

Webster University Bachelor of Arts degree in Management allows student the opportunity to specialize in several areas including International Business. Students taking the International Business concentration receive a broad education covering the major functional areas needed to succeed in the global marketplace. Upon completion of the program you will be able to: demonstrate a knowledge of the different forms of international transactions and the implications of each on a strategic and operational level as well as apply concepts and theories from international business toward understanding both global and national environments.

DEGREE REQUIREMENTS

A minimum of 128 credit hours consisting of the following:

- 70 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

REQUIRED COURSES

All courses are 3 hours unless otherwise noted

- **ACCT 2010** Financial Accounting
- **ECON 2000** Survey of Economics
- **WSBT 2000** Career Exploration (1 hour)
- **MNGT 2100** Management Theory and Practices
- **MNGT 3280** Introduction to Business Law
- **MNGT 3320** Business Law: International
- **MNGT 3400** Human Resource Management
- **MNGT 3500** Marketing
- **BUSN 3710** Entrepreneurial Finance
- **PHIL 2110** Introduction to Ethics
- **CSIS 1500** Introduction to Business Technologies
- **STAT 1100** Descriptive Statistics
- or **BUSN 2750** Introduction to Business Statistics
- **MNGT 4100** International Management
- **MNGT 4330** International Marketing
- **ECON 3720** International Trade and Finance
- **MNGT 4940** Global Competitive Strategies (Overview)

BACHELOR OF ARTS MANAGEMENT with an emphasis in INTERNATIONAL BUSINESS



International Electives

One from each of the four international areas:

- International History, International Politics, International Relations, general course on an international topic (12 hours)

Language

Language chosen and courses are dependent on initial incoming capability and progress. Students would typically focus on only one foreign language. A reasonable capability in a foreign language is required. Students can establish their capability by successfully completing 12 credit hours (at least 6 credit hours of which must be at the 2000-level) or by passing an intermediate level language competency examination. If a student successfully completes a major or minor in a foreign language, they will also have met the language requirement for the international business emphasis.

Students whose native language is not English and who are studying in English will be considered to have achieved their foreign language requirement if they successfully pass an ESL test of their English proficiency. The 12-credit-hour requirement must be completed through other coursework from the curriculum.

A student can substitute another foreign language, subject to the approval of the chair of the Department of Management, if that student successfully passes written and oral examinations in that language.

SPECIAL REQUIREMENTS

Students are required to complete at least 36 credit hours in management courses, including MNGT 2100 Management Theory and Practices, MNGT 3400 Human Resource Management, courses in accounting, law and economics, as well as an overview. The required minimum distribution of coursework varies, depending on the emphasis selected by the student.

Transfer students must complete a minimum of 18 credit hours of academic work in the departments of Business and Management at Webster University.

A study residency of at least one term (eight weeks) outside the United States or an international internship/practicum in the United States is strongly recommended. For the study residency, students may attend one of Webster University's international campuses or an approved alternative location. Students unable to study outside the United States can take an international internship (3 to 6 credit hours) with an approved firm or organization in the United States involved in international activities.

** See catalog for additional admissions and academic requirements

COURSE DESCRIPTIONS

ACCT 2010 Financial Accounting (3)

Introduces accounting with an emphasis on the relationships between business events and financial statements. The primary objective is to develop students who can explain how any given business event will affect the income statement, balance sheet, and statement of cash flows. This objective also includes an understanding of the accounting cycle, accounting terminology, collection of accounting data, data entry into the accounting system, and the basic financial accounting statements.

ECON 2000 Survey of Economics (3)

This course provides students a broad survey of the discipline of economics. The emphasis is on the acquisition of a broad conceptual understanding of how academic and professional economists “view” the world. Given the importance of understanding “markets” to both business and public policy, the heaviest emphasis is on how markets function and a smaller emphasis on the business cycle and macroeconomic policy.

WSBT 2000 Career Exploration (1)

This course is the first of three courses designed to support student professional success. Students will explore career options and gain an understanding of what skills, interests and experiences are required in industries and career fields that they are interested in pursuing. Interactions with professional will provide additional guidance and exposure to the business environment. Career and personal assessments will be used to help students identify and communicate individual interests and personal strengths.

