

# INTERNATIONAL BUSINESS

International business is a multidisciplinary field dedicated to understanding how to successfully formulate and execute commercial activity that spans national borders. Contemporary issues related to environmental concerns, political instability, and human rights have made international business decisions more complicated for organizations, leading to a global re-evaluation of how business should be conducted internationally. Whether you desire a career working internationally or simply want to understand how the broader business environment affects fundamental organizational decisions for domestic firms, our International Business program provides a broad global perspective to inform your world view and help you develop business acumen through an exploration of how business intersects with politics, economic considerations, and culture.

## Undergraduate Secondary Major in International Business

For undergraduate curriculum in business, secondary major in International Business.

Administered by the Department of Management and Entrepreneurship.

The major is designed to provide a strong common foundation in international business with two required international overview courses. In addition, students are encouraged to take additional coursework with relevance to their business and career interests, with business-specific courses spanning numerous functional areas and general cultural classes covering numerous regions of the world. Students also have the opportunity to shape their international exposure via multiple study abroad options or via additional coursework at Iowa State.

For information on the secondary major in International Business, make an appointment (<https://cyclones.campus.eab.com/pal/AG7HsCRKhM/>) through Navigate to see the Ivy College of Business International Programs Coordinator, located in 2139 Gerdin Business Building or email [ivyintl@iastate.edu](mailto:ivyintl@iastate.edu).

For more information on the undergraduate secondary major in International Business, please visit: <https://www.ivybusiness.iastate.edu/academics/undergraduate-programs/international-business/>. (<https://www.ivybusiness.iastate.edu/academics/undergraduate-programs/international-business/>)

## Student Learning Outcomes

Upon graduation, undergraduate students with a secondary major in international business will:

1. Understand the global business environment and how it connects to their primary major.

2. Be effective communicators in intercultural and international settings.
3. Understand how culture, history, politics, and economics connect to business practices and operations both domestically and internationally.
4. Develop intercultural skills required for success in business.

## Secondary Major in International Business

In addition to the basic business degree requirements (<https://catalog.iastate.edu/collegeofbusiness/#curriculuminbusinesstext>), the requirements for the secondary major in International Business are met by successful completion of the following:

### International Overview (6 credits)

BUSAD 3010 Introduction to International Business. This course focuses on the principles and practice of international business across functional areas, with an emphasis on comparing the legal, political, economic, and cultural dimensions of domestic and international business.

MGMT 4140 International Management. The nature and economic role of the multinational firm and entrepreneurial ventures, including the impact of legal, political, and cultural variables upon firm performance and managerial activity; case studies illustrate interdependent nature of functional areas of business projected across national boundaries.

### Business Focus (6 credits)\*

Select two courses from the list below:

ACCT 4960	Accounting in the Global Economy	3
ENTSP 3670	International Entrepreneurship	3
ECON 3550	International Trade and Finance	3
ECON 3850	Economic Development	3
ECON 4550	International Trade	3
ECON 4570	International Finance	3
FIN 4800	International Finance	3
FIN 4910	International Study Course in Global Capital Markets	3
MGMT 4720	Diversity, Equity, and Inclusion in Organizations	3
MIS 4950	Executive Presentation and Analysis	3
MKT 4480	Global Marketing	3
MKT 4920	Comparative Marketing	3
SCM 4660	Global Trade Management	3
SCM 4910	International Live Case and Study Tour	3
SCM 4730	War and Peace and Supply Chains	3

\* Additional business-focused courses incorporating an international travel component may be able to be applied towards fulfilling

this requirement with approval of the Ivy International Programs Coordinator.

