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-business/ (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/)
- 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)

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>GSC 115</td>
<td>Introduction to Global Supply Chain Mgt.</td>
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<tr>
<td>BUS 375</td>
<td>International Business Law</td>
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<tr>
<td>CBA 490</td>
<td>Independent Research and Study</td>
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<tr>
<td>CIS 375/GSC 375</td>
<td>Business Process Design for a Global Economy</td>
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<td>ECO 305</td>
<td>Internatl Trade and Investment</td>
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<td>ECO 315</td>
<td>Comparative Economic Systems</td>
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<td>ENT 375</td>
<td>International Entrepreneurship</td>
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<td>FIN 308</td>
<td>International Finance</td>
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<td>MGT 375</td>
<td>International Management</td>
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<td>MKT 330</td>
<td>International Marketing</td>
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<td>MKT 369</td>
<td>International Advertising</td>
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<td>SPT 320</td>
<td>Business of Global Sport</td>
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Experiential Elective
Select one of the following: 1

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<tbody>
<tr>
<td>BUS 492</td>
<td>Global Business Internship</td>
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<tr>
<td>CBA 315</td>
<td>International Business Tour</td>
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<td>CBA 316/IND 316</td>
<td>Nature’s Business</td>
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<tr>
<td>CBA 317</td>
<td>Emerging Nations Study Tour</td>
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<tr>
<td>CBA 490</td>
<td>Independent Research and Study</td>
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<tr>
<td>GSC 315</td>
<td>International Business Tour</td>
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<td>Code</td>
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<td>IND 210</td>
<td>Global Encounters²</td>
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<td>MUS 312</td>
<td>The Arts Abroad</td>
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<td>POL 317</td>
<td>Model United Nations</td>
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**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 Encounters²
- 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.