

# INTERNATIONAL BUSINESS

Rapid globalization of business creates new challenges and opportunities for businesses, large and small. Our curriculum is designed to prepare students to effectively understand and manage the complexity that globalization brings. Special emphasis is placed on the process of foreign market entry.

Students take the traditional business core classes in accounting, finance, management, marketing and technology, and then go on to take specialized classes in **Foreign Market Entry, International Finance, and International Management.**

Notable highlights include a study abroad program, proficiency in a foreign language and an **18 credit minor specialization.** The areas that can be used for the minor include: in the **College of Business** – Marketing, Economics, Entrepreneurship, Finance, Financial Planning, Human Resource Management, Management Information Systems, Supply Chain/Operations Management and Sales Management; in the **College of Arts & Sciences** – English, Mathematics/Applied Mathematics and General Philosophy.

All International Business majors must also participate in an approved study abroad program which includes the completion of INTB:406 International Business Study Abroad. To satisfy the study abroad program, foreign students must choose a country other than their home country.

To receive a Bachelor in Business Administration degree with a **major in International Business**, each student must successfully complete the

- a. General Education program requirements,
  - b. College of Business Core Classes
  - c. Required courses within the International Business major,
  - d. Foreign Language Sequence (11 credits)
  - e. Specialization in a minor (18 credits)
  - f. Participate in a study abroad program.
- International Business, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/international-business/international-business-bba/>)
  - International Business, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/international-business/international-business-certificate/>)
  - International Business, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/international-business/international-business-minor/>)

## International Business (INTB)

### INTB:205 International Business (3 Credits)

A basic course in international business which focuses on global diversity, cultural and economic differences, and related current events. The course emphasizes that students should respect, appreciate, and understand multiple, diverse positions as they enhance their knowledge of global diversity, understanding global relationships, and practice critical thinking on international current events and challenges. (Formerly 6800:205)

### INTB:220 Global Culture and Business Field Experience (1-3 Credits)

Prerequisite: Sophomore or greater standing. Students travel on faculty led trips and study international business practices. Global business practices are examined and aspects of local culture are explored. (Formerly 6100:220)

### INTB:406 International Business Study Abroad (0-3 Credits)

Prerequisite: Must have been admitted to a major in a four-year degree granting college. Approved travel and study to a foreign country per the requirements of the International Business major. (Formerly 6800:406)

### INTB:421 Foreign Market Entry (3 Credits)

Prerequisites: Must have been admitted to a major in a four-year degree granting college and INTB 205. A study of the business processes and procedures associated with successful foreign market entry. International Business practices around the world related to successful and unsuccessful entry are compared and contrasted. Letters of Credit, Import/Export Documentation and Global Shipping Standards are examined. (Formerly 6800:421)

### INTB:422 Foreign Market Distance Analysis (3 Credits)

Prerequisites: Must have been admitted to a major in a four-year degree granting college, INTB 205, and INTB 406. The cultural, administrative, geographic, and economic difference between home and host countries can dramatically impact the success of foreign market entry by the home country. Students will learn how to successfully identify and respond to these differences. (Formerly 6800:422)

### INTB:492 Internship in International Business (3 Credits)

Prerequisite: Permission of department chair. On-the-job experience with public or private sector organizations in the field of marketing. On-the-job learning objectives are established by the sponsoring organization and approved by the department chair. Field experiences are augmented by a weekly diary and a term paper, which are supervised and evaluated by the department chair. (Formerly 6800:492)

### INTB:496 Special Topics: International Business (1-3 Credits)

(May be repeated for a total of three credits) Prerequisite: Permission of instructor. Provides the opportunity to study special topics and current issues in international business. Note: Other international business courses are offered under departmental course numbers. They are ACCT 408, BLAW 323, FIN 481, MGMT 457, and MGMT 459 (Formerly 6800:496)

### INTB:498 International Business Experiential Learning (3 Credits)

Prerequisites: Must have been admitted to a major in a four year degree granting college and junior or greater standing. Serving as an alternative to a study abroad experience, this course seeks to have students emerge as civically-engaged, adaptable global leaders, ready to join in the enterprise of building strong and sustainable organizations by promoting hands-on, problem-centered learning. Students will apply critical reasoning skills to contemporary issues facing firms and organizations in the dynamic global environment. Students will be required to consider the many factors impacting business today, including economic, governmental, competitive, legal and cultural forces, as they develop strategic responses to the challenges facing a given firm or organization. (Formerly 6800:498)