Bachelor of Science in Business Administration - International Business

Bruce Seifert, Discipline Coordinator and Chief Discipline Advisor

A major in international business permits students to take an interdisciplinary approach to the study of global business. In addition to the core business and university requirements, all international business majors take specialized international courses in economics, finance, management and marketing.

Students also select an appropriate region: Europe, Latin America or East Asia. Unless they are already fluent in both English and another language, students will study and obtain a high level of competency in a foreign language appropriate for the region of interest. Students can opt to study a language other than French, Spanish, German, Chinese or Japanese. If Old Dominion does not offer all the required courses for this language, the student must find equivalent courses at other universities. The student must obtain written permission from the International Business discipline coordinator to take these courses at a particular university. The required courses for Europe and Latin America concentration areas are intermediate 1 and 2 and the business language course. For East Asia concentration areas the equivalent courses are the first 12 credit hours of the language. Students fluent in English and another language may fulfill the language requirement with an approved business minor (see discipline coordinator for information). Students must also study the culture and history of the specific region.

All students majoring in international business are required to participate in an approved study abroad program. International students are exempt from the study abroad requirement. However, these students are required to take an approved business minor. Exemptions need written approval of the discipline coordinator. Students can choose from an extensive list of sites abroad. International business students have recently studied in Denmark, England, Mexico, the Philippines and Korea.

International business students are encouraged to minor in a business functional area such as accounting, finance, marketing or management.

All international business students are required to take the international business and regional courses required for their region of the world.

International Business, East Asian concentration in Chinese course work

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 101H</td>
<td>Interpreting the Asian Past</td>
<td>3</td>
</tr>
<tr>
<td>POLS 100S</td>
<td>Introduction to International Politics</td>
<td>3</td>
</tr>
<tr>
<td>CHIN 111F</td>
<td>Beginning Chinese</td>
<td>6</td>
</tr>
<tr>
<td>CHIN 212</td>
<td>Intermediate Chinese</td>
<td>6</td>
</tr>
<tr>
<td>ECON 450</td>
<td>International Economics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 435</td>
<td>International Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 411</td>
<td>Multi-National Marketing</td>
<td>3</td>
</tr>
<tr>
<td>INBU 433</td>
<td>Doing Business in Asia</td>
<td>3</td>
</tr>
<tr>
<td>INBU 450</td>
<td>Global Business</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following Major Electives:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ECON 454W</td>
<td>Economic Development</td>
<td></td>
</tr>
<tr>
<td>ECON 455</td>
<td>Comparative Economic Systems</td>
<td></td>
</tr>
<tr>
<td>INBU 367</td>
<td>Cooperative Education</td>
<td></td>
</tr>
<tr>
<td>INBU 368</td>
<td>Internship in International Business</td>
<td></td>
</tr>
<tr>
<td>INBU 434</td>
<td>International Trade Field Study</td>
<td></td>
</tr>
<tr>
<td>INBU 463</td>
<td>International Business Seminar Abroad</td>
<td></td>
</tr>
<tr>
<td>INBU 495</td>
<td>Topics in International Business</td>
<td></td>
</tr>
<tr>
<td>IT 425</td>
<td>Information Systems for International Business</td>
<td></td>
</tr>
</tbody>
</table>

Select two of the International Asia Regional Courses: 6

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEOG 453</td>
<td>Asia</td>
<td>3</td>
</tr>
<tr>
<td>HIST 336</td>
<td>The Emergence of New China</td>
<td>3</td>
</tr>
<tr>
<td>HIST 439</td>
<td>Politics and Society in East Asia Since 1945</td>
<td>3</td>
</tr>
<tr>
<td>POLS 338W</td>
<td>Politics of East Asia</td>
<td>3</td>
</tr>
<tr>
<td>POLS 437</td>
<td>International Relations in East Asia</td>
<td>3</td>
</tr>
</tbody>
</table>


This is a suggested curriculum plan to complete this degree program in four years. Please consult information in this Catalog, Degree Works, and your academic advisor for more specific information on course requirements for this degree.

