BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN INTERNATIONAL BUSINESS

The bachelor of business administration 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 business administration (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/#requirementstext) the concentration in international business requires five field courses and one international field course.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBUS 3001</td>
<td>Introduction to International Business</td>
<td></td>
</tr>
<tr>
<td>IBUS 3101</td>
<td>Global Financial Environment</td>
<td></td>
</tr>
</tbody>
</table>

Additional field courses

Three courses from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBUS 3201</td>
<td>International Marketing Management</td>
<td></td>
</tr>
<tr>
<td>IBUS 3301</td>
<td>International Business Finance</td>
<td></td>
</tr>
<tr>
<td>IBUS 4202</td>
<td>Regional Strategy for Multinationals</td>
<td></td>
</tr>
<tr>
<td>IBUS 4203</td>
<td>Foreign Market Analysis</td>
<td></td>
</tr>
</tbody>
</table>

International field course

One course from the following:

Any upper-level course numbered 2000 to 4999 from any department with the exception of following: Art History (AH), Fine Arts (FA), Exercise and Nutrition Sciences (EXNS), International Business (IBUS), Music (MUS), or Theatre and Dance (TRDA).

Suggested courses:

- Foreign language intermediate level I or higher
- ECON 2169 Introduction to the Economy of China
- ECON 2181 International Trade Theory and Policy
- ECON 2182 International Macroeconomic Theory and Policy
- ECON 2185 Economic History and Problems of Latin America
- GEOG 2145 The Cultural Landscape
- or GEOG 2145W Cultural Geography
- GOG 2146 Political Geography
- GEOG 3154 Geography of the Middle East and North Africa
- PSC 2330 Comparative Politics of Western Europe
- PSC 2442 International Organizations
- PSYC 3125 Cross-Cultural Psychology
- SMPP 4900W Special Topics (Strategy and International Political Economy)
- SOC 2168 Economic Sociology

Students should consult with an advisor for specific bachelor of business administration general education courses (http://
that apply to this concentration.