

INTERNATIONAL BUSINESS CONCENTRATION - BUSINESS ADMINISTRATION (B.S.)

The **International Business concentration in the Business Administration major** provides students with the skills and cultural awareness they need to serve customers in a range of global markets. Business is an international language and to compete in today's diverse global marketplace, students need to understand how to conduct transactions and solve business problems both at home and abroad. Through a comprehensive program, students in this program gain an interdisciplinary global perspective on national and company competitiveness, international trade, export and import management, foreign direct investment, market entry and expansion strategies, regional blocs, and control of multinational corporations.

In the International Business profession, individuals primarily focus on the vast cross-cultural business aspects, and are proficient in business, economics, and management. They have an aptitude for foreign languages, and a knack to build cross-border relationships and develop business solutions.

Admission Criteria:

Overall GPA – 3.0

120 credits of coursework is required for the baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA.

Program Requirements Overview

Code	Title	Credits
General Education Requirements		30
World Languages and Cultures Requirements		3-9
Major Requirements		42
Concentration Requirements		30
Free Electives		15-9
Total Credits		120

Major Requirements

Code	Title	Credits
Business Administration Required Core		
<i>Business Fundamentals</i>		
ACCT 204	Fundamentals of Accounting (Students in the Finance concentration take ACCT 201)	3
or ACCT 201	Fundamentals of Financial Accounting	
BSLW 235	Legal, Ethical, and Global Environment of Business	3
BUGN 280	Strategic Business Communications	3
INFO 290	Technology in Business	3
MGMT 201	Business Ethics and Social Impact	3
MGMT 439	Applied Business Strategy	3
<i>Integrated Core</i>		
FINC 300	Integrated Core: Finance	3
INFO 300	Integrated Core: Operations Management	3
MGMT 300	Integrated Core: Management	3
MKTG 300	Integrated Core: Marketing	3

<i>Collateral Courses</i>		
ECON 101	Applied Macroeconomics	3
ECON 102	Applied Microeconomics	3
INFO 173	Spreadsheet Modeling for Business Decisions	3
INFO 240	Statistical Methods in Business	3
Business Administration Career Learning		
BUGN 310	Campus to Career Transition I	0
BUGN 320	Campus To Career Transition II	0
Total Credits		42

International Business Concentration Requirements

Code	Title	Credits
Required Concentration Courses		
INBS 250	Introduction to International Business	3
INBS 347	Export/Import Marketing Process	3
or INBS 349	International Marketing	
or MGMT 356	Cross-Cultural Behavior and Management	
ECON 370	International Economics	3
or FINC 327	International Financial Management	
INBS 484	Senior Seminar in International Business	3
Concentration Electives		
Complete 9 credits from the following:		9
ECON 370	International Economics	
ECON 422	Globalization and World Development	
FINC 327	International Financial Management	
INBS 347	Export/Import Marketing Process	
INBS 349	International Marketing	
INBS 440	International Retailing	
INBS 482	International Business Co-op Ed	
MGMT 356	Cross-Cultural Behavior and Management	
Business Administration Major Electives		
Complete 9 credits from the list below.		9
Total Credits		30

Business Administration Major Electives

Code	Title	Credits
Required or elective concentration courses will not count as major electives		
General Business		
BUGN 295	Elements of Business	3
Cooperative Education		
COED 401	Cooperative Education Experience I	3-8
COED 402	Cooperative Education Experience II	3-8
COED 403	Cooperative Education Experience III	3-8
COED 404	Cooperative Education Experience IV	3-8
Economics		
Entrepreneurship		
ENTR 201	The Entrepreneurial Mindset and Innovation	3
ENTR 260	Introduction to Innovation and 3D Printing	3
ENTR 290	Special Topics in Entrepreneurship	3
ENTR 301	Creating Your Startup Business Model	3
ENTR 302	Preparing to Pitch and Launch Your Startup	3
ENTR 303	Create and Pitch Your Startup	6

