

INTERNATIONAL BUSINESS MAJOR (M)

The International Business Major focuses on the challenges, problems and opportunities that face businesses operating outside their domestic environment. The emphasis is placed upon the basic principles, concepts and techniques relevant to international business management. Areas addressed include economics, politics, finance, marketing, legal and ethical issues. Specific industries are studied as examples of business operating within a global context.

Program Learning Outcomes

By fulfilling all of the course requirements for the Bachelor of Science in International Business, students will be able to:

1. Understand the interactions between businesses operating internationally and the governments and nations where business operations occur.
2. Utilize critical thinking and decision making tools to implement strategies to deal with multiple cultures, languages, infrastructures, legal systems and value systems.
3. Demonstrate an understanding of the logistical and supply-chain management challenges of operating internationally.
4. Analyze a firm's international operations and identify poor as well as best practices.
5. Use data analytics and trade theory to construct models to use in forecasting international business trends.
6. Demonstrate an understanding of the financial impact of international operations, including currency fluctuations and risk.
7. Understand how different communication systems and IT functions help international firms solve problems and collaborate.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Major Requirements		65
Electives		10
Minor: Optional		
Total Hours		120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Code	Title	Hours
Business Core		
<i>Required Core Courses</i>		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	
COMM 105	Public Speaking (or COMM 201)	
COMM 201	Interpersonal Communication (or COMM 105)	

Core Business Requirements

ACCT 205	Accounting & Finance for Business Professionals	3
BUS 210	Business Law I	3
BUS 161	Business Essentials	3
or BUS 162	Quantitative Business Essentials	
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3
ECON 231	Microeconomics	3
MGMT 130	Management & Leadership	3
or MBA 544	People-Focused Management	
MKTG 131	Sales and Marketing	3

Required Courses

MGMT 450	International Business	3
ECON 370	International Economics	3
MKTG 440	International Marketing	3
Foreign Languages		17

International students may receive a waiver for foreign language requirement but must replace the 12 foreign language credits with business courses not taken in the Major or the Business Core

Semester Abroad (International Business Emphasis)	12
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Total Hours	65
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