

INTERNATIONAL BUSINESS (BS)

This major is being discontinued and will not accept new students after September 30, 2020. Students who have declared this major prior to September 30, 2020 will use these standards to complete the program requirements.

Introduction

The forces of globalization have had a dramatic impact on the business world. There have been so many global changes in the business world that people now often say that “doing business” is really doing “international business.” The sheer volume of business that is being addressed is massive in scale. As an example, over \$1 billion worth of goods and services are traded each day between the United States and Canada! It is easy to see why companies today are in great need of people who know how to move money around the world, how to find new customers or where in the world to find the best suppliers. These are the skills that you will acquire by studying within the International Business major.

International Business Major

The International Business major at Canisius is unique in the Western New York area because it combines the study of international business topics with those in the realms of modern language studies and international experience. The goals of the program are to help students to understand: (1) what happens in business when an international border is crossed; (2) how business changes when a language other than English is being used; and (3) how to cross an international border when doing business.

Qualifications

Students must maintain a 2.0 GPA in their major and a 2.0 overall GPA to graduate with a degree in International Business. All students must complete a minimum of 120 credit hours to graduate.

Advisement

All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

Minors in Other Disciplines

Minors provide students the opportunity to pursue additional interests but generally do not require as many courses as a major. Minors generally range from five to eight required courses. To receive a minor, the student must complete at least 9 credit hours of coursework distinct from their other credentials (i.e., majors, other minors). The complete list of minors is available on the Canisius website (<https://www.canisius.edu/academics/programs/undergraduate/?type%5B%5D=17>) and in the catalog (<https://catalog.canisius.edu/undergraduate/minors/>) and provides links to each minor. Some majors and minors can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework may be required. Students must complete the appropriate minor request form.

Double Majors

Students who wish to expand their educational opportunities may decide to declare a double major. This decision may be based on career goals, planned graduate studies, and/or other student interests. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. In order to declare a double major, the student must complete the Major/Minor Declaration form. This form will be submitted electronically and reviewed and approved by each department chairperson as well as the appropriate associate dean.

Per university policy, each additional major requires a minimum of 15 credits that do not apply to the student's first or subsequent major. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in other cases additional course work may be required. Please note that students will receive only one degree unless completing the dual degree (<https://catalog.canisius.edu/undergraduate/academics/curricular-information/>) requirement including at least 150 undergraduate credit hours, regardless of the number of majors they complete. Both (all) majors appear on a student's transcript.

Curriculum

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All undergraduate students must complete either the Canisius Core Curriculum (<http://catalog.canisius.edu/undergraduate/academics/curricular-information/core-curriculum/>) or the All-College Honors Curriculum (<http://catalog.canisius.edu/undergraduate/academics/curricular-information/all-college-honors-program/>). Many schools refer to their college-wide undergraduate requirements as “general education” requirements. We believe that the core curriculum and the honors curriculum are more than a series of required classes; they provide the basis for a Jesuit education both with content and with required knowledge and skills attributes that are central to our mission.

Free Electives

Students may graduate with a bachelor's degree with more but not less than 120 credit hours. Free electives are courses in addition to the Canisius Core Curriculum or All-College Honors Curriculum and major requirements sufficient to reach the minimum number of credits required for graduation. The number of credits required to complete a bachelor's degree may vary depending on the student's major(s) and minor(s).

