

DEPARTMENT OF INTERNATIONAL BUSINESS

The world around us is fast changing and bringing new challenges for future managers every single day. As new technologies bring international buyers and sellers closer together, opportunities expand for entrepreneurs, small business managers and multinational corporations. In addition, it is critical that we—as voters, as future employees and as citizens of our increasingly globalized world—understand the pros and cons of this process.

What goes on outside of the United States affects us, and the better we understand it, the better we can operate within it. Recognizing the necessity of global awareness for success in today's business world, the Department of International Business at Quinnipiac prepares students for a wide range of careers in practically every field and type of organization: business, not-for-profit, and government.

The program's purpose is to offer a curriculum that helps nurture and develop students' abilities and interests. Students are exposed to a multiplicity of perspectives and challenged to develop a broad and inquisitive mindset. Concurrently, practical knowledge and skills also are emphasized through the active development of technical and business-related skills. This dual focus is accomplished through specific functional courses that provide students with the theoretical foundations needed for sound practical decisions; a focus on developing key conceptual, analytical and practical competencies; the development of an additional area of competence early in the program with a broad range of options including in business, arts, and sciences; frequent interaction with the local business community through adjunct faculty, guest speakers, participation in smaller projects for local businesses, field trips and international as well as domestic internships; and hands-on experience with two certificate programs: export marketing and international purchasing.

Study abroad programs (<http://catalog.qu.edu/general-information/study-abroad>) offer the opportunity for immersion in a foreign country to better understand its language, history, politics, business and culture. Quinnipiac University has semester-abroad programs in various countries such as Austria, Australia, China, England, Ireland, Italy, France, Germany, Mexico, New Zealand, South Africa and Spain. The university also assists students in seeking out opportunities in a broad spectrum of other countries. A growing number of students take advantage of internships while studying abroad, greatly enhancing their insights into those countries as well as enhancing their resumes.

The **International Business Society** is a student organization that provides opportunities to visit internationally oriented companies in the Northeast, and is active in establishing and strengthening ties with local companies through projects on export and foreign market entry for local business and entrepreneurs.

Program Learning Outcomes

On completion of the BS in Business Administration with a major in International Business, students are able to:

1. provide evidence of critical thinking skills, especially as related to solving problems within multicultural business environments – both domestic and international.
2. produce a professional integrated international business plan that reflects an in-depth understanding of social, economic, and

political institutional aspects of the target market and the ability to appropriately apply functional business knowledge (e.g. marketing, marketing research, management, finance, logistics) within a global context.

3. demonstrate a high degree of cultural intelligence that reflects their diversity awareness and sensitivity to others.
4. provide evidence of quantitative skills through their capability to appraise financial risks and returns, the use of online surveys, statistical packages and the interpretation of the results of their research.
5. demonstrate effective communication skills, especially in cross-cultural settings, both orally and in written form, by producing and presenting individual and group reports on international business projects and assignments.

- Bachelor of Science in International Business (<http://catalog.qu.edu/business/international-business/international-business-bs>)
- Minor in International Business (<http://catalog.qu.edu/business/international-business/international-business-minor>)
- Global Supply Chain Certificate (<http://catalog.qu.edu/business/international-business/global-supply-chain-cert>)

International Business (IB)

IB 105. International Business Environment. 3 Credits.

This course provides an introduction to the worldwide business environment in which we live and work. The course reviews the cultural, social, political, geographical and economic factors that shape economic institutions and activities in the U.S. and other countries. Global business interactions also are studied. This course is geared primarily toward non-business majors.

Offered: Every year, Fall and Spring

UC: Social Sciences, Intercultural Understand

IB 201. Globalization and International Business. 3 Credits.

This course introduces students to issues concerning globalization and international business. Students examine the critical role of international trade and investment as well as the impact of multinational corporations on the globalization process. The challenges and opportunities of international business are covered in detail. Global issues such as poverty, economic development and education, and the formulation of sustainable, environmentally-friendly development strategies are addressed. Insights are drawn from social sciences disciplines such as economics, political science, sociology and cultural geography

Prerequisites: Take FYS 101 or FYS 150.