### Global Engagement, Awareness, and Regional Perspective Requirement

Students can fulfill this portion of the IBUS major by completing **one** of the three options outlined below:

- Option 1:
  - One semester abroad, earning at least 12 credits AND
  - BUSAD 3920X: Contextualizing Your International Experience (3 cr.), taken the semester after returning from abroad<sup>^</sup> AND
  - One course from the approved Global Awareness courses below<sup>§</sup>
- Option 2:
  - One faculty-led study abroad program (may use a course from the Business Focus to meet this) AND
  - One Regional Focus course from the list below with relevance to the chosen study-abroad program AND
  - One course from the approved Global Awareness courses below<sup>§</sup>
- Option 3:
  - Plan of study approved by the Ivy International Programs Coordinator
    - Please note, in some instances international travel may not be required to fulfill the IBUS major—see the Ivy International Programs Coordinator for more information.

<sup>^</sup> In the event that students complete their semester abroad during their final semester, this class may be taken concurrently.

<sup>§</sup> Course(s) may be taken while studying abroad.

### Global Awareness (3 credits)

Select 3 credits from the list below:

ANTHR 2200	Globalization and Sustainability	3
ANTHR 2300	Globalization and the Human Condition	3
ANTHR 3360	Culture and Capitalism	3
CRP 2910	World Cities and Globalization	3
CRP 3760	Rural, Urban and Regional Economics	3
CRP 4290	Planning in Developing Countries	3
DSNS 3040	Global Challenges: Intro to UN Sustainable Development Goals	3
INTST 2350	Introduction to International Studies	3
INTST 2500	The World's Regions in a Global Context	3
INTST 3500	Topics in International Studies	2-4

MKT 4840	Technology, Globalization and Culture	3
POLS 3810	International Political Economy	3
SOC 3480	Global Poverty, Resources and Sustainable Development	3
SOC 4110	Social Change in Developing Countries	3
WGS 4350	Gender, Globalization and Development	3
WLC 1190	Introduction to World Languages	3
WLC 2700	Cultures in Transition	3

### Regional Focus\*

#### Africa

Language\*: WLC 1070 Introduction to Swahili

AFAM 3100	Africa to 1880	3
AFAM 3110	Africa under Colonial Rule	3
AFAM 3550	Understanding Sub-Saharan Africa	3
RELIG 3580	Islam	3

#### Mid-East

Language\*: Arabic

ARABC 3750	Arab Culture	3
ANTHR 3350	Anthropology of the Middle East	3
HIST 4350	History of the Modern Middle East	3
POLS 3500	Politics of the Middle East	3
RELIG 3580	Islam	3
RELIG 3590	The Quran	3

#### China

Language\*: Chinese

CHIN 3720	Introduction to Chinese Culture	3
CHIN 3750	China Today	3-4
ECON 3870	Economies of China and India	3
HIST 2070	Chinese Civilization	3
HIST 3360	Ancient China	3
HIST 3370	Modern China	3
POLS 3420	Chinese Politics	3

#### India

WLC 3520	Religions of India	3
ECON 3870	Economies of China and India	3
RELIG 3580	Islam	3

#### Japan

See the Ivy College International Programs Coordinator for options.

#### Russia

Language\*: Russian

HIST 4210	History of Russia I	3
HIST 4220	History of Russia II	3
POLS 3490	Politics of Russia and Eastern Europe	3
RUS 3750	Russia Today	3

**Southern Europe**

POLS 3460	European Politics	3
RELIG 3320	Catholicism	

**Spain**

Language\*: Spanish

SPAN 3210	Spanish Civilization	3
SPAN 3230	Spain Today	3

**Italy**

Language\*: ITAL 1070 Intensive Beginning Italian

CLST 4030	Roman Civilization	3
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**France**

Language\*: French

FRNCH 3200	France Today	3
FRNCH 4760	French Culture and Society in English	3-4
HIST 4190	History of Modern France	3

**Northern Europe**

POLS 3460	European Politics	3
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**German**

Language\*: German

GER 3200	Germany Today	3
GER 3300	German Literature and Culture	3
GER 4760	Topics in German Cultural Studies	3-4
HIST 4240	History of Modern Germany	3

**UK**

HIST 3270	History of the British Empire	3
POLS 3480	British Government and Politics	3

**Latin America**

Language\*: Spanish or Portuguese

HIST 3400	Colonial Latin America	3
HIST 3410	Modern Latin America	3
HIST 4410	History of Modern Mexico and Central America	3
POLS 3430	Latin American Government and Politics	3
PORT 3750	Brazil Today	3
RELIG 3320	Catholicism	3

SPAN 3220	Latin American Civilization	3
SPAN 3240	Latin America Today	3

\* Relevant university-level foreign language courses can be used to satisfy a Regional Focus requirement. Please note that sign language courses are not considered an approved foreign language.

