

# 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://ivybusiness.iastate.edu/degree/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/#curriculuminbusiness>), the requirements for the secondary major in International Business are met by successful completion of the following:

### International Overview (6 credits)

BUSAD 301 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 414 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 496	Accounting in the Global Economy	3
ENTSP 367	International Entrepreneurship	3
ECON 355	International Trade and Finance	3
ECON 385	Economic Development	3
ECON 455	International Trade	3
ECON 457	International Finance	3
FIN 480	International Finance	3
FIN 491	International Study Course in Global Capital Markets	3
MGMT 472	Diversity, Equity, and Inclusion in Organizations	3
MIS 495	Executive Presentation and Analysis	3
MKT 448	Global Marketing	3
MKT 492	Comparative Marketing	3
SCM 466	Global Trade Management	3
SCM 491	International Live Case and Study Tour	3
SCM 473	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 392X: Contextualizing Your International Experience (3 cr.), taken the semester after returning from abroad^ AND
  - One course from the approved Global Awareness courses below §
- 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 §
- 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.

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

§ Course(s) may be taken while studying abroad.

## Global Awareness (3 credits)

Select 3 credits from the list below:

ANTHR 220	Globalization and Sustainability	3
ANTHR 230	Globalization and the Human Condition	3
ANTHR 336	Culture and Capitalism	3
C R P 291	World Cities and Globalization	3
C R P 376	Rural, Urban and Regional Economics	3
C R P 429	Planning in Developing Countries	3
DSN S 304	Global Challenges: Intro to UN Sustainable Development Goals	3
INTST 235	Introduction to International Studies	3
INTST 250	The World's Regions in a Global Context	3
INTST 350	Topics in International Studies	2-4
MKT 484	Technology, Globalization and Culture	3
POL S 381	International Political Economy	3
SOC 348	Global Poverty, Resources and Sustainable Development	3

SOC 411	Social Change in Developing Countries	3
WGS 435	Gender, Globalization and Development	3
WLC 119	Introduction to World Languages	3
WLC 270	Cultures in Transition	3

## Regional Focus\*

### Africa

Language\*: WLC 107 Introduction to Swahili

AF AM 310	Africa to 1880	3
AF AM 311	Africa under Colonial Rule	3
AF AM 355	Understanding Sub-Saharan Africa	3
RELIG 358	Islam	3

### Mid-East

Language\*: Arabic

ARABC 375	Arab Culture	3
ANTHR 335	Peoples and Cultures of the Middle East	3
HIST 435	History of the Modern Middle East	3
POL S 350	Politics of the Middle East	3
RELIG 358	Islam	3
RELIG 359	The Quran	3

### China

Language\*: Chinese

CHIN 372	Introduction to Chinese Culture	3
CHIN 375	China Today	3-4
ECON 387	Economies of China and India	3
HIST 207	Chinese Civilization	3
HIST 336	History of Modern China I	3
HIST 337	History of Modern China II	3
POL S 342	Chinese Politics	3

### India

WLC 352	Religions of India	3
ECON 387	Economies of China and India	3
RELIG 358	Islam	3

### Japan

See the Ivy College International Programs Coordinator for options.

### Russia

Language\*: Russian

HIST 421	History of Russia I	3
HIST 422	History of Russia II	3
POL S 349	Politics of Russia and Eastern Europe	3
RUS 375	Russia Today	3

**Southern Europe**

POL S 346	European Politics	3
RELIG 332	Catholicism	3

**Spain**

Language\*: Spanish

SPAN 321	Spanish Civilization	3
SPAN 323	Spain Today	3

**Italy**

Language\*: ITAL 107 Intensive Beginning Italian

CL ST 403	Roman Civilization.	3
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**France**

Language\*: French

FRNCH 320	France Today	3
FRNCH 476	French Culture and Society in English	3-4
HIST 419	History of Modern France	3

**Northern Europe**

POL S 346	European Politics	3
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**German**

Language\*: German

GER 320	Germany Today	3
GER 330	German Literature and Culture	3
GER 476	Topics in German Cultural Studies	3-4
HIST 424	History of Modern Germany	3

**UK**

HIST 327	History of the British Empire	3
POL S 348	British Government and Politics	3

**Latin America**

Language\*: Spanish or Portuguese

HIST 340	History of Latin America I	3
HIST 341	History of Latin America II	3
HIST 441	History of Modern Mexico and Central America	3
POL S 343	Latin American Government and Politics	3
PORT 375	Brazil Today	3
RELIG 332	Catholicism	3
SPAN 322	Latin American Civilization	3
SPAN 324	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 300 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 301 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 414 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 496	Accounting in the Global Economy	3
ENTSP 367	International Entrepreneurship	3
ECON 355	International Trade and Finance	3
ECON 385	Economic Development	3
ECON 455	International Trade	3
ECON 457	International Finance	3
FIN 480	International Finance	3
FIN 491	International Study Course in Global Capital Markets	3
MGMT 472	Diversity, Equity, and Inclusion in Organizations	3
MIS 495	Executive Presentation and Analysis	3
MKT 448	Global Marketing	3

MKT 492	Comparative Marketing	3
SCM 466	Global Trade Management	3
SCM 491	International Live Case and Study Tour	3
SCM 473	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 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/>
- 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.

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.

For more information on the undergraduate minor in International Business, please visit: <https://ivybusiness.iastate.edu/degree/zminors-and-certificates/>