

To: International Business Concentration/Major Students, Present and Future
From: Professor Tom Roehl
Re: Advice for Students in the IBUS Concentration

Compared to other concentrations, International Business (IBUS, pronounced I-BIZ) probably takes more planning and coordination, so you need to think carefully about the sequencing of classes that would work for you. To preserve flexibility, schedule prerequisites and infrequently offered courses as soon as possible. Since core courses are prerequisites for many other courses, try to finish your core courses first, especially if you have interest in doing a double concentration or a minor (see below).

For some historical reasons, we cannot say that we have an IBUS major, only a **concentration**. Thus, you will often hear us say concentration/major. It is the equivalent of a major in many other universities, but we call it a concentration, as do most universities that have a long liberal arts tradition.

International Business is located in the Department of Management. All administrative inquiries should be done through the Department of Management. The Department of Management is located in Room 351 Parks Hall. Cristina Nelson is the Department Manager, and her phone is 650-2902.

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The Courses in the International Business Concentration/Major

The **grouping** of courses into 5 sets for the IBUS Concentration/Major requires a clarification. Each set is designed with specific *objective* in mind. Taken together, different sets fit well and provide students with comprehensive undergraduate education in international business.

Note: What follows applies to students entering the program in Fall of 2014. Students who entered the CBE prior to September 2014 may choose the old rules, or graduate under the new rules as described below.

To graduate with an international business degree, you will have to complete five sets:

- Set I:* IBUS Core (2)
- Set II:* Elective IBUS Courses (1)
- Set III:* Supporting Analytical Courses (1)
- Set IV:* Elective Courses outside IBUS (3)
- Set V:* International Experience Requirement

Set I

IBUS Core You must take both IBUS 370 and IBUS 470

Objective: Core gives each student a strong grounding in the institutional and cultural foundations that are important for making international business decisions. With this foundation, students are then able to take a variety of courses that apply functional area knowledge to international situations.

Course: IBUS 370 (Introduction to International Business)

This course can be taught by all program professors, depending on the term.

Objective: The capstone course provides an opportunity to integrate the various international business principles at or near the end of the program. This course focuses on strategic issues for the firm operating in the international environment.

Course: IBUS 470 (International Business Operations)

This course is usually taught by Professor Madunic or Professor Kim.

Objective: This course focuses on the definition and implementation of *corporate strategy* for worldwide operations. It explores competitive, socio-cultural, and political environments in which international business takes place, and helps students develop skills to deal with these challenges.

Set II

IBUS Electives You must take one of the following advanced International Business Courses

Course: IBUS 372 (Cross Cultural Management) (Taught as IBUS 474 in 2013-14)

This course is primarily concerned with: a) various perspectives on, and elements of, differences in national cultures; b) the relevance of western theories of management given national cultural differences; c) and applied issues associated with management across borders.

Course: IBUS 473 (International Trade Operations)

IBUS students – organized in 3-member teams – help local companies develop export plans for foreign markets. The objective of this class is to give students experience of working on international projects. A firm’s manager and an IBUS professor design a complex assignment through which students apply acquired theory and critical-thinking skills to deal with uncertain twists and complexities of international markets. Each student team writes a carefully prepared report and gives a PowerPoint presentation to firm’s managers. Because the class gives students with hands-on experience, it helps them obtain jobs.

The class is usually taught by Professor Roehl.

Course: IBUS 474 (Special Topics in International Business)

The department offers occasionally additional international business electives. We use the IBUS 474 designation for these courses. When offered, we will email course information to all area students.

Set III

Analytical Perspectives on International Issues (Choose One from This List)

Objective: All international business students must demonstrate analytical skills. Take one class in international economics or a class in project management to gain this analytical perspective.

ECON 388	Economics of the European Union
ECON 389	Economics of the Pacific Rim
ECON 343	Population, Environment and World Agriculture
ECON 360	Introduction to International Economics
ECON 385	Comparative Economic Systems
ECON 365	Canadian Economy
ECON 366	Canadian Business Environment
ECON 463	International Finance
ECON 462	International Trade
OPS 461	Project Management

Set IV

Additional Courses with International Content (Choose 3 from This List)

Objective: IBUS students will gain greater exposure to the core area by taking an extra IBUS elective (not counted in a different set), or by taking international courses in their study abroad programs, or by taking functional area courses with international content.

Available Courses:

INTL3xx, 4xx	Study Abroad in a WWU Approved Program with 300 or 400 level content
MKTG 486	International Marketing
FIN 442	International Finance
ACCT 451	International Accounting
OPS 461	Project Management
OPS 466	Supply Chain Management
ECON 388	Economics of the European Union
ECON 389	Economics of the Pacific Rim
ECON 343	Population, Environment and World Agriculture
ECON 360	Introduction to International Economics
ECON 385	Comparative Economic Systems
ECON 365	Canadian Economy
ECON 366	Canadian Business Environment
ECON 463	International Finance
ECON 462	International Trade
IBUS 474	Topics in IB: (theme varies) (sometimes WI)
IBUS 473	International Trade Operations (Internship/ Projects)
IBUS 372	Cross Cultural Management
MGMT 337	Management Courses Studied Abroad (with international content)
ECON 337	Economics Courses Studied Abroad

Many students in their study abroad programs will take courses that are not offered at WWU, but may be transferrable under the general course code MGMT 337 or ECON 337. However, please consult your advisor prior to registering for these courses to avoid credit transfer problems. In specific cases, 337 course may substitute for one of the IBUS electives in the Set II, with approval of your faculty advisor (of course, if you don't use them here).

