A major in International Business (IB) provides students with the tools to succeed in today’s global environment. The business arena in which the College’s graduates will be working is no longer local, regional or national in nature. It is international and requires an understanding and sensitivity to different cultures and business environments. The program embraces three different levels of analysis. These three levels of analyses are as follows.

**Global Citizen**
First, at the individual level, students learn to identify, comprehend, and manage cross-cultural differences between individuals. As global citizens, students learn to build on cultural differences, learn to be proactive on an international level, and generate new business solutions accordingly.

**Multinational Enterprise**
At the business discipline level, the program builds on the knowledge of business subjects that are taught in the Bachelor of Science in Business Administration (BSBA) core. The IB major will advance students’ understanding by teaching them the intricacies of the global marketplace. The IB major builds on these core business subjects and teaches students how each business subject operates in an international business setting.

**International Context**
Finally, the international context inherent to international business helps students identify economic trends, rules of law, and policy shifts in the global landscape. Students will be able to understand and respond to the changes of formal and informal institutions of nations and how these changes influence the way multinational enterprises conduct business internationally.

**A Problem-Solving Focus**
Parallel to this hierarchical focus (individual, firm specific as well as international level), students will also learn how to deal with organization specific and societal challenges. Problem solving is an integral component of the program and is related to the subjects at the heart of business administration, including strategy, marketing, finance, accounting, organization, human resources, logistics, and technology. Students work with existing businesses and help them expand abroad.

All students majoring in international business are required to participate in an approved study abroad program, international-focused project or international internship. International students are exempt from the study abroad requirement. 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, Japan, Mexico, the Philippines and Korea.

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

**Four-Year Plan-International Business**
(http://catalog.odu.edu/undergraduate/stromecollegeofbusiness/bsbaintlbusiness/intlbusiness-bsba-fouryearplan/)

- The four-year plan is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

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### International Business

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 450</td>
<td>International Economics</td>
<td>3</td>
</tr>
<tr>
<td>INBU 436</td>
<td>International Business Law</td>
<td>3</td>
</tr>
<tr>
<td>INBU 437</td>
<td>International Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>INBU 450</td>
<td>Global Business</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 336</td>
<td>International Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 411</td>
<td>Multi-National Marketing</td>
<td>3</td>
</tr>
<tr>
<td>WCS 350</td>
<td>Global Communications for International Business</td>
<td>3</td>
</tr>
<tr>
<td>INBU Major Elective (Select three credits from the following):</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>INBU 368</td>
<td>Internship in International Business</td>
<td>3</td>
</tr>
<tr>
<td>INBU 438</td>
<td>Globalization and International Trade</td>
<td>3</td>
</tr>
<tr>
<td>INBU 495</td>
<td>Topics in International Business</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 463</td>
<td>Management Seminar Abroad</td>
<td>3</td>
</tr>
<tr>
<td>FIN 435</td>
<td>International Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>POLS 325W</td>
<td>World Politics</td>
<td>3</td>
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</tbody>
</table>

**Total Hours** 24

### International Business Minor

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

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
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<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>
</tbody>
</table>

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  
- MGMT 463 | Management Seminar Abroad

**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 431. 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 MGMT 361, or permission of the instructor, and a declared major in the University or permission of the Dean's Office.

INBU 436. International Business Law. 3 Credits.
This course examines the sources of international business law, the relationship between such law and the U.S. legal system, the choice of law in international business disputes, the special issues that arise when doing business with foreign governments, the law governing international sales and the shipment of goods, and international intellectual property protection. In addition, the relationships between law and culture involved in international business transactions will be examined. Prerequisites: WCS 350 and a declared major in the university or permission of the Dean’s Office.

INBU 437. International Human Resource Management. 3 Credits.
International HRM focuses on the management of human resources in an international context. The course will focus on policies, programs and practice characteristics of organizational efforts to manage human assets worldwide, including an overview of cross-national team dynamics and communication systems, leadership techniques, and national employment laws. It will also explore the critical impact that these policies have on the success of firms in doing business abroad. Prerequisites: MGMT 325 (or equivalent) or permission of the instructor, and a declared major in the University or permission of the Dean's Office.

INBU 438. Globalization and International Trade. 3 Credits.
This course provides an economic overview of international trade and the theories that support globalization and international trade policies. The course introduces students to the global value chain and its stakeholders, with an emphasis on costs, transportation, infrastructure, and technology. Students will examine supply chain management processes that organizations use to successfully manage import and export operations. Prerequisites: ECON 201S and ECON 202S, 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. Prerequisite: 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 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.