ENTR 310	Entrepreneurial Accounting and Finance	3	HSET 360	Casino Management	3
ENTR 320	Marketing for Entrepreneurs	3	HSET 365	Event Marketing and Management II	3
ECON 322	Health Economics and Policy	3	HSET 366	Hospitality Financial Management	3
ENTR 350	Entrepreneurship Cooperative Education	1-3	HSET 370	Customer Relationship Management (CRM) Technologies in Hospitality	3
ENTR 360	Advanced Innovation and Digitally Mediated Making	3	HSET 375	Property and Community Association Management	3
ECON 381	Global Economies and Markets	3	HSET 380	Lodging Management	3
ENTR 401	The Legal Entrepreneurial Journey	3	HSET 385	Human Resource Management in Hospitality, Sports, Events, and Tourism	3
ENTR 420	Growing Your Startup Company	3	HSET 390	Food and Beverage Management	3
ENTR 460	Applied Digital Innovation Design, and Lean Fabrication	3	HSET 392	Special Topics in Hospitality Management	1-6
ENTR 491	Independent Study in Entrepreneurship	3	HSET 395	Information Systems and Technology in Hospitality, Sports, Events, and Tourism	3
Finance			HSET 480	Revenue Management in Hospitality, Sports, Events, and Tourism	3
FINC 209	Personal Finance	3	HSET 492	Independent Study in Hospitality, Sports, Events, and Tourism	1-3
FINC 221	Introduction to Finance	3	HSET 493	Special Topics in Leisure and Tourism	3
FINC 318	Introduction to Financial Planning	3	International Business		
FINC 322	Corporate Finance	3	INBS 250	Introduction to International Business	3
FINC 326	Investments	3	INBS 347	Export/Import Marketing Process	3
FINC 327	International Financial Management	3	INBS 349	International Marketing	3
FINC 350	Special Topics in Finance	3	INBS 350	Cross-Cultural Behavior and Negotiation	3
FINC 361	Financial Technology	3	INBS 440	International Retailing	3
FINC 372	Securities Industry Essentials	3	INBS 482	International Business Co-op Ed	3
FINC 391	Blockchain and Cryptoassets for Finance	3	Information and Decision Science		
FINC 410	Computer Applications in Economics and Finance	3	INFO 230	Introduction to Business Co-Op Work Exp	3-6
FINC 423	Advanced Corporate Finance	3	INFO 299	Special Topics in Data and Technology	3
FINC 425	Working Capital Management	3	INFO 301	Business Decision Making	3
FINC 430	Financial Derivatives	3	INFO 306	Introduction to Web Development	3
FINC 431	Advanced International Financial Management	3	INFO 342	Information Technology Infrastructure	3
FINC 490	Advanced Investment Analysis	3	INFO 351	Fundamentals of Project Management	3
FINC 491	Cooperative Education in Finance	3-8	INFO 360	MIS Co-Op	3
FINC 495	Student Managed Fund	3	INFO 361	Information Technology Projects	3
Hospitality and Tourism			INFO 366	Managing Big Data and Cloud Computing	3
HSET 208	Leisure and Recreation in Society	3	INFO 367	Introduction to Data Mining	3
HSET 250	Introduction to Hospitality and Tourism	3	INFO 390	Digital Transformation	3
HSET 255	Professional Development in Hospitality, Sports, Events, Tourism	3	INFO 391	Blockchain Technology	3
HSET 260	Sport Sales	3	INFO 395	Business Analytics and Artificial Intelligence Strategy	3
HSET 302	Managing Facilities in Hospitality, Sports, Events, and Tourism	3	INFO 414	Information Security System Management	3
HSET 315	International Tourism Marketing and Management	3	INFO 416	Business Process Analysis and Enterprise Systems	3
HSET 320	Sports Marketing	3	INFO 470	Electronic Commerce: Creating Business Value Using Information Technology	3
HSET 321	Event Marketing and Management I	3	INFO 476	Data Mining for Business	3
HSET 325	Service Management	3	INFO 488	Business Application with Artificial Intelligent (AI) Systems	3
HSET 330	Resort and Cruise Management	3	INFO 491	Independent Study in Information Systems	3
HSET 335	International Experience in Hospitality, Sports, Events, and Tourism	3	INFO 492	Special Topics in Information Systems	1-3
HSET 340	Restaurant Management and Operations	3	INFO 496	Advanced Systems Analysis and Design	3
HSET 350	Club Management	3	Management		
HSET 353	Legal Issues in Hospitality and Tourism	3	MGMT 305	Negotiations in the Workplace	3
HSET 354	Analytics for Sports and Entertainment Industries	3			
HSET 355	Hospitality, Sports, Events, and Tourism Co-op Ed	3			
HSET 356	Entertainment, Theme Park, and Attractions Industries	3			