Important note: Students may obtain approval to study courses with international content at the 300-level or above from their advisors. (A common example is 300-level foreign language course.) These courses may take place within or outside the CBE. Note that it is difficult to get space in most of these courses given demand and/or prerequisites.

As a result, start planning early your IBUS career and consult the document on IBUS GUR's on our Web Site for other ways to introduce more international content outside the CBE into your studies study.

Additional Functional Area Courses In CBE:

Throughout your education you should also invest in building a portfolio of business skills in a related functional area. An investment in a minor or additional major will give you credibility when you search for your 1st job. While this may lengthen your stay, consider taking 3 courses in another area to combine with your IBUS degree.

You can take the functional class in that area in Set IV, and then add 2 extra courses. (For instance, combine FIN 442 with FIN 440 & FIN 441). Students should know that this is more feasible in some areas than others. *Accounting, MSCM and Economics* offer a minor. Since many IBUS students take some ECON courses as part of their IBUS program, the Economics minor is particularly attractive.

Some Scheduling Notes

Many of the international courses are **only offered once annually**. Check the international class schedule on this IBUS web site and/or Class Finder to schedule the courses you want in a timely manner.

Prerequisite Courses Should Consider Taking Early

- IBUS 370: At present this class is offered each quarter to give you scheduling flexibility. You should take it as soon as you finish the Foundation courses. You can reserve a space in this class by contacting the professor teaching the class ahead of the registration period.
- The Core course in the functional area of interest (e.g., FIN 341 for those interested in finance).

Set V

International Experience Requirement: Internships, Study Abroad or Language

This international experience requirement is in addition to the other requirements for the international business concentration. You must do one of the following:

- a) Study Abroad
- b) An Internship with International Content
- c) Foreign Language through Second Year College Level

a) Study Abroad

If you study abroad in an approved WWU program, you will automatically receive 4 credits under INTL 305. Note that the course content of at least one of the registered courses must be upper division (300 or 400 level) and have an assigned letter grade. INTL 305 counts as one of the 7 courses in the IBUS program and is counted towards Set III.

Some study abroad programs also offer courses in international aspects of the functional areas, and with pre-clearance, we sometimes give credit for those courses.

IMPORTANT THINGS TO CONSIDER:

- ☞ If you want credit, please bring back a lot of documentation, including syllabi, papers, and tests. The individual departments must approve these courses for WWU credit. Some departments require you to check with the department advisor before leaving; others only want to see the documentation upon the return.
- ☞ Submit your application for approval upon return to the **Dean's office, Parks Hall 419**. You can download the **Transfer Equivalency Form** from here:
https://esign.wvu.edu/admcs/process/forms/CBE/Transfer_Equivalency_Request.aspx.
 - The form is located on the **Transfer Student** tab under the **Students/Apply to CBE** tab at the top. Your form is then circulated to various departments for approval and this may take several weeks.
- ☞ **BE VERY CAREFUL** when taking classes at the 100 or 200 level. They will count for graduation, but they **WILL NOT** be counted as a course toward the IBUS concentration. The Registrar has become very inflexible in giving INTL 305 credit for studying abroad. Moreover, an introductory 100 level language course does not count anymore.
 - If the Registrar approves the examined class as INTL 205, you **cannot** count that course as one of the 7 courses in your IBUS program. However, this course will still count for the *international experience* requirement described below.

Students often wish to maximize credit transfers from study abroad programs. I have and will continue to recommend against this 'shortcut.' Students with IBUS concentrations more often than not experience difficulties in getting attention of recruiters. Even after you get hired for your first job, you will be competing against people who have taken very strong, albeit narrow, functional courses. As a result, a senior manager may prefer an employee with strong functional training to an employee with IBUS background for various international opportunities.

In light of this unfortunate observation, we discourage students from trying to find ways to obtain credit for questionable courses taken abroad. Without strong training in core business classes, you risk losing the opportunity to maximize your international training.

We cannot emphasize enough how important it is to plan ahead with your advisors, who are familiar with majority of classes offered in foreign institutions and will guide you towards courses that will maximize your experience, but also have transferability potential. Indeed, many study abroad courses are now easier to transfer under the general code 337 for ECON, MGMT, and IBUS.