Fifteen of the 18 credits required for the International Business secondary major must not be used for the primary major.

Students are limited to three business majors/degrees/minors within the Ivy College of Business. This limit is on business majors/degrees/minors only and does not apply to multiple majors/degrees/minors taken outside the Ivy College of Business.

**Undergraduate Minor in International Business**

Students with a major in the Ivy College of Business may earn a minor in International Business by completing 15 credits of approved coursework. The minor requires one course from the approved International Overview courses, two courses from the approved Business Focus courses, and by completing the Faculty-Led Global Awareness track, or the Foreign Language Global Awareness track, or through a plan of study approved by the Ivy International Programs Office. The minor must include at least six credits in courses numbered 3000 or above taken at Iowa State University with a grade of C or higher. The minor must include at least 9 credits that are not used to meet any other department, college, or university requirement. Students with declared majors have priority over students with declared minors in courses with space constraints.

**International Overview (3 credits)**Choose one course from the list below:

BUSAD 3010 Introduction to International Business. This course focuses on the principles and practice of international business across functional areas, with an emphasis on comparing the legal, political, economic, and cultural dimensions of domestic and international business.

MGMT 4140 International Management. The nature and economic role of the multinational firm and entrepreneurial ventures, including the impact of legal, political, and cultural variables upon firm performance and managerial activity; case studies illustrate interdependent nature of functional areas of business projected across national boundaries.

**Business Focus (6 CREDITS) \***

Select two courses from the list below:

ACCT 4960	Accounting in the Global Economy	3
ENTSP 3670	International Entrepreneurship	3
ECON 3550	International Trade and Finance	3
ECON 3850	Economic Development	3
ECON 4550	International Trade	3

ECON 4570	International Finance	3
FIN 4800	International Finance	3
FIN 4910	International Study Course in Global Capital Markets	3
MGMT 4720	Diversity, Equity, and Inclusion in Organizations	3
MIS 4950	Executive Presentation and Analysis	3
MKT 4480	Global Marketing	3
MKT 4920	Comparative Marketing	3
SCM 4660	Global Trade Management	3
SCM 4910	International Live Case and Study Tour	3
SCM 4730	War and Peace and Supply Chains	3

For more information on the undergraduate minor in International Business, please visit: <https://www.ivybusiness.iastate.edu/academics/undergraduate-programs/minors-and-certificates/>. (<https://www.ivybusiness.iastate.edu/academics/undergraduate-programs/minors-and-certificates/>)

\* Additional business-focused courses incorporating an international travel component may be able to be applied towards fulfilling this requirement with approval of the Ivy International Programs Coordinator.

### Global Awareness

Complete one of the two options below:

- Option 1:
  - One faculty-led study abroad program (may use a course from the Business Focus to meet this) AND
  - One Regional Focus<sup>^</sup> course from the list found here <https://catalog.iastate.edu/collegeofbusiness/internationalbusiness/#curriculumtext/> with relevance to the chosen study-abroad program AND
  - One course from the approved Global Awareness courses found here: <https://catalog.iastate.edu/collegeofbusiness/internationalbusiness/#curriculumtext/>. (<https://catalog.iastate.edu/collegeofbusiness/internationalbusiness/#curriculumtext/>)
- Option 2:
  - Plan of study approved by the Ivy International Programs Coordinator
    - Please note, in some instances international travel may not be required to fulfill the IBUS minor—see the Ivy International Programs Coordinator for more information.

<sup>^</sup> Relevant university-level foreign language courses can be used to satisfy a Regional Focus requirement. Please note that sign language courses are not considered an approved foreign language.

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