

BACHELOR OF SCIENCE WITH A MAJOR IN BUSINESS, INTERNATIONAL BUSINESS CONCENTRATION

The bachelor of science in business with a major in business with a concentration in international business provides students with the analytical tools and conceptual framework needed to understand the international financial, political, and economic environment; how that environment influences a firm's strategy and performance; how culture plays a role in guiding a firm's strategic activities; and how a firm can leverage home and host country resources to overcome challenges inherent in managing a multinational enterprise. The academic program allows students to understand international business from three interrelated perspectives: international economics and finance, international marketing, and international corporate strategy.

This field provides the basic academic foundations for entry-level positions in international business, particularly in multinational corporations, international banks, and governmental agencies. Such organizations include the Export-Import Bank, Overseas Private Investment Corporation, and the Departments of Commerce, State, and Treasury, in addition to international institutions such as the World Bank and the International Finance Corporation.

Visit the program website (<https://business.gwu.edu/academics/programs/undergraduate/bba/international-business/>) for more information.

REQUIREMENTS

In addition to the requirements for the bachelor of science with a major in business (<http://bulletin.gwu.edu/business/bs/>), the concentration in international business requires five field courses.

Code	Title	Credits
Required field course		
IBUS 3101	Global Financial Environment	
Additional field courses		
Four courses from the following:		
IBUS 3201	International Marketing Management	
IBUS 3301	International Business Finance	
IBUS 4202	Regional Strategy for Multinationals	
IBUS 4203	Foreign Market Analysis	
IBUS 4302	International Banking	

IBUS 4303	International Monetary and Financial Issues
IBUS 4401	Managing the Multinational Enterprise
IBUS 4402	Managing in Developing Countries
IBUS 4403	Oil: Industry, Economy, and Society
IBUS 4404	Global Energy
IBUS 4900	Special Topics
IBUS 4995	Independent Study

Students should consult with an advisor for specific bachelor of science in business general education courses (<https://business.gwu.edu/current-students/undergraduate/advising-center/degree-requirements/>) that apply to this concentration.