Offered: Every year, All

UC: Social Sciences, Intercultural Understand

IB 201H. Honors International Business. 3 Credits.

This course advances students' understanding of international business interactions and the global marketplace. Topics include: theories of international trade; theories of foreign direct investment and multinational corporations; globalization and the nature of international business; international organizations, international monetary systems and global financial market; foreign business environments; and management of international business opportunities and operations. The insights are drawn from economics, political science, psychology and other sources.

Prerequisites: Take FYS 101 or FYS 150.

Offered: As needed

- IB 300. Special Topics in International Business.** **3 Credits.**
Prerequisites: Take IB 201.
Offered: As needed
- IB 311. International Marketing.** **3 Credits.**
 The course discusses various environmental components of international marketing that affect business. Students also learn about the four P's of marketing (product, price, place and promotion) in a global context. Additional topics include regional integration and emerging markets. The course is intended to provide students with an understanding of global marketing strategies and research methods that are crucial for success in today's globalized world.
Prerequisites: Take IB 201.
Offered: Every year, Spring
- IB 313. International Marketing Research.** **3 Credits.**
 Students learn to understand and satisfy marketing managers' information needs: demand potential, competition, regulations and accepted procedures in relevant business/geographic areas. Research design, quantitative and qualitative data collection, questionnaire design, data analysis, implications of results and written/oral reports are included. This methodological course assumes basic understanding of marketing in a global/multi-cultural environment. MA 170 prerequisite waived with Math Placement score of 4.0 or higher.
Prerequisites: Take IB 201; and MA 170 or MA 206 or equivalent.
Offered: Every year, Fall
- IB 320. Introduction to Global Entrepreneurship.** **3 Credits.**
 This course introduces students to the major topics in global entrepreneurship, including: 1) the critical roles of national governments, multilateral institutions and international agreements in shaping the rules and conditions that shaped global opportunities and challenges; 2) the role of international entrepreneurship in this complex global environment; and 3) issues concerning how to identify opportunities, build a start-up, manage its growth and resources in a global environment. The course introduces some important skills, such as country risk analysis, business model building and valuation of an international business opportunity. The course is taught by lecture, case analysis and experiential projects.
Prerequisites: Take IB 201.
Offered: Every year, Spring
- IB 324. Negotiating Internationally.** **3 Credits.**
 The course focuses on analyzing the international context of different dimensions of negotiations and related topics, such as communication, conflict, conflict resolution, group, power, influence, persuasion and mediation. Special emphasis is placed on understanding how culture influences the processes as well as styles of negotiation behavior of different nationalities.
Prerequisites: Take IB 201 or LE 225 or LE 370.
Offered: Every year, Fall
- IB 335. International Finance.** **3 Credits.**
 This course focuses on the financial management of multinational corporations. It includes topics of the global financial market, foreign exchange risk management, financing decisions, investment decisions and funds remittance/transfer decisions when firms operate in a competitive global economy and face currency risks, political and regulatory risks.
Prerequisites: Take IB 201 FIN 201.
Offered: Every year, Fall and Spring
- IB 345. Global Supply Chain.** **3 Credits.**
 This course covers issues related to the global procurement decision-making process from multiple perspectives, including strategy, tactical and operational. Topics may include, but are not limited to: order processing, quality control, value analysis, warehousing, inventory control, reverse logistics, green supply chain, offshoring and outsourcing, and international transportation, financing, risk, customs and incoterms.
Prerequisites: Take IB 201.
Offered: Every year, Spring
- IB 352. International Management.** **3 Credits.**
 This course addresses the theory and practice of strategic management and organizational behavior in a global environment with a specific emphasis on international human resource management. The understanding of cultural differences is a major emphasis of this course. The course also addresses cross-cultural communication, selection and management of expatriates, and global leadership skills. In addition, this course introduces the students to the reading and interpreting of international management research articles and highlights some of the special challenges related to conducting and interpreting cross-cultural research.
Prerequisites: Take IB 105 or IB 201.
Offered: Every year, Fall
- IB 355. Advanced Topics in International Financial Management.** **3 Credits.**
 This course focuses on country risk analysis and management, multinational capital budgeting, multinational capital restructuring (such as acquisition and disinvestment), multinational cost of capital, capital structure, long-term financing, short-term asset/liability/cash management, tax planning and the impacts of foreign direct investment on the host country's economic development. The course is taught using cases and experiential projects.
Prerequisites: Take IB 335 or FIN 335.
Offered: As needed
- IB 362. Cross-Cultural Business Research Part 1.** **3 Credits.**
 This is the first of a two-part sequence (the second being IB 363). The objective of the IB 362- IB 363 series is to produce a hypotheses driven academic research poster which empirically addresses a cross-cultural/international business issue. Due to the high intensity of interaction with the instructor, these courses allow limited enrollment and require an instructor interview and permission to register. IB 352 is recommended as a prerequisite.
Prerequisites: Take IB 201.
Offered: As needed
- IB 363. Cross-Cultural Business Research Part 2.** **3 Credits.**
 This course is the second of a two-part sequence. Building directly on IB 362, this course aims to complete an academic research paper that could be submitted to an international academic research conference. Working closely with the instructor, the student completes appropriate statistical analyses of the data collected and develop and write a literature review leading to research hypotheses, and methodology, a description of results, as well as a discussion section interpreting these results and including research limitations and suggestions for future research.
Prerequisites: Take IB 362.
Offered: As needed
- IB 399. International Business Independent Study.** **1-6 Credits.**
Offered: As needed