International Business, East Asian concentration in Japanese course work

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 101H</td>
<td>Interpreting the Asian Past</td>
<td>3</td>
</tr>
<tr>
<td>POLS 100S</td>
<td>Introduction to International Politics</td>
<td>3</td>
</tr>
<tr>
<td>JAPN 111F</td>
<td>Beginning Japanese</td>
<td>6</td>
</tr>
<tr>
<td>JAPN 212</td>
<td>Intermediate Japanese</td>
<td>6</td>
</tr>
<tr>
<td>ECON 450</td>
<td>International Economics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 435</td>
<td>International Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 411</td>
<td>Multi-National Marketing</td>
<td>3</td>
</tr>
<tr>
<td>INBU 433</td>
<td>Doing Business in Asia</td>
<td>3</td>
</tr>
<tr>
<td>INBU 450</td>
<td>Global Business</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following Major Electives:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ECON 454W</td>
<td>Economic Development</td>
<td></td>
</tr>
<tr>
<td>ECON 455</td>
<td>Comparative Economic Systems</td>
<td></td>
</tr>
<tr>
<td>INBU 367</td>
<td>Cooperative Education</td>
<td></td>
</tr>
<tr>
<td>INBU 368</td>
<td>Internship in International Business</td>
<td></td>
</tr>
<tr>
<td>INBU 434</td>
<td>International Trade Field Study</td>
<td></td>
</tr>
<tr>
<td>INBU 463</td>
<td>International Business Seminar Abroad</td>
<td></td>
</tr>
<tr>
<td>INBU 495</td>
<td>Topics in International Business</td>
<td></td>
</tr>
<tr>
<td>IT 425</td>
<td>Information Systems for International Business</td>
<td></td>
</tr>
</tbody>
</table>

Select two of the International Asia Regional Courses: 6

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEOG 453</td>
<td>Asia</td>
<td>3</td>
</tr>
<tr>
<td>HIST 336</td>
<td>The Emergence of New China</td>
<td>3</td>
</tr>
<tr>
<td>HIST 439</td>
<td>Politics and Society in East Asia Since 1945</td>
<td>3</td>
</tr>
</tbody>
</table>
POLS 338W Politics of East Asia
POLS 437 International Relations in East Asia

Courses included in the calculation of the 2.00 overall grade point average for major course work for graduation are:

- INBU 433 Doing Business in Asia 3
- INBU 450 Global Business 3
- ECON 450 International Economics 3
- FIN 435 International Financial Management 3
- MKTG 411 Multi-National Marketing 3
- INBU Elective 3

This is a suggested curriculum plan to complete this degree program in four years. Please consult information in this Catalog, Degree Works, and your academic advisor for more specific information on course requirements for this degree.

**Four-Year Plan - International Business - East Asia-Japan-BSBA**

Courses:

- 300-400 Level Business Elective 3
- Select one of the following Major Electives:
  - INBU 450
  - INBU 432
  - INBU 431
  - INBU 430
- Foreign Language 3
- Foreign Language 3
- GER/FR/SPAN 366 Business German: Language and Culture 3
- ECON 450 International Economics 3
- FIN 435 International Financial Management 3
- MKTG 411 Multi-National Marketing 3
- INBU 431 Doing Business in Europe 3
- INBU 450 Global Business 3

Select one of the following Major Electives: 3

- ECON 454W Economic Development
- ECON 455 Comparative Economic Systems
- INBU 367 Cooperative Education
- INBU 368 Internship in International Business
- INBU 434 International Trade Field Study
- INBU 463 International Business Seminar Abroad
- INBU 495 Topics in International Business
- IT 425 Information Systems for International Business
- MGMT 462 Comparative International Management
- MGMT 463 Management Seminar Abroad
- MSCM 370 International Shipping
- 300-400 Level Business Elective ** 3

Select two of the following International European Regional Courses: 6

- GEOG 451 Europe
- HIST 316 Cold War in History
- POLS 314 European Politics
- POLS 332W Europe in World Affairs
- WCS 410 Berlin-Paris: Crucibles of European Ideas

**Total Hours 42**

Courses included in the calculation of the 2.00 overall grade point average for major course work for graduation are:

- INBU 431 Doing Business in Europe 3
- INBU 450 Global Business 3
- ECON 450 International Economics 3
- FIN 435 International Financial Management 3
- MKTG 411 Multi-National Marketing 3
- INBU Elective 3

**Four-Year Plan - International Business - Europe-BSBA**

Courses:

- 300-400 Level Business Elective 3
- Select one of the following Major Electives: 3
  - ECON 454W Economic Development
  - ECON 455 Comparative Economic Systems
  - INBU 367 Cooperative Education
  - INBU 368 Internship in International Business
  - INBU 434 International Trade Field Study
  - INBU 463 International Business Seminar Abroad
  - INBU 495 Topics in International Business
  - IT 425 Information Systems for International Business
  - MGMT 462 Comparative International Management
  - MGMT 463 Management Seminar Abroad
  - MSCM 370 International Shipping
- 300-400 Level Business Elective * 3