MGMT 314	Corporate Social Responsibility: Global Strategies	3	ECON 201	Data Analysis Tools in Economics and Business	3
MGMT 315	Organizational Behavior	3	ECON 203	Fundamental Mathematics for Economics	3
MGMT 316	Human Resource Management	3	ECON 206	Managerial Economics	3
MGMT 318	Leadership	3	ECON 207	Intermediate Microeconomic Analysis	3
MGMT 327	Training, Development, and Career Planning	3	ECON 208	Intermediate Macroeconomic Analysis	3
MGMT 331	Family Business	3	ECON 215	The Economics of Social Problems	3
MGMT 332	Diversity In Business	3	ECON 221	Economics of Professional Sports	3
MGMT 335	Small Business Management	3	ECON 224	Financial Economics	3
MGMT 356	Cross-Cultural Behavior and Management	3	ECON 240	Economics of Time and Mind	3
MGMT 363	Business and Society	3	ECON 301	Money and Banking	3
MGMT 392	Management Cooperative Education	3	ECON 303	Economic Growth and Development	3
MGMT 415	Organizational Theory: Macro Approaches	3	ECON 308	Public Finance	3
MGMT 416	Global Talent Management	3	ECON 310	Urban and Regional Economics	3
MGMT 417	Total Rewards: Compensation and Benefits	3	ECON 311	Labor Economics	3
MGMT 431	Strategic Business Execution	3	ECON 314	Development of Economic Thought	3
MGMT 433	Entrepreneurship and Innovation	3	ECON 317	Quantitative Methods for Economics	3
MGMT 436	Strategic Project Management	3	ECON 321	Economics of Industrial Organization	3
MGMT 491	Business Consulting	3	ECON 324	Capital Markets and Financial Institutions	3
MGMT 492	Special Topics in Management	1-3	ECON 370	International Economics	3
Marketing			ECON 371	World Trade and Investment	3
MKTG 250	Professional Selling	3	ECON 381	Global Economies and Markets	3
MKTG 307	Retail Marketing and Management	3	ECON 390	Applied Econometrics	3
MKTG 309	Buying and Distribution Strategies	3	ECON 398	Economics Independent Study	1-3
MKTG 310	Services Marketing	3	ECON 405	Economic Development of Sub-Saharan Africa	3
MKTG 322	Customer Relationship Management Practicum	3	ECON 408	Strategic Thinking and Game Theory	3
MKTG 325	Practicum in E-Retailing	3	ECON 412	Business Forecasting and Analytics	3
MKTG 341	Consumer Behavior	3	ECON 422	Globalization and World Development	3
MKTG 342	Sales Management	3	ECON 430	International Macroeconomic Policy	3
MKTG 344	Integrated Marketing Communications	3	General Education Requirements		
MKTG 345	Nonprofit Operations and Marketing	3	Click here for a list of courses that fulfill General Education categories. (http://catalog.montclair.edu/programs/general-education-requirements-ba-bs/)		
MKTG 348	Digital Marketing	3	Code	Title	Credits
MKTG 350	Pharmaceutical and Health Care Marketing	3	A. New Student Seminar		
MKTG 351	Retail Co-op Education	3	Complete a 1 credit New Student Seminar course.		
MKTG 360	Brand Management	3	C. Communication		
MKTG 365	Sustainability and Green Marketing	3	1. Writing		
MKTG 441	Digital Selling	3	2. Literature		
MKTG 442	Marketing Research	3	3. Communication		
MKTG 443	Sales Leadership and Negotiation	3	D. Fine and Performing Arts		
MKTG 446	Marketing Strategy and Implementation	3	Complete a 3 credit Fine and Performing Arts course.		
MKTG 447	Marketing Analytics	3	F. Humanities		
MKTG 451	Internship in Retail Management	3	1. Great Works and Their Influences		
MKTG 482	Independent Owned and Franchised Retailing	3	2. Philosophical and Religious Perspectives		
MKTG 483	Seminar in Retail Management	3	G. Computer Science		
MKTG 490	Marketing Co-op Ed	3	INFO 173 Spreadsheet Modeling for Business Decisions (Fulfilled in the major.)		
MKTG 492	Independent Study in Marketing	1-3	H. Mathematics		
MKTG 493	Special Topics in Marketing	1-3	INFO 240 Statistical Methods in Business (Fulfilled in the major.)		
Real Estate			I. Natural Science Laboratory		
REAL 204	Real Estate Principles and Practice	3			
REAL 305	Commercial Real Estate Analysis	3			
REAL 360	Mortgage and Fixed Income Analysis	3			
REAL 405	Real Estate Development	3			
REAL 460	Real Estate Investments	3			