Major Requirements

Code	Title	Credits
Business Core		
Required courses for all business majors (http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core/)		49-51
Additional Major Requirements		
IBUS 301	Fundamentals of International Business	3
MKT 375		3
FIN 465		3
MGT 472	Comparative Management Systems	3
Elective Requirements		
International Business Electives (3 Courses)		9
Language Requirement: all students are required to complete a modern language sequence through the 217 level.		6
Total Credits		76-78

Major Electives

Code	Title	Credits
The courses below have been approved for use as International Business Electives.		
MGT 440	Global Supply Chain Management	
MGT 475		
MKT 478	Global Logistics	
ENT 314	Social Entrepreneurship and Sustainability	
PSC 241	Human Rights and Globalization	
PSC 250	Politics in Latin America	
PSC 355	European Union	
PSC 360	Political Economy of the Developing World	
PSC 452	Politics of Identity in Europe	
PSY 320	Cultural Psychology	
SOC 385	International Migration	

Major Experiences

Study Abroad Requirement: all students are required to complete a study abroad experience. This usually takes the form of a semester abroad during the second semester of the junior year. Alternative programs during the summer are also available. It is not necessary that the language a student has studied be the one spoken in the country in which the student studies abroad. Two of the courses taken during the study abroad experience will also count toward the International Business Requirement in the Business Core curriculum.

Roadmap

Recommended Semester Schedule for Major Course Requirements

Freshman

Fall	Spring
ENG 111	ENG 112
Select one of the following:	MAT 106 (or A&S elective if MAT 109, MAT 111 or MAT 115 was taken in the fall.)
MAT 105 or MAT 109, MAT 111, or MAT 115	PHI 101
RST 101	ECO 102
ECO 101	Business International Requirement (a 216 Level Modern Language Course)
Business International Requirement (a 215 Level Modern Language Course)	
BUS 101	

Sophomore

Fall	Spring
MKT 201	FIN 201
ACC 201	ACC 202
Field of Knowledge 4 - History	Field of Knowledge 3 - Arts
ECO 255 (Mathematics Field)	ECO 256
ISB 101	MGT 101
BUS 201	

Junior

Fall	Spring
IBUS 301	MGT 472
MGT 325	IBUS Elective
Field of Knowledge 6 - Science	Field of Knowledge 2 - Philosophy
Field of Knowledge 1 - Religion	MKT 375
	A&S Elective
Senior	
Fall	Spring
MGT 370	MGT 446
IBUS Elective	IBUS Elective
Free Elective	Free Elective
Core Capstone	A&S Elective
A&S Elective	A&S Elective

Learning Goals and Objectives

Student Learning Goal 1: Students will analyze the international environments in which businesses operate.

Students will be able to:

- Objective A: Examine the elements of societal culture, especially ethics and social responsibility
- Objective B: Identify the critical aspects of the external environment that must be modified when expanding from a domestic to an international market

Student Learning Goal 2: Students will model the data from the international environments to support decision making.

Students will be able to:

- Objective A: Integrate the complex aspects of the international environment into a cohesive decision model.
- Objective B: Find, analyze, and apply international data

Student Learning Goal 3: Students will solve problems related to international competition.

Students will be able to:

- Objective A: Perform international marketing screening processes
- Objective B: Apply models for analyzing competitive positioning in order to develop international market opportunities

Courses

IBUS 301 Fundamentals of International Business 3 Credits

Study of the international dimensions of the basic functional areas of business. The course begins with a study of the comparative advantage of nations; progresses through the functional areas of accounting, finance, management and marketing; ending with the design of strategies for success in international markets.

IBUS 496 International Business Internship 3 Credits

Internships require an application and approval by the associate dean.

Prerequisite: student must complete a WSB Internship Application and obtain permission of a faculty supervisor, department chair, & the associate dean.

IBUS 499 International Business Independent Study 1-3 Credits

Study and work with a faculty supervisor. Project to be determined by faculty agreement. Independent studies require an application and approval by the associate dean.

Prerequisite: student must complete a WSB Independent Study Application and obtain permission of a faculty supervisor, department chair, & the associate dean.

Required Courses from Other Programs

MGT 472 Comparative Management Systems 3 Credits

International business emphasizing differences in systems. Context and traditions in different countries and regions: social, political, governmental, business, labor, ethical, cultural analysis. Different management and business practices. Managing and doing business within and across many countries. Counts as a MGT elective.

Prerequisite: MGT 101 or permission of instructor.

Offered: spring.