MNGT 2100 Management Theory and Practices (3)

This course presents a broad view of management theory and practices, classical to modern. It examines the basic management functions of planning, organizing, directing and controlling. It also covers such issues as ethical decision making and social responsibility, innovation, globalization, and working with a diverse work force. There is an additional course fee of \$35.

MNGT 3280 Introduction to Business Law (3)

This course introduces students to legal concepts that influence business relationships, decisions, and practices. Topics introduced include: structuring business transactions by contracts; legal forms of business organizations; legal aspects of financial transactions; laws related to property (including intellectual property); business-related torts (civil liability only); and business related crimes. These topics are approached from a “law for managers” perspective.

MNGT 3320 Business Law: International (3)

Introduces the fundamentals of law and legal relationships related to business in the United States and the Common Market and selected national legal systems. Emphasizes legal problems, laws, and issues in international trade transactions: contracts, agency, distributorship arrangements, sales, negotiable instruments, financing, corporate organization, exports, ventures, and licensing.

MNGT 3400 Human Resource Management (3)

Studies the relationship between management and employees; principles of dealing with the human factor to maximize the individual's fulfillment and the productive efficiency of the firm through sound procurement, development, and utilization of the firm's employees; and labor-management relations. Prerequisite: MNGT 2100.

MNGT 3500 Marketing (3)

Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer behavior, promotion and pricing policies, research, communications, and government regulation.

BUSN 3710 Entrepreneurial Financial Management (3)

This course will focus on the process an entrepreneur goes through to produce, understand, interpret, and use basic financial information to start, manage, or grow their entrepreneurial organization. As an entrepreneur and small business owner, each decision you make has financial implications. Entrepreneurs must be able to generate and understand their financial information in order to evaluate their organization's financial performance, to communicate clearly with their employees, bankers, and stakeholders, as well as to incorporate financial information into their day-to-day operations and decision-making process.

PHIL 2110 Introduction to Ethics (3)

A topical introduction to ethics. Topics to be covered may include: the nature of ethical reasoning, duty, and obligation; excuses, mitigating circumstances, and personal responsibility; conflicts between obligations and between duty and self-interest; conflict between personal and community moral standards; and the objectivity or subjectivity of values. Replaces BUSN 2110. GCP Coding: (ROC) (ETH)

CSIS 1500 Introduction to Business Technologies (3)

Business organizations operate in competitive environments and constantly redefine their business strategies to create competitive advantages. Information technology plays an important role in daily business activities by

supporting and implementing enterprise-wide initiatives and global business strategies. This course will provide a broad overview of the close correlation between business and technology. The course will explore various information technologies and how they fit into business operations as a key enabler to help business success.

STAT 1100 Descriptive Statistics (3)

This course introduces the core concepts of statistics. It covers methods used to describe data (mean, median, standard deviation, etc.) and methods used to present data (graphical displays like histograms, other plots and others). This course covers basic probability rules used in statistics. The students will develop the ability to reason using statistical information. They will acquire the skills to evaluate the many advertising and new reports of statistical studies that are encountered in daily life. GCP Coding: (QL)

OR BUSN 2750 Introduction to Statistics (3)

Studies the logic of empirical research and statistical tools: correlational techniques, chi square, critical ration, “t” test, and analysis of variance. Prerequisite: MATH 1430, or equivalent.

MNGT 4330 International Marketing (3)

The student will be exposed to several aspects of international marketing. These will include the international marketing mix; product, pricing, distribution, and promotion; as well as emerging issues in international trade, such as trading blocs, trade barriers, and standardization/adaptation. Prerequisite: MNGT 3500.

ECON 3720 International Trade and Finance (3)

Students examine the theories, policies, and instruments (e.g., tariffs, quotas, V.E.R.'s) of international trade and consider trade integration. Course content also focuses on the foreign exchange market and balance of payments in international trade. Macropolicies in open economies, such as flexible exchange rates and the nature of world money, are examined. Theories and policies of foreign direct investment are considered. Prerequisites: ECON 2000.

MNGT 4940 Global Competitive Strategies (3)

A capstone course that covers a variety of international business and management practices, procedures, and problems. Employs a case-study method with emphasis on problem-solving techniques in a global perspective. Prerequisite: Completion of other courses in area of emphasis.

ACCREDITATION

Webster University is accredited by
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