IB 401. International Strategy and Business Plan. 3 Credits.

This course allows students to integrate the knowledge they acquired in the IB and SB business core courses into a comprehensive business model for a country market-entry project. This business model address macro-environmental/country assessment including current events, industry analysis, marketing strategy, management strategy including corporate social responsibility decisions, global supply chain strategy, as well as financial considerations and impacts, and critical success factors for implementation. This course compels students to think beyond the confines of the home country and to consider how to best offer their product/service in a specific host country.

Prerequisites: Take IB 313 IB 335 IB 352. IB 345 is preferred prerequisite

Offered: Every year, Spring

IB 488. International Business Internship. 3 Credits.

This internship in international business must be approved by the department chair and the dean in accordance with school regulations.

This course is graded on a pass/fail basis.

Prerequisites: Take IB 201.

Offered: Every year, All

IB 611. International Corporate Finance. 3 Credits.

This course provides students with an understanding and appreciation of the additional risks and opportunities once a firm goes international, and working knowledge of tools used by international firms to deal with those risks and opportunities. The topics include international financial markets, foreign exchange risk measurement and management, political risk, financial engineering, investment project evaluation, managing short-term funds, etc.

Prerequisites: Take MBA 640 MBA 660.

Offered: As needed

IB 623. International Business Negotiation. 3 Credits.

This course analyzes different forms of negotiations and related themes in an international context. Topics include the negotiation process, communication, conflict resolution, value creation, value claiming, influence strategies, closing and renegotiation. Special emphasis is placed on examining how culture affects negotiation. Negotiation behavior and styles of a few selected nationalities also are discussed.

Prerequisites: Take MBA 660 or permission of instructor.

Offered: Every year, Spring and Summer

IB 652. Multinational Management. 3 Credits.

This course specifically addresses global management and how management decision-making across a range of areas impacts global, as well as local, business strategies and tactics. Within the framework of multiple regional, national and organizational cultures, this course addresses five major areas including: foundations of multinational management such as institutional contexts and ethical challenges in a multinational environment; strategy content and formulation for multinational companies (small and large); management processes in strategy implementation design choices for multinational companies; strategy implementation for multinational companies with an emphasis on human resource management; and strategy implementation for multinational companies with an emphasis on interaction and communication processes.

Prerequisites: Take MBA 615.

Offered: As needed

IB 688. Independent Study-International Business. 3 Credits.

Permission of the MBA director and School of Business dean is required.

Offered: Every year, All

IB 689. Independent Study-International Business. 3 Credits.

Permission of the MBA director and School of Business dean is required.

Offered: Every year, All