Complete a 4 credit Natural Science Laboratory course.	4
J. Physical Education	
Complete a 1 credit Physical Education course.	1
K. Social Science	
1. <i>American and European History</i>	3
2. <i>Global Cultural Perspectives</i>	3
3. <i>Social Science Perspectives</i>	
ECON 101 Applied Macroeconomics (Fulfilled in the major.)	
L. Interdisciplinary Studies	
ECON 102 Applied Microeconomics (Fulfilled in the major.)	
Total Credits	30

World Languages and Cultures Requirements

Click here for a list of courses that fulfill World Languages and Cultures categories. (<http://catalog.montclair.edu/programs/world-languages-and-cultures-requirements/>)

Code	Title	Credits
World Languages		
Based on language placement exam, complete one or two sequential courses in the same language. Requirement is automatically fulfilled by language major courses.	3-6	
World Cultures		
Requirement may be fulfilled by course selected in General Education - Social Science: Global Cultural Perspectives. Requirement may also be fulfilled by major coursework. See list of courses.	0-3	
Total Credits		3-9

Recommended Roadmap to Degree Completion

This four-year plan is provided as an outline for students to follow in order to complete their degree requirements within four years. This plan is a recommendation and students should only use it in consultation with their academic advisor.

First Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (A) New Student Seminar	1	GENERAL EDUCATION: (C2) Literature	3
GENERAL EDUCATION: (C1) Writing	3	ECON 101	3
GENERAL EDUCATION: (C3) Communication	3	INFO 240	3
ECON 102	3	INFO 290	3
INFO 173	3	MGMT 201	3
MATH 100	3		
	16		15

Second Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (K1) Social Science – American and European History	3	BUGN 310	0

World Language 1	3	FINC 300	3
ACCT 204	3	INFO 300	3
BSLW 235	3	INBS 250	3
BUGN 280	3	MGMT 300	3
		MKTG 300	3
	15		15

Third Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (F1) Humanities – Great Works and Their Influences		3 GENERAL EDUCATION: (K2) Social Science – Global Cultural Perspectives	3
GENERAL EDUCATION (I) Natural Science Laboratory	4	World Language 2	3
ECON 370 or FINC 327	3	INBS 484	3
INBS 347, 349, or MGMT 356	3	Concentration Elective	3
Concentration Elective	3	Major Elective	3
	16		15

Fourth Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (J) Physical Education		1 GENERAL EDUCATION: (D) Fine and Performing Arts	3
BUGN 320	0	GENERAL EDUCATION (F2) Humanities – Philosophical and Religious Perspectives	3
MGMT 439	3	World Cultures	3
Concentration Elective	3	Free Elective	3
Major Elective	3	Free Elective	3
Major Elective	3		
	13		15

Total Credits 120