

INTERNATIONAL BUSINESS

Academic Year

2014-2015

School

Bill Greehey School of Business [School Web site](#)

School Dean

Tanuja Singh, D.B.A. tsingh@stmarytx.edu

Department

Management and Marketing

Department Chair

Richard Priesmeyer, Ph.D. rpriesmeyer@stmarytx.edu

Description of Program/Major

Globalization of our economy continues at an increasing rate, creating the need for individuals well-versed in the intricacies of conducting business across borders. As a result, courses offered in this major are interdisciplinary, integrating international and foreign language studies with business principles, including the study of management functions, policies and practices of international enterprises. International business graduates enter a people-oriented career that requires excellent communication skills and the ability to work well on multicultural teams.

The major in international business at St. Mary's University is designed for students who are interested in seeking careers in the global arena. Individuals interested in management practices around the world, international behavior, and challenges for multinational corporations in foreign social, political and economic environments should consider this major.

Degree Requirements

Core Curriculum (SMC)

St. Mary's University Core (30 Hours)

All St. Mary's Core SMC13## "Reflection" courses must be completed before registering for SMC23## "Practice" courses. "Reflection" courses can be taken in any order followed by "Practice" courses in any order.

SMC 1301	Foundations of Civilization	3
SMC 1311	Foundations of Reflection: Self	3
SMC 1312	Foundations of Reflection: Nature	3
SMC 1313	Foundations of Reflection: Others	3
SMC 1314	Foundations of Reflection: God	3
SMC 2301	Foundations of Practice: Ethics	3
SMC 2302	Foundations of Practice: Civic Engagement and Social Action	3
SMC 2303	Foundations of Practice: Fine Arts and Creative Process	3
SMC 2304	Foundations of Practice: Literature	3
SMC 4301	Capstone Seminar: Prospects for Community and Civilization	3

INTERNATIONAL BUSINESS

School Specific Core (SSC)

Bill Greehey School of Business School Specific Core (21 Hours)

Social Sciences	EC 2301, EC 2302	6
Composition and Rhetoric (grade of "C" or better)	EN 1311, EN 1313 (for international students)	3
Literature	EN 23XX	3
Mathematics	MT 1305 Finite Math	3
Theology	Advanced Theology 33XX	3
Speech	MN 3320 Business Communications	3

Bill Greehey School of Business School Common Body of Business Knowledge (42 Hours)

AC 2310	Introduction to Accounting I	3
AC 2320	Introduction to Accounting II	3
AC 3331	Accounting Information Systems	3
BA 1310	Fundamentals of Business Enterprise	3
BA 3351	Legal Environment of Business	3
BA 4334	Business Ethics	3
BA 4380	Business Policy and Strategy	3
FN 3310	Corporate Finance	3
IB 3321	US Business in Interdependent World	3
MT 1306	Calculus for Business	3
MK 3310	Principles of Marketing	3
MN 3330	Organizational Behavior	3
QM 3320	Business Statistics	3
QM 4330	Operations Management	3

Four Year Degree Plan

[Sample Degree Plan](#)

Department Courses and Descriptions

IB 3310

International Economics (3)

An analysis of current theories of international transactions, with emphasis on the inter relationships among various aggregate economic variables with balance of payments. Policies effecting economic relations on the national and international levels are examined. Contemporary economic issues and theories are considered as they relate to the world of economy. Prerequisites: EC2301 and EC2303.

IB 3321

US Business in an Interdependent World (3)

A survey of the effect that differences in cultural, economic, legal, political, and social environments have on the way business is conducted throughout the world. Also explored are the effects that regional economic and political arrangements, and international institutions are having on firms involved in international business. (Fall; Spring) Designated as a writing-intensive course. Prerequisites: EC2301 and EC 2303. Writing intensive course.

IB 4100

INTERNATIONAL BUSINESS

Special Studies in International Business (1)

A study of selected topics in International Business. Specific subject indicated each time the course is offered. May be used as elective credit and repeated when specific subject changes. Prerequisite: Consent of instructor.

IB 4200

Special Studies in International Business (2)

A study of selected topics in International Business. Specific subject indicated each time the course is offered. May be used as elective credit and repeated when specific subject changes. Prerequisite: Consent of instructor

IB 4300

Special Studies in International Business (3)

A study of selected topics in International Business. Specific subject indicated each time the course is offered. May be used as elective credit and repeated when specific subject changes. Prerequisite: Consent of instructor.

