St. Thomas University

School of Business

Bachelor of Business Administration in International Business

Course Requirements (120 credits)

General Education Requirements (GER) (42 credits)

Bachelor of Business Administration (BBA) (54 credits)

ACC	201	Principles of Accounting I	3
ACC	202	Principles of Accounting II or	3
ACC	204	Principles of Managerial Accounting	3
BUS	120	Principles of Business and Environmental Administration	3
BUS	220	Business Law I	3
BUS	309	Management Information Systems	3
BUS	316	International & Multinational Management	3
BUS	326	Quantitative Analysis for Decision Making	3
BUS	327	Organizational Behavior	3
BUS	332	Principles of Marketing	3
BUS	490	Business Policy	3
CIS	205	Microcomputer Applications	3
COM	400	Business Communication & Reports Writing	3
ECO	201	Principles of Macroeconomics	3
ECO	202	Principles of Microeconomics or	3
ECO	203	Principles of Micro and Environmental Economics	3
FIN	311	Financial Administration	3
MAT	181	Pre-Calculus Algebra	3
MAT	212	Calculus for Business, Economics, and Finance	3
MAT	205	Applied Statistics	3

International Business Required Core Courses (12 credits)

BUS	451	International Marketing Analysis	3
BUS	474	International Trade Operations Management	3
ECO	307	Principles of International Economics	3
FIN	318	Principles of International Finance	3

Major Elective Requirements (6 credits)

Take four of the following courses:

BUS	329	Principles of International Law	3
BUS	414	Economic/Social Problems in Latin America	3
BUS	456	European International Business Environment	3
BUS	457	Special Topics in International Business	3
BUS	460	Asian International Business Environment	3
BUS	499	Internship in Business	3
ECO	404	Comparative Economic Systems	3

Course Descriptions

BBA IN INTERNATIONAL BUSINESS

REQUIRED CORE COURSES

BUS 451: International Marketing Analysis
Analysis of the structure of international markets. Study of the environmental factors affecting international marketing opportunities, threats and strategies. Application of the principles of marketing and marketing management on an international scale. Impact of environmental factors on management of the elements and functions of marketing international. Investigation of international market potential of major world areas. Examination of global changes and their impact on international marketing including export marketing. Analysis of each of the elements of the marketing mix applicable to international marketing, contrasting these to domestic marketing.
Prerequisites: BUS 332,BUS 316D recommended

BUS 474: International Trade Operations Management
The technical procedures involved in managing exporting and importing operations are covered. Topics include: international trade operations terminology; documentation; regulations governing merchandise and technology exports and imports; cargo insurance; international banking; credits and collections; and the relationship between documentation, business development and shipping.
Prerequisite: BUS 316D recommended

ECO 307: Principles of International Economics
Introduction to International economics concepts. Study of the principles of comparative advantage, international economic policies and relationship to domestic policies. Analysis of tariff and other forms of protectionism. Preferential trade agreements. Analysis of the balance of payments, adjustments to disequilibria under varying conditions. Foreign exchange rates, alternative monetary systems.
Prerequisites: ECO 201, ECO 202 or 203

FIN 318: Principles of International Finance
A review of international economic concepts, national balance of payment problems, adjustments, impact and influence on the corporation's international financial management function. Forecasting foreign exchange rate changes; analysis of various forms foreign exchange risks and exposures; methods financial managers use to reduce or eliminate such risks including hedging, and arbitrage; assets management; sourcing international capital investment; and study of international trade financing, establishing international trade credit policy, examination of instruments of international trade financing.
Prerequisite: ECO 307 or BUS 316D

Course Descriptions

BBA IN INTERNATIONAL BUSINESS

MAJOR ELECTIVE REQUIRMENTS

BUS 329: Principles of International Law
Analysis of the international legal environment. Study and research of the interrelationship among laws of different countries as they affect individual, business and multinational organizations operating in the international field. Study how legal problems and their solutions can influence the direction of international business.
Prerequisite: BUS 220 recommended

BUS 414: Economic/Social Problems in Latin America
The interdependence, mutual influencing and dynamic paths exhibited by these phenomena in the cultural context of the area. The application of these insights to the understanding of past historical occurrences in these societies.
Prerequisites: BUS 316D, ECO 201, ECO 202 or 203 recommended

BUS 456: European International Business Environment
This course comprises a survey on the history of the European countries with emphasis on the International Business Environment. It concentrates on the region as a whole rather than on individual countries.
Recommended: BUS 316D

BUS 457: Special Topics in International Business
The course will focus on a selected area of Marketing, International Business, or Management. The area of study may include current issues/ events or may be determined at the discretion of the instructor.
Prerequisites: At the discretion of the instructor

BUS 460: Asian International Business Environment
This course comprises a survey of the history of the Asian countries with emphasis on the International Business Environment. It concentrates on the region as a whole rather than on individual countries.
Recommended: BUS 316D

BUS 499: Internship in Business
A supervised program designed to offer an on-the-job experience to qualified students in the field of finance, international business, management and marketing. Each internship is individually prearranged. The course is graded on a pass/no pass basis.
Prerequisite: Permission of Department Chair

ECO 404: Comparative Economics
Nature and function of money; credit; commercial banking; central banking; the Federal Reserve System; monetary and fiscal policies; international monetary principles and problems.
Prerequisites: CO 201, ECO 202 or 203