Consumer Behavior (3)
MRKT 318  Integrated Marketing Communications (3)
MRKT 324  Marketing Research & Analysis (3)
MRKT 339  Distribution Strategy (3)
MRKT 420  Sales Management (3)

OPTION B. Finance (choose 6 credits)
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 (choose 6 credits)
MGMT 340  Human Resource Management (3)
MGMT 380  Human Behavior in Organizations (3)

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.

Internships. Students are strongly encouraged to participate in one or more internship programs related to their field of study before graduation. Qualifying internships may receive academic credit counting towards a student’s major, but are not required to be taken for credit. To receive academic credit, students must be registered during the semester the internship takes place. Registration instructions and other business internship resources can be found at: cob.mnsu.edu/internship/

INTERNATIONAL BUSINESS BS

Degree completion = 120 credits

Required General Education

ECON 201 and MATH 130 must be completed for admission to the major.
ECON 201  Principles of Macroeconomics (3)
MATH 130  Finite Mathematics and Introductory Calculus (4)

Ethics Requirement (choose 3 credits)
PHIL 120W  Introduction to Ethics (3)
PHIL 205W  Culture, Identity, and Diversity (3)
PHIL 222W  Medical Ethics (3)
PHIL 224V  Business Ethics (3)
PHIL 226W  Environmental Ethics (3)
PHIL 240W  Law, Justice & Society (3)

Prerequisites to the Major

ACCT 200  Financial Accounting (3)
BUS 295  Professional Preparation for Business Careers (2)
IT 101  Introduction to Information Systems (3)

Required of all International Business Majors (choose 15 credits)
IBUS 380  Principles of International Business (3)
MGMT 300  Introduction to MIS (3)
MGMT 481  Business Policy & Strategy (3)
MRKT 210  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 two courses from one of the following business functional areas (Marketing, Finance, or Management)

OPTION A. Marketing (choose 6 credits)
MRKT 312  Professional Selling (3)
MRKT 316  Consumer Behavior (3)
MRKT 318  Integrated Marketing Communications (3)
MRKT 324  Marketing Research & Analysis (3)
MRKT 339  Distribution Strategy (3)
MRKT 420  Sales Management (3)

OPTION B. Finance (choose 6 credits)
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 (choose 6 credits)
MGMT 340  Human Resource Management (3)
MGMT 380  Human Behavior in Organizations (3)
### COURSE DESCRIPTIONS

**BUS 100 (3) Introduction to Business and Business Careers**
This course prepares students for success by exposing them to the requirements, expectation, resources and opportunities of the College of Business. Students will have business experiences and will develop professional skills. 

**BUS 295 (2) Professional Preparation for Business Careers**
This course is required for admission to the College of Business for all business majors. The purpose of the course is to provide students with an overview of COB majors, allow students to create an academic plan for graduation, and develop professional skills needed for future job placement. Topics include cover letter and resume writing, interviewing skills, the process of networking, the internship program, etiquette skills, and requirements for graduation.

**BUS 397 (3) IBE Practicum**
An applied course that entails developing, launching, managing, and closing a business with the cohort of students enrolled in the class. Students write and present a business start-up plan as they seek financing for their start-up company. The business start-up experience creates a real-world context in which students can practice the concepts introduced in MGMT 230, MKTG 210, and FIN 362. BUS 397 is part of the United Prairie Bank Integrated Business Experience, and students must enroll concurrently in BUS 397 and sections of FIN 362, MGMT 230, and MKTG 210 that are designated for IBE students. 

**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). 

**IBUS 398 (0) CPT, Co-Operative Experience**
Curricular Practical Training: Co-Operative Experience is a zero-credit full-time practical training experience for one summer and on adjacent fall or spring term. Special rules apply to preserve full-time student status. Please contact an advisor in your program for complete information. 

Prerequisite: At least 60 credits earned; in good standing; instructor permission; co-op contract; other prerequisites may also apply. 

Fall, Spring, Summer

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

Prerequisite: IBUS 380 

Fall

**IBUS 428 (3) International Marketing**
Managerial approach to marketing decision making in multicultural market situations. 

Prerequisite: MKTG 210, 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. 

Prerequisite: 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. 

Prerequisite: 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. 

Prerequisite: IBUS 380 

Spring

**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. 

Prerequisite: IBUS 428, IBUS 448, IBUS 469 [select 2 out of the 3 courses] 

Spring

**IBUS 491 (1-4) In-Service**
Topics will vary across various hands-on practical experiences. 

Prerequisite: 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. 

Prerequisite: IBUS 380 

Spring

**IBUS 498 (1-3) Internship**
Variable practical training experience for one summer and on adjacent fall or spring term. 

Prerequisite: At least 60 credits earned; in good standing; instructor permission; co-op contract; other prerequisites may also apply. 

Fall, Spring

**IBUS 499 (1-3) Individual Study**
Individual study of special topics. 

Prerequisite: Consent 

Fall, Spring