In summary, in the recent past all IBUS students have received credit for at least 2 courses, and the majority has received credit for 3 courses, including one in languages. Nevertheless, if you intend to take only courses that transfer to WWU, you may fail to take advantage of other opportunities. For example, a course in history or culture may not transfer, but it may give you intangible insights that you cannot find in *cookie-cutter* educational experiences offered universally.

Feel free to contact Professor Madunic or Professor Roehl on study abroad issues. Additionally, Dan Lindeman from the International Programs and Exchanges office is a super helpful person on the IPE staff.

An Internship With International Content

We are currently unable to help students find international internships – you are on your own here. However, internships can be obtained abroad and in the US. The key is international content. Remember that the IBUS 473 class gives opportunities to work in a team with local companies on international projects. The project in IBUS 473 resembles an actual internship. Whenever internship opportunities arise, I will notify students through our email system, but I cannot guarantee availability.

You may use the internship to satisfy the international experience requirement. It is also possible to have it count as academic credit. If you want to receive 4 academic credits for the internship, the Department of Management requires you to sign up for an Independent Study IBUS 490 course. Our department also requires submission of an academic paper describing (on a weekly basis) how your learning experience relates to existing course materials.

You will also have to present a portfolio about your experience at the end of the term. If taken for 4 credits, you may count the internship as one course toward the 7 in the IBUS program and towards the completion of the international experience requirement.

If you only want 1 credit – mainly so that the internship shows up on your transcript – you can sign up for 1 credit in Professor Roehl’s section of IBUS 490. This requires the following: a) a letter of invitation from an employer indicating the international content of the internship; b) a letter from the employer indicating successful completion of the internship; and c) a several page report telling what you did and what you learned during the internship. The department will not issue credit for an internship until you have the **senior status**. Also, you must submit application to the department BEFORE the starting date of the internship.

Language Study Through Second Year College

Foreign language requirement – beyond the 200-level – is strongly encouraged. If you take a 300-level language class, either at WWU or during your study abroad, it will count as an elective course in the IBUS Concentration. Note that it is possible to double-count this course as part of a language major or minor.

The Writing and Communications Proficiency Requirements

IBUS 470 currently satisfies the communications proficiency and the writing proficiency requirement for all IBUS concentration/majors, so you need not be concerned about that graduation requirement.

Double Concentration

Students can pursue a double concentration in international business and in any of the other business administration areas (i.e., Marketing; Operations; Finance; MIS).

IMPORTANT NOTE: You cannot double-count any of the 7 IBUS courses towards your 2nd concentration. As a result, many students stay extra 2 terms to complete the double concentration.

If you are a student from a different department wishing to add IBUS as your 2nd concentration, you will initiate this request in your home department, fill out their application form and then submit it to the MGMT Department.

Frequently Asked Questions

As a foreign student, do I need to take another foreign language besides English and my native language?

Foreign students are judged to have completed the language requirement by speaking English and the student's native language. Foreign students are still encouraged to take courses in other languages or consider a foreign study experience, but it will not be required to do so. American students who have lived abroad or can demonstrate ability to speak 2 languages are also exempt from taking additional foreign language courses.

What is IBUS minor?

Some of the students do not wish to take the 7 courses and the international experience in an IBUS Concentration. For those students we provide an option to minor in International Business. To minor in IBUS you have to take 5 international courses. IBUS 370 and IBUS 470 are required; then IBUS 372 or IBUS 473 or IBUS 474 (if offered); and lastly 2 more CBE (to include IBUS) courses with international content.

You can study abroad and use INTL 305 (remember to take a 300-level course) and one other international course while abroad. You can double-count the international course in your other major (this is a different rule from a double-concentration rule).

How do I access an IBUS class when the system won't let me register, but I believe that my case merits access?

All special permissions for IBUS courses require Department of Management's approval or that of a designated department. This rule applies both when the class is full and when the student does not meet proper requirements.

Don't delay making your request. The deadline is usually the 4th or the 5th day of the registration period. The university takes this deadline very seriously, so please respect the rules. In some cases, students won't be able to get on the waiting list if the system does not permit registration. Also, remember that professors don't control the access. We may be able to be an advocate for you if you send an email to one of us, however.

Other faculty with interests in international topics at the CBE:

(You may also take general courses from these professors, because they emphasize INT'L topics.)

<u>Professor</u>	<u>Department</u>	<u>International Courses Taught</u>
Steve Globerman	Economics	MBA Core
Dan Hagen	Economics	ECON462 (International Trade)
Paul Storer	Economics	ECON365 (Canadian Economy) ECON 366 (Canadian Business Environment)
Chuck Antholt	Economics	ECON388 (Economy of the EU) ECON389 (Economy of the Pacific Rim) ECON343 (Population, Growth and Agriculture)
Ozan Sula	Economics	ECON 360 (Intro to International Economics)
Peter Harder	Economics	ECON385 (Comparative Economic Systems)
Wendy Wilhelm	Marketing	Not Teaching international courses currently
Farrokh Safavi	Marketing	MKTG486 (International Marketing)
Lee McLain	Finance	FIN442 (International Financial Management)