

INTERNATIONAL BUSINESS

Program Overview

The international business co-major is designed to enable students in the Norm Brodsky College of Business to expand the breadth and depth of their knowledge by combining international business with another business major.

Concurrent business majors include accounting, business administration, business analytics, entrepreneurial studies, finance, global supply chain management, health care management, human resource management, information systems, management and leadership, marketing, and sport management.

Student Learning Outcomes

An international business graduate will demonstrate the ability to:

- analyze cultural groups to discover how their differences affect their relation to one another;
- analyze cultural differences and rules regarding business practices;
- articulate how their own sense of culture has developed responsiveness to other cultures;
- identify culturally conscious communication practices with other cultures.

Curriculum Overview

Students in the international business co-major take four international business electives from a list including such courses as international advertising, international business law, business of global sport, business process design for a global economy, international trade and investment, comparative economic systems, international entrepreneurship, international finance, international management, and international marketing. Students may also use an independent research and study (CBA 490) with an international business focus to count as an international business elective.

Students also take an experiential elective such as a global business internship, a global business study tour, independent study or a study abroad program.

To further expand students' global perspective, international business co-majors are required to take a global liberal arts elective course. This can count as one of the four liberal arts electives required for the degree.

Degree Offered

- B.S.B.A. in International Business

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Program Website: www.rider.edu/academics/colleges-schools/cba/undergraduate/international-bu... (<http://www.rider.edu/academics/colleges-schools/cba/undergraduate/international-business/>)

Associated Department/College: The Norm Brodsky College of Business

Related Programs:

- Accounting (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/accounting/>)
- Business Administration (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/business-administration/>)
- Information Systems (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/information-systems/>)
- Entrepreneurial Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurial-studies/>)
- Human Resource Management (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/human-resource-management/>)
- Management and Leadership (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/management-leadership/>)
- Marketing (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/marketing/>)

International Business Major Requirements

- Business Administration Courses (p.)
- Liberal Arts Course Selections (p.)

Business Administration

(15 credits)

Code	Title	Credits
International Business Electives		
Select four of the following:		12
GSC 115	Introduction to Global Supply Chain Mgt.	
BUS 375	International Business Law	
CBA 490	Independent Research and Study	
CIS 375/GSC 375	Business Process Design for a Global Economy	
ECO 305	Internatl Trade and Investment	
ECO 315	Comparative Economic Systems	
ENT 375	International Entrepreneurship	
FIN 308	International Finance	
MGT 375	International Management	
MKT 330	International Marketing	
MKT 369	International Advertising	
SPT 320	Business of Global Sport	
Experiential Elective		
Select one of the following: ¹		3
BUS 492	Global Business Internship	
CBA 315	International Business Tour	
CBA 316/IND 316	Nature's Business	
CBA 317	Emerging Nations Study Tour	
CBA 490	Independent Research and Study	
GSC 315	International Business Tour	

IND 210	Global Encounters ²	
MUS 312	The Arts Abroad	
POL 317	Model United Nations	
Global Liberal Arts Requirement		3
Select one course (3 credits) from the list of approved global arts electives below. Global Liberal Arts electives include courses in the humanities, social sciences, and foreign languages.		
CHI 310	Chinese Culture and Civilization	
COM 252	Intercultural Communication	
ENG 281	Global Film History: Origins to 1960	
ENG 282	Global Film History: 1961 to Present	
ENG 337	Global Literature	
FMS 250	Global Film History: Origins to 1960	
FMS 251	Global Film History: 1961 to Present	
GLS 180	Understanding Global Relations	
GLS 201	Politics of the Global Economy	
GLS 285	The Student Global Village	
GLS 310	Ethnographic Film	
GLS 318	Global Political Film	
HCP 303	Global Health and Human Rights	
HIS 191	Europe Since 1715	
HIS 249	Women in Europe from Antiquity to the French Revolution	
HIS 333	20th-Century Europe	
IND 210	Global Encounters ²	
LIT 250	Masterworks of Western Literature I	
LIT 251	Masterworks of Western Literature II	
MUS 308/GLS 308	World Music	
PHL 207	Asian Philosophy	
POL 215/GLS 215	Global Politics	
POL 216	Comparative Political Systems	
POL 329/GLS 329	Comparative Environmental Policy	
POL 365/GLS 365	Politics of the Developing World	
SPA 310	Spanish Culture & Civilization	
SPA 311	Latin American Cultures	
Any foreign language elective		
Total Credits		18

1

A semester-long study abroad program may be used to count toward this requirement.

