

INTERNATIONAL BUSINESS

FIELD OVERVIEW

The BBA with a concentration in international business provides undergraduates with the analytical tools and conceptual framework needed to understand the international financial, political, and economic environment, how that environment influences a firm's strategy and performance, how culture plays a role in guiding a firm's strategic activities, and how a firm can leverage home and host country resources to overcome challenges inherent in managing a multinational enterprise. The academic program allows students to understand international business from three interrelated perspectives: international economics and finance, international marketing, and international corporate strategy.

CAREER CHOICES IN INTERNATIONAL BUSINESS

This field provides the basic academic foundations for entry-level positions in international business, particularly in multinational corporations, international banks, and governmental agencies. Such organizations include the Export-Import Bank, Overseas Private Investment Corporation, and the Departments of Commerce, State, Treasury in addition to international institutions such as the World Bank and the International Finance Corporation.

PROGRAM OF STUDY

All students are expected to complete a range of prerequisite classes that have a direct impact on later studies in international business. During their first year, students take Microeconomics (ECON 1011), and Macroeconomics (ECON 1012), which provide students with basic economics skills and an understanding of principles that are critical to later coursework. These economics courses also prepare students for International Financial Environment (BADM 2201), which is a prerequisite to all IBUS courses. During their junior year, students take courses in Basic Marketing Management (BADM 3401), Financial Management and Markets (BADM 3501), and Statistics (STAT 2112 or 2118). These courses provide students with the basic knowledge and skills necessary to succeed in upper-level international business courses. Students whose native language is English should seriously consider coursework in a modern foreign language to fulfill their Field-Related Elective requirement, and other students may wish to do so as well. The Field-Related Elective is an upper-level course related to international business but outside of the international business department; Intermediate One or above in any language will fulfill this requirement.

All international business students are required to complete Introduction to International Business (IBUS 3001), which provides an overview of the basic topics studied in international business. Students may then choose any three courses in the international business department to complete their field of concentration. Students interested in gaining a broad knowledge of international business may choose courses across the various topical fields. Students interested in a deeper knowledge of a single topic may choose to take most of their coursework in either international finance or international marketing and strategy. *The George Washington University Bulletin* contains course descriptions.

INTERNATIONAL BUSINESS

Course	Course Title	Prerequisites
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Core BADM 2201*	International Financial Environment	ECON 1011 & 1012
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Analytical Tools Elective (Choose One)

STAT 2112	Business and Economic Statistics II	STAT 1051/1053
STAT 2118	Regression Analysis	STAT 1051/1053

Field Tools Elective (Choose One)

Unrestricted/Student Option	See other Fields for appropriate options.	SEE BULLETIN
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Field Courses (Choose Four)

IBUS 3001*	Introduction to International Business	ECON 1011, 1012 & BADM 3001
IBUS 4401	Managing the Multinational Enterprise	IBUS 3001
IBUS 3201	International Marketing Management	BADM 3501 & BADM 2201
IBUS 4202	Regional Strategy-Multinationals	NO PREREQUISITES
IBUS 4203	Foreign Market Analysis	IBUS 3001 & 3201
IBUS 3301	International Business Finance	BADM 3501 & BADM 2201
IBUS 4302	International Banking	IBUS 3301
IBUS 4303	International Monetary and Financial Issues	IBUS 3301
IBUS 4900	Special IBUS Topics	VARIED
IBUS 4995	Independent Study	VARIED

**May be taken concurrently during first seven week session.

Field-Related Elective (Choose One)

The Field-Related Elective must be an upper-level course from any department with the exception of the following departments: **ARTH, AH, FA, EMED, EFL, EXSA, EXSC, MUS, or TRDA.**

Some suggested courses to fulfill this requirement are the following:

FOREIGN LANGUAGE	Level Intermediate I or higher can be used	VARIED
ECON 2169	Introduction to the Economy of China	ECON 1011 & 1012
ECON 2181	International Trade Theory and Policy	ECON 1011 & 1012
ECON 2182	International Macroeconomic Theory & Policy	ECON 1011 & 1012
ECON 2185	Economic History & Problems of Latin Amer.	ECON 1011 & 1012
GEOG 2120	World Regions: Problems and Prospects	NO PREREQUISITES
GEOG 2145	Cultural Geography	GEOG 1001
GEOG 2146	Political Geography	NO PREREQUISITES
GEOG 3154	Geography of the Middle East & North Africa	GEOG 1001/1002
PSYC 3125	Cross-Cultural Psychology	PSYC 1001, PSYC 2012/2013
PSC 2330	Comparative Politics: Western Europe	PSC 1001
PSC 2442	International Organizations	PSC 1003
SOC 2168	Economic Sociology	SOC 1001

***REQUIRED**