Career Concentration in International Business

Administered by: Department of Business Education and Information & Technology Management
Advisor: Dr. Mark Usry
Campus Address: Sutliff Hall 325
Telephone: (570) 389-4796
E-mail: musry@bloomu.edu

The globalization of the world’s economy is a reality. The 100 largest industrial corporations are represented by a variety of countries and regions of the world. Many U.S. corporations derive most of their profits from international operations and multinational corporations operate without clear ties or obligations to any one country. World trade, finance and currency flows are guided by the WTO, the decisions of the G-7 and the IMF. Business is conducted in many languages and disputes are resolved in many trans-national forums. As a result, future business leaders in all fields must possess the knowledge and business tools to participate successfully in this international and multicultural environment.

The career concentration in international business requires the completion of 18 credit hours of related course work plus demonstrated proficiency in a foreign language (which may be English for international students for whom English is a second or foreign language).

Requirements

**Required courses include:**
- MGMT 456 International Management
- FIN 413 International Finance
- MKTG 380 International Marketing
- LAW 407 International Legal Environment

These courses may also be applied to completing majors or minors in business as requirements, electives and/or diversity courses.

**Elective credits include:**
- ECON 333 International Economics
- ECON 334 Economic Growth of Underdeveloped Areas
- PLSC 280 International Relations

Or other 300/400 level courses in economics or political science with the approval of the advisor.

Or an internship experience and/or course work while participating in a foreign exchange program, with the approval of the advisor or appropriate department chair.

**Language Competency:** a student must satisfy a foreign language competency to the intermediate level, either by completing up to a Level IV in course work or demonstrating proficiency by examination in the foreign language. Any courses taken are in addition to the 18 credit hours in the concentration and may also count toward the student’s humanities general education requirement.