INTERNATIONAL BUSINESS CONCENTRATION

The 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.

REQUIREMENTS

The following requirements must be fulfilled for the concentration in international business: 15 credits in required and selected courses; at least 9 of these credits must be taken in residence. All concentration courses must be completed with a minimum grade of C-.

Concentrations are only available to GWSB students. See Concentrations (https://bulletin.gwu.edu/business/#regulationstext) under GW School of Business Undergraduate Regulations in this Bulletin for additional information.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IBUS 3101</td>
<td>Global Financial Environment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Four courses selected from the following:</td>
<td></td>
</tr>
<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>
<tr>
<td>IBUS 4204</td>
<td>The Cultural Environment of International Business</td>
<td></td>
</tr>
<tr>
<td>IBUS 4302</td>
<td>International Banking</td>
<td></td>
</tr>
<tr>
<td>IBUS 4303</td>
<td>International Monetary and Financial Issues</td>
<td></td>
</tr>
<tr>
<td>IBUS 4401</td>
<td>Managing the Multinational Enterprise</td>
<td></td>
</tr>
<tr>
<td>IBUS 4402</td>
<td>Managing in Developing Countries</td>
<td></td>
</tr>
<tr>
<td>IBUS 4403</td>
<td>Oil: Industry, Economy, and Society</td>
<td></td>
</tr>
<tr>
<td>IBUS 4404</td>
<td>Global Energy</td>
<td></td>
</tr>
<tr>
<td>IBUS 4900</td>
<td>Special Topics</td>
<td></td>
</tr>
<tr>
<td>IBUS 4995</td>
<td>Independent Study</td>
<td></td>
</tr>
</tbody>
</table>

1 Students whose GWSB major does not require them to take IBUS 3001 should be aware that the course is a prerequisite to many international business field courses.