

International Business • School of Business

About the Program

Overview

International business is one of the fastest growing business segments in the world today. Students who complete a Bachelor of Science in International Business will acquire the knowledge and develop the skill sets to be a professional contributor to the international business community. Seasoned, professional international business faculty assist students in building and acquiring the skills which will enable them to work in a complex, rapidly changing global business environment. A master's degree in International Business is also available.

Unique Features

This program is designed to help students learn the theory and application of management and business in an international context. Coursework is supported and integrated by an international business and cultural travel experience and an internship opportunity. Other program features include:

- International courses taught by faculty with international business experience
- Earn up to 8 graduate credit hours for a Master of Science in International Business
- One on one faculty advisement

Program Specifics

International Course Sequence:

INB 3140 International Business
 INB 4200 International Travel
 INB 4350 International Trade Structure & Systems
 INB 4450 International Management
 INB 4930 International Business Internship

- Complete 1-4 s.h. in a Foreign Language
- Create an International Portfolio that document the experiences and accomplishments in the program

Plan of Study – Bachelor's Degree

International Business Major (62 s.h.)

Required Major Courses:

ACC 2010	Principles of Accounting I	3 s.h.
ACC 2020	Principles of Accounting II	3 s.h.
ACC 3130	Internal Financial Analysis	3 s.h.
BUS 3950	Business & Society	3 s.h.
BL 3330	Business Law I	3 s.h.
CIS 2380	Introduction to Computers	3 s.h.
ECN 3940	Economic Geography	3 s.h.
INB 3140	International Business	3 s.h.
INB 4350	International Trade Structures & Systems	3 s.h.
INB 4450	International Management	3 s.h.
INB 4500	International Business & Culture Experience	1-3 s.h.
INB 4930	Internship	2 s.h.
MGT 2360	Principles of Management	3 s.h.
MGT 4950	Business Policy	3 s.h.
MKT 2440	Principles of Marketing	3 s.h.
PSC 3010	International Relations	4 s.h.
PSC 3210	Comparative Politics	4 s.h.
QS 3550	Applied Business Statistics	3 s.h.

Examples of business electives to choose from:
7-9 s.h.

CIS 3300	Information Systems for Decision Making	3 s.h.
ECN 3800	Money & Banking	3 s.h.
FIN 3150	Business Finance	3 s.h.
FIN 3710	Institutional Portfolio Management	3 s.h.
INB 4710-4750	Seminars in International Business	1-3 s.h.
MGT 4210	Production & Operations Management	3 s.h.
Modern Foreign Language*		<u>1-4 s.h.</u> 62 s.h.

*Competency is a modern foreign language required. A "modern foreign language" is one which is in current use in the world (e.g., Latin would not be considered a foreign language for this elective as it is not in current use).

Experience abroad is also required.

Required Support Courses:

ECN 2720	Principles of Microeconomics	4 s.h.
ECN 2730	Principles of Macroeconomics	4 s.h.
HIS 4320	Diplomatic History of the United States	3 s.h.
HIS 4630	Emerging Nations	3 s.h.
MTH 1050	Intermediate Algebra	4 s.h.
	or	
MTH 1210	Precalculus	5 s.h.
MTH 2300	Business Calculus	4 s.h.
MTH 2350	Probability & Statistics	<u>4 s.h.</u>
		26-27 s.h.

Program Goals

As an entry-level employee for a nonprofit or for profit international organization, graduates will:

- Differentiate between the functions of accounting, finance, law, management, marketing, human resources, production, and research and development in American organizations in contrast with organizations and communities in other nations.
- Identify various cultures and cultural differences and their effects on the conduct of business.
- Delineate the dynamics among global, national, and regional trade and trade agreements and their political, economic, and technical environmental aspects, which affect international commerce.

For Admissions Information

Office of Admissions
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 Livonia, MI 48150-1173
 734/432/5339
 Fax: 734/432-5393
 800/852-4951
 TDD: 734/432-5643
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 e-mail: muinfo@madonna.edu

For Program Information

Undergraduate Programs
 School of Business
 36600 Schoolcraft Rd.
 Livonia, MI 48150-1173
 734/432-5356
 Fax: 734/432-5364
 e-mail: pmoore@madonna.edu

**Combined Baccalaureate/
Master’s Degree**

A combined degree program is offered which results in a student earning a Bachelor of Science degree in International Business and a Master’s of Science in Business Administration with a major in International Business. Students interested in this combined program should apply at least one semester before they plan to take the graduate level courses. Students who participate in this track must satisfy all undergraduate degree requirements for their major. They may meet part of these requirements by counting the graduate courses taken before receiving the baccalaureate.

<u>Graduate Course</u>		<u>Undergraduate Course</u>
INB 5350	International Trade Structures & Systems	INB 4350
INB 5450	International Management	INB 4450
INB 6350	Foreign Business & Culture Experience	INB 4500

Taking these graduate courses in the undergraduate program does not automatically guarantee admission into the graduate program for international business.

Selected Course Offerings

International Business

The relationship of culture, politics, law, and economics to the operation of multinational business. Takes an integrated approach to marketing, finance, law, management, sociology, political science and economics.

International Trade Structures & Systems

An examination of current theories of the patterns of international trade and finance. An exploration of the history, institutional framework and structural patterns of international trade. Discussion of theories of the determination of exchange rates.

International Management

Study of international management as an outcome of the nation’s international trade practices, policies and management expectations.

International Business and Culture Experience

A key requirement of the international program is for students to have a “real life” business and culture experience in a foreign country. Students work with their advisor to select a country of travel, establishing learning objectives and guidelines to write a paper.

Madonna University reserves the right to withdraw or modify information in this brochure.

See Advisor/Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age or disabilities.