IB 4351

International Finance (3)

The course addresses the historical, institutional and empirical aspects of the foreign exchange market, the euro currency market and the international bond market. The managerial implementation of international financial instruments in global oriented business organizations is stressed. (Fall; Spring) Prerequisites: FN 3310 and IB 3321.

IB 4352

International Marketing (3)

Students develop a familiarity with the problems and perspectives of marketing across national boundaries and within foreign countries and gain insights into the environmental impact of international business activities. The ability to analyze marketing decisions and the methods of structuring and controlling programs as they relate to overseas markets are stressed. (Fall) Prerequisites: IB 3321W, MK 3310

IB 4355

Managing in Cross-Cultural Environments (3)

Addresses cultural impacts on international business and management. Examines the role of the global manager as creator of synergy, leader in change, and influencer of organization, work, and team cultures. Analyzes cross-cultural effectiveness in terms of international assignments, and family relocation. Considers how to do business with intercultural sensitivity and skills for major world regions. (Fall) Prerequisites BA 3325W or MN 3330 and IB 3321

IB 4358

International Management (3)

The course examines the managerial complexities and peculiarities of business operations that cross national borders. Thus it includes the study of management functions, organizational structures, policies and procedures, and practices of international, multinational, and global corporations and their varying strategies. (Fall) Designated as a writing-intensive course. Prerequisites: IB 3321W and BA3325W or MN 3330

IB 4361

The Business Environment of Americas (3)

This course provides a general, comparative overview of the business environments of the Americas. The discussion and analysis will focus on the economic, legal-political, and social-cultural dimensions of the business environments of these countries, and their impact on business practices. Prerequisite: IB 3321W, or EC 3310/IB 3310.

INTERNATIONAL BUSINESS

IB 4362

The Business Environment of Asia (3)

This course provides a general, comparative overview of the business environments of Asia. The discussion and analysis will focus on the economic, legal-political, and social-cultural dimensions of the business environments of these countries, and their impact on business practices. Prerequisite: IB 3321W, or EC 3310/IB 3310.

IB 4363

The Business Environment of Europe (3)

This course provides a general, comparative overview of the business environments of Europe. The discussion and analysis will focus on the economic, legal-political, and social-cultural dimensions of the business environments of these countries, and their impact on business practices. Prerequisite: IB 3321W, or EC 3310/IB 3310.

IB 4364

Comparative Legal Environments of NAFTA Countries (3)

This course is designed to acquaint students with basic legislative, judicial, executive, and administrative structures of each of the NAFTA countries. Emphasis is placed on the key differences in the systems and essential procedures for effective business operation within these legal systems. Prerequisites: IB 3321W and BA3325W or MN 3330

IB 4365

International Accounting & Taxation (3)

An examination of the accounting principles and practices among countries and an overview of taxation of U.S. businesses operating internationally. Emphasis is placed on management decisions associated with accounting and taxation of companies operating in the international environment. (Fall) Prerequisites: AC 2320 and IB 3321

IB 4372

Global Market Research (3)

An examination of the techniques and methodologies used for analyzing industries, markets, and competitors within a regional or global context. Emphasis is placed on gaining a comprehensive understanding of the challenges associated with analyzing customers, competitors, environmental trends, market characteristics. (Spring) Prerequisite: IB 3321W, MK3310

IB 4375

Internship in International Business (3)

The opportunity to gain knowledge through experiential activities in professional life. Cooperation with public, business, and government institutions in monitoring and gaining work experience aimed at supplementing the learning process. Prerequisites: Formal acceptance as an international business major, minimum overall GPA of 2.8, successful completion of IB 3321W, BA 3325W, MN 3330. Pass/No Pass credit is given. (Fall; Spring; Summer)

IB 4390

Seminar in International Business (3)

Advanced course permitting the student to engage in reading and research on current developments in International Business. Group analysis of reports aids in expanding and deepening the horizons of the participants. (Spring) Designated as a writing intensive course. Prerequisite: Senior standing and IB 3310, IB 3321W and six additional hours designated as "IB" which can be taken concurrently. International Business majors only

Department Faculty

[International Business Faculty Website](#)

INTERNATIONAL BUSINESS

Department Website

[International Business Website](#)