2

International Business majors can use IND 210 to fulfill the Experiential Elective requirement or the Global Liberal Arts requirement but not both.

Courses and Descriptions

BUS 375 International Business Law 3 Credits

This course considers the impact of international organizations and treaties on global business and examines the various methods of international dispute resolution. Important legal and ethical issues related to conducting business overseas are discussed including the topics of labor and employment rights, environmental law, and intellectual property.

Prerequisite(s): 54 credits.

CIS 375 Business Process Design for a Global Economy 3 Credits

The course is aimed at generating a comprehensive understanding of the emergent domain of global business process outsourcing. Various referred to as knowledge process outsourcing, IT-enabled services outsourcing, and business services outsourcing, the industry has seen enormous growth over the last decade and continues to grow. India commands the single largest share of this market but South Africa, Eastern Europe, Philippines, Morocco and Egypt have all emerged as other contenders in this global sector. The course is divided into four modules: the political economy of global outsourcing, process modeling, outsourcing management, and industry analysis. Please note: Students will not receive credit for both CIS 375 and GSC 375.

Prerequisite(s): junior standing.

ECO 305 Internatl Trade and Investment 3 Credits

Studies the theory, institutions, and structures underlying the international flow of trade and investment. Topics are: the theory of international trade; balance of payment analysis; the international monetary system; adjustment to balance of payment disequilibrium; regional economic integration; the economic effects of trade restrictions; and trade and foreign investment problems of developing nations.

Prerequisite(s): ECO 200 and ECO 201.

ECO 315 Comparative Economic Systems 3 Credits

Provides a conceptual framework for classifying and comparing economic systems. Presents theory of the capitalist market economy and case studies of the U.S., Japanese, French, and Swedish economies. Examines theory of the centrally planned economy, its transition, and case studies of the Soviet and its successor states, Chinese, and East European economies. Case studies are necessarily limited, concentrating on selected topics, such as transition strategies, industrial policy, etc.

Prerequisite(s): ECO 200 and ECO 201.

ENT 375 International Entrepreneurship 3 Credits

Students will learn how new or small ventures enter international markets. Requirements include developing a case about starting or running a venture in a single country of the student's choice.

Prerequisite(s): MGT 201 and junior standing.

FIN 308 International Finance 3 Credits

Financial management in the international environment. Topics include balance of payments, foreign exchange markets, arbitrage, hedging of currency risk, country risk management, and the evaluation of foreign investment opportunities.

Prerequisite(s): FIN 220.

GSC 115 Introduction to Global Supply Chain Mgt. 3 Credits

This course introduces students to components of global supply chains and issues of managing the global supply chain. It is designed as a survey course to give first or second year business students a general view of supply chain management at both domestic and international levels, as well as familiarize them with basic concepts and major challenges of supply chain management. Delivery of course material will include lectures and guest speakers from industry, and in-class logistics mini cases.

MGT 375 International Management 3 Credits

This course explores the ways in which culture impacts management practices and organizational behavior and dynamics. Topics include cross cultural communication, expatriate selection and training, leading and motivating cross cultural teams, developing organizational strategies to compete in a global market place, international business ethics, and current topics.

Prerequisite(s): MGT 201.

MKT 330 International Marketing 3 Credits

This course examines the global marketplace and the complexities of its environmental influences, and necessary adaptations in formulating the strategies for product, pricing, promotion, channel and supply chain management.

Prerequisite(s): MKT 200; 30 credits completed.

MKT 369 International Advertising 3 Credits

This course introduces students to the general landscape of international advertising with emphasis on understanding the opportunities and challenges entailed in international advertising management. The course will cover the subject from three aspects, including the international advertising environment, the international advertising industry, and international advertising strategies.

Prerequisite: MKT 200; 30 credits completed.

SPT 320 Business of Global Sport 3 Credits

The course explores the diverse challenges and issues facing the managers of sport enterprises in the context of the global marketplace. Issues of governance, cross-cultural interactions and business activities will be examined as they relate to modern sport at the international level. By evaluating case studies and examining current issues in the field, students will gain an understanding of the relationships and responsibilities associated with being a business professional in the global sport industry.