

INTERNATIONAL BUSINESS MAJOR

Open Electives	9
Total Credits	63

The International Business major prepares students to conduct business in an increasingly globalized environment. Students will learn how to apply concepts from functional areas, such as marketing and finance, within the global business setting and how international business practice differs from domestic business. Students will also learn how the language, culture and political economy influence business in different countries and regions.

Program of Study

Overall Major Requirement – 33 senior-level courses from this list. Students must also choose a regional specialization that includes a language other than English.

Course ID	Course Name	Credits
Major Requirements		
INTB 300	Introduction to International Business	3
INTB 311	Diversity and Intercultural Communication	3
INTB 412	Managing in an International Environment	3
MARK 403	International Marketing	3
FNCE 404	International Finance	3
Select 3 credits from the following:		3
INTB 255	Doing Business Internationally - Study Tour	
INTB 310	Global Business and Sustainability	
INTB 413	International Entrepreneurship	
INTB 497	Special Topics in International Business	
INTB 498	Independent Studies in International Business	
LEGL 310	International Business Transactions	
MARK 310	Consumer Behaviour	
SCMT 322	Business Logistics Management	
SCMT 407	Global Sourcing and Logistics	
Regional Specialization		
Select one 15-credit regional specialization from below:		15
<i>Asia</i>		
Any senior-level HIST course		
POLS 261	Asia Pacific Political Systems	
INTB 312	Conducting Business in Asia	
Language: Chinese or Japanese (6 credits)		
<i>Europe</i>		
Any senior-level HIST course		
POLS 264	Introduction to Global Politics I	
INTB 313	Business in Regional World Markets	
Language: French, German, or Spanish (6 credits)		
<i>Latin America</i>		
Any senior-level HIST course		
POLS 264	Introduction to Global Politics I	
INTB 313	Business in Regional World Markets	
Language: Spanish (6 credits)		
Elective Requirement		
Business Electives		6
Non-Business Electives		15