

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

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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

INTERNATIONAL BUSINESS

St. Mary's University

BBA in International Business (IB) Degree Plan

(This is a recommended degree plan subject to changes. Please meet with your adviser on a regular basis.)

All St. Mary's Core SMC13XX "Reflection" courses must be completed before registering for SMC23XX "Practice" courses. "Reflection" courses can be taken in any order followed by "Practice" courses in any order. SMC 1301 must be taken within a "Historical" reference section (XH).

First Year Courses					
	Fall	Hr		Spring	Hr
—	SMC 13XX Foundations of Reflection	3	—	SMC 13XX Foundations of Reflection	3
—	SMC 13XX Foundations of Reflection	3	—	SMC 13XX Foundations of Reflection	3
—	Rhetoric & Composition ¹	3	—	SMC 13XX Foundations of Reflection	3
—	MT 1305 Finite Math	3	—	MT 1306 Calculus for Business	3
—	BA 1310 Fundamentals of Business Enterprise	3	—	AC 2310 Intro to Accounting I	3
—	ND 0101 Personal & Academic Development	0			
	Total	15		Total	15
Second Year Courses					
—	SMC 23XX Foundations of Practice	3	—	SMC 23XX Foundations of Practice	3
—	SMC 23XX Foundations of Practice	3	—	EC 2303 Intro Microeconomic Theory	3
—	SMC 23XX Foundations of Practice	3	—	Literature ²	3
—	EC 2301 Intro Macroeconomic Theory	3	—	MN 3320 Business Communications	3
—	AC 2320 Intro to Accounting II	3	—	2000 Level Foreign Language	3
—	2000 Level Foreign Language	3			
	Total	18		Total	15
Third Year Courses					
—	BA 3351 Legal Environment of Business	3	—	TH 33xx Advanced Theology ³	3
—	FN 3310 Corporate Finance	3	—	IB 3321 US Business in Interdependent World	3
—	MK 3310 Principles of Marketing	3	—	QM 3320 Business Statistics	3
—	MN 3330 Organizational Behavior	3	—	QM 3330 Management Information Systems	3
—	IB 3310 International Economics	3	—	3000 Level Professional Foreign Language	3
	Total	15		Total	15
Fourth Year Courses					
—	IB 4351 International Finance	3	—	SMC 4301 Capstone Seminar	3
—	IB 4352 International Marketing	3	—	BA 4334 Business Ethics	3
—	IB 4358 International Management	3	—	BA 4380 Business Policy & Strategy	3
—	QM 4330 Operations Management	3	—	IB 4390 Seminar in International Business	3
—	IB Elective	3	—	IB Elective	3
	Total	15		Total	15

Total Hours 123

¹Students select from the following courses for Rhetoric & Composition with a "C" or better: EN 1311, 1313 (international students)

²Students select from the following courses for Literature: Any EN 23XX literature course

³Students select from the following courses for Theology: TH 3301, 3302, 3332, 3334, 3340, 3350, 3352, 3356, 3380, 3382, 4359, HU 3300
Foreign Languages – 6 hours - Can be met by the following:

- 6 hours of Second Year level (2311, 2312) in a language in which the student has prior knowledge or training;
- 6 hours of Introductory level (1311, 1312) in which he/she has no prior training or knowledge;
- 12 hours of CLEP credit;
- 12 hours of AP credit;
- 3 hours of a foreign language not previously studied and 3 hours of an additional foreign language experience (summer language course in connection with an approved study abroad program or any required business school course with a language component).

All prerequisites must be completed with a "C" or better (MT 1305, MT 1306, AC 2310, AC 2320, EC 2301, EC 2303).

All Business courses must be completed with a "C" or higher.

PROFICIENCY IN INFORMATION TECHNOLOGY AND INFORMATION LITERACY

Business majors will fulfill the Information Technology Proficiency Requirement through the completion of courses within the Common Body of Business Knowledge.

INTERNATIONAL BUSINESS

St. Mary's University

BBA International Business (IB) Degree Plan – 123 Hours

(This is a recommended degree plan subject to changes. Please meet with your advisor on a regular basis.)

St. Mary's University Core (30 Hours)

All St. Mary's Core SMC13XX "Reflection" courses must be completed before registering for SMC23XX "Practice" courses. "Reflection" courses can be taken in any order followed by "Practice" courses in any order. SMC 1301 must be taken within a "Historical" reference section (XH).

__ 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

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

__ Social Sciences – EC 2301, EC 2303	6
__ Rhetoric & Composition (grade of "C" or better) – EN 1311, EN 1313 (for international students)	3
__ Literature – Any EN 23XX literature course	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
__ 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 3330 – Management Information Systems	3
__ QM 4330 – Operations Management	3

International Business Major Courses (30 hours)

__ IB 3310 – International Economics	3
__ IB 4351 – International Finance	3
__ IB 4352 – International Marketing	3
__ IB 4358 – International Management	3
__ IB 4380 – Seminar in International Business	3
__ 2000 Level – Intermediate Foreign Language	3
__ 2000 Level – Intermediate Foreign Language	3
__ 3000 Level – Professional Foreign Language	3
__ IB Elective	3
__ IB Elective	3

Proficiency in Information Technology and Information Literacy

__ Business majors will fulfill the Information Technology Proficiency Requirement through the completion of courses within the Common Body of Business Knowledge.

All prerequisites must be completed with a "C" or better (MT 1305, MT 1306, AC 2310, AC 2320, EC 2301, EC 2303).

All Business courses must be completed with a "C" or higher.

INTERNATIONAL BUSINESS

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

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

INTERNATIONAL BUSINESS

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.

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

INTERNATIONAL BUSINESS

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](#)

Department Website

[International Business Website](#)