Select two of the following International Latin America Regional Courses: 6

- GEOG 451 Latin America
- HIST 316 U.S.-Latin American Relations
- HIST 470 Struggle for Democracy and Development in Latin America
- HIST 372 Central America and the Caribbean Since 1800
- POLS 337 Latin American Politics

**Total Hours 42**

This is a suggested curriculum plan to complete this degree program in four years. Please consult information in this Catalog, Degree Works, and your academic advisor for more specific information on course requirements for this degree.
**International Business Minor**

Students seeking the Bachelor of Science in Business Administration may also minor in international business by completing the following courses:

- **ECON 450** International Economics 3
- **FIN 435** International Financial Management 3
- **MKTG 411** Multi-National Marketing 3

Select one of the following: 3

- **INBU 431** Doing Business in Europe
- **INBU 432** Doing Business in Latin America
- **INBU 433** Doing Business in Asia
- **INBU 450** Global Business

**MGMT 462** Comparative International Management 3
**MGMT 463** Management Seminar Abroad 3

**Total Hours 12**

For completion of the minor, a student must have a minimum overall cumulative grade point average of 2.00 in all courses specified as a requirement for the minor exclusive of 100/200-level courses and prerequisite courses and complete a minimum of six hours in upper-level courses in the minor through courses offered by Old Dominion University.

**INTERNATIONAL BUSINESS Courses**

**INBU 367. Cooperative Education. 1-3 Credits.**
May be repeated for credit. Supervised experience in the international business work place requiring written statement of objectives and evaluation of experience. Pass/fail grading only. Prerequisites: Permission of IB coordinator and Career Development Services, and a declared major in the University or permission of the Dean's Office.

**INBU 368. Internship in International Business. 1-3 Credits.**
Supervised experience in the international business work place requiring written statement of objectives and evaluation of experience. Pass/fail grading only. Prerequisites: Permission of IB coordinator and Career Development Services, and a declared major in the University or permission of the Dean's Office.

**INBU 390. Topics in International Business. 1-3 Credits.**
A study of selected topics, the title of which will appear on the course schedule. Prerequisite: permission of the IB coordinator, and a declared major in the University or permission of the Dean's Office.

**INBU 411. Doing Business in Europe. 3 Credits.**
A survey course to provide an overview of the contemporary business environment in Europe, with a focus on the European Union. Topics will include an examination of the social, political, and economic forces which affect business in Europe. Prerequisites: MGMT 325, FIN 323, and MKTG 311 or permission of the instructor, and a declared major in the University or permission of the Dean's Office.

**INBU 432. Doing Business in Latin America. 3 Credits.**
A survey to provide an overview of the contemporary business environment in Latin America. Topics will include an examination of the social, political, and economic forces which affect business in Latin America. Prerequisites: MGMT 325, FIN 323, and MKTG 311 or permission of the instructor, and a declared major in the University or permission of the Dean's Office.

**INBU 433. Doing Business in Asia. 3 Credits.**
An analysis of business practices in Asia. Emphasis will be on business, government relations, business strategy, structure, organizational processes, and human resource management. Prerequisites: MGMT 325, FIN 323, and MKTG 311 or permission of the instructor, and a declared major in the University or permission of the Dean's Office.

**INBU 434. International Trade Field Study. 3 Credits.**
An applied field research study to develop an export trade plan which involves market analysis, risk analysis, financing and distribution decisions in overseas markets. Prerequisites: ECON 450, MKTG 411, FIN 435 or MKTG 361, or permission of the instructor, and a declared major in the University or permission of the Dean's Office.

**INBU 450. Global Business. 3 Credits.**
Lecture, discussion and case studies. A capstone course to integrate and apply the theories and concepts learned in required international business courses to the operations of international business organizations. Prerequisites: ECON 450, MKTG 411, FIN 435, or permission of the instructor, and a declared major in the University or permission of the Dean's Office.

**INBU 463. International Business Seminar Abroad. 3 Credits.**
A study tour abroad arranged in cooperation with a foreign university, including lectures on international business topics and visits to international firms and economic/business organizations. Written work required. Prerequisite: a declared major in the University or permission of the Dean's Office.

**INBU 495. Topics in International Business. 1-3 Credits.**
A study of selected topics, the title of which will appear in the course schedule. Prerequisite: permission of the IB coordinator, and a declared major in the University or permission of the Dean's Office.

**INBU 496. Topics in International Business. 1-3 Credits.**
A study of selected topics, the title of which will appear in the course schedule. Prerequisite: permission of the IB coordinator, and a declared major in the University or permission of the Dean's Office.

**INBU 497. Independent Study in International Business. 1-3 Credits.**
Affords students the opportunity to undertake independent study under the direction of a faculty member. Prerequisite: permission of the department.