

INTERNATIONAL BUSINESS

DEGREE: B.S./M.S.

The bachelor's/master's degree in international business combines specialized training in international business with a strong foundation in a foreign language, quantitative research, finance and accounting, communication, ethics and interpersonal skills. Rapid changes in the global economy and the explosive growth in international trade and investment make it necessary that managers be trained in the following:

- Understanding and managing strategic and functional areas of business,
- Managing cultural differences in the global environment and
- Communicating in foreign languages.

Top executives of international business confirm the need for managers with international business training, especially at the master's level. Graduates of this program will be able to pursue worldwide employment with the following:

- Multinational companies as well as small exporting firms
- International financial institutions
- Government agencies such as U.S. Commerce Department and Ex-Im Bank
- Management consulting firms and export management companies
- Logistics and transportation companies
- Colleges and universities

Students combine theoretical concepts learned in the classroom with practical training gained through fieldwork experiences. Fieldwork options include business internship opportunities with U.S. offices of multinational corporations as well as opportunities to combine work and study abroad. D'Youville admits high school and transfer students directly into the combined B.S./M.S. program in international business and guarantees a place in the class as long as all of the academic requirements are met.

The international business program at D'Youville College has been approved and registered by the New York State Department of Education. Students who successfully complete all requirements specified by the five-year course of study will be awarded B.S. and M.S. degrees in international business at the time of graduation. The program is accredited by the International Assembly of Collegiate Business Education.

The program's first two years are devoted primarily to studying arts, humanities and science to satisfy the general education core requirements of the college's baccalaureate degree and certain prerequisite requirements specified by the program curriculum (such as macroeconomics, microeconomics and four semesters of foreign language). The third year is dedicated to the business core curriculum. Graduate courses in international business begin in the fourth year and contain relevant research, analytical and communications components.

Required international fieldwork begins in the summer session between the fourth and fifth years of study. Fieldwork assignments are arranged on an individual student basis. Assignments may involve developing exporting or importing strategies, performing advertising or marketing research, developing international financing proposals or developing international policies for organizations interested in internationalizing operations. Students have an opportunity to extend fieldwork into the fifth year of study.

INTERNATIONAL BUSINESS ARTICULATION AGREEMENT WITH SENECA COLLEGE, ONTARIO, CANADA

Students who complete the two-year general arts and science or two- and three-years international business diplomas at Seneca College with a G.P.A. of 3.0 or better will be eligible for acceptance into the third year of D'Youville's B.S./M.S. combined international business program. Specific details for each agreement are available in the department of business or the undergraduate admissions office.

STUDENT RESPONSIBILITIES

The international business program is a demanding program in coursework and time commitment. Students enrolled in the program must complete two summer sessions in addition to the ten full semesters of coursework in order to complete the program in five years. Fieldwork assignments, scheduled in the fourth and fifth years of study, may be completed at home or abroad and may require an additional expense for travel and room and board.

ADMISSION REQUIREMENTS

Admission requirements for applicants entering as freshmen are as follows:

1. Combined SAT scores of at least 1,000 (math and verbal) or ACT equivalent
2. A high school average of at least 85 percent
3. High school rank in the upper half of class

Students must also demonstrate successful completion of two years of mathematics. One year of foreign language is recommended, but not mandatory. Although D'Youville does not mandate that letters of recommendation or a letter of intent to study a specific discipline be included with the application, students applying to the international business combined B.S./M.S. program are strongly advised to include these documents with their application.

The admission requirement for transfer students is a minimum G.P.A. of 2.5. Transfer students are also strongly advised to include letters of recommendation and a letter of intent with their application. Students with a G.P.A. of lower than 2.5 may be considered for conditional acceptance on an individual basis. Conditionally accepted students can matriculate after completing four undergraduate or graduate courses, as appropriate, with a grade of B or better.

Applicants holding other baccalaureate degrees at the time of admission are not required to satisfy the college's core curriculum. However, foreign language and economics requirements must be met prior to advancement to the fourth year of study. In addition, it is highly recommended that transfer students gain competence in word processing and other basic computing skills prior to entering the program.

Please note that students are admitted directly into the program and do not have to re-apply for admission to the graduate portion of the program.

ACADEMIC REGULATIONS

The academic regulations listed below must be met by full