

# 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 (<http://bulletin.gwu.edu/business/#regulationstext>) under GW School of Business Undergraduate Regulations in this Bulletin for additional information.

Code	Title	Credits
<b>Required <sup>1</sup></b>		
IBUS 3101	Global Financial Environment	
Four courses selected 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 4204	The Cultural Environment of International Business	
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

<sup>1</sup> 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.