

International Business

The globalization of the marketplace has produced a demand for managers who can successfully compete in the international business environment. Understanding the significant cultural, economic, and political differences between countries and regions is vital to international success. Managers in an international business must not only be sensitive to these differences, they must also adopt the appropriate policies and strategies for dealing with them.

To address these issues, the Leeds School of Business offers the international business program. In addition to the area of application, students can complete requirements to receive an International Business Certificate. The international business program builds on students' understanding of the functional areas of business, provides them with an appreciation of the international environment, and supplies them with a framework for developing policies and strategies appropriate for the global marketplace.

Required Courses (must be taken in residence)

MKTG 3450: International Marketing (3)

INBU 4200: International Financial Management (3)

INBU 4300: International Business Management (3)

In addition to these three courses, the **certificate program** requires the completion of the following 15 credit hours:

- Six credits of economics, geography, or political science beyond the Arts and Sciences Core requirements. Courses must be selected from the approved list also on this web page.

- Three credits of foreign language beyond MAPS requirements.

- Six credits of an international experience. This requirement can be satisfied through either study abroad programs or academic internships of an international business nature.

The Leeds School recommends that international business students consider taking the additional international course, MGMT 4070: International Operations Management.

Certificate Programs are for Business majors only.

Career Opportunities

Expertise in international business is invaluable when considering the global nature of business today. Career opportunities in export-import, portfolio management, and direct foreign investment are continually growing in all areas of the world. Of particular importance are the countries of the Pacific Rim, the European Economic Community, and, more recently, the countries comprising NAFTA.

MKTG 3450-3: International Marketing

Describes the economic, geographic, political, and social forces that have shaped and continue to define global markets. Examines topics critical to success in international markets, including assessment of a firm's international capabilities, techniques for gauging the potential of international markets, international segmentation approaches, and alternative arrangements for entering foreign markets. Compares and contrasts product, price, distribution, logistics, promotion, and research decisions made in global versus domestic markets.

Introduces students to financial arrangements characteristic of international marketing, including exchange rates and controls, balance-of-payment principles, import licensing agreements, and tariffs.

Prereq: BCOR 2400

INBU 4200-3: International Financial Management

This course examines the financial policies and problems associated with businesses conducting international business. Topics include the foreign exchange environment, country risk, managing foreign exchange exposure, international working capital management, international capital budgeting, and international financial markets. *Prereq., BCOR 2200.*

INBU 4300-3: International Business Management

This capstone course exposes students to the concerns and management of international activities. Through the examination of case studies, students review overseas market assessment and analysis, international marketing, export-import procedures, financial issues, production systems, labor relations, strategic planning, organizational design, control and staffing, and transportation. *Prereqs., MKTG 4400 and INBU 4200.*

MGMT 4070-3: International Operations Management

This course compares systems of production and operations management in the United States with those in Europe and Asia. Through case studies, students analyze the contrasts of various regional and national approaches to business, quality management, labor practices, management styles, international competitiveness, productivity, distribution systems, trade practices, and strategies for penetrating foreign markets. Students examine different cultural environments, government-business relationships, banking industries and operations strategies, and the potential for transferring industrial management practices and techniques between countries.

Prereqs., BCOR 2300 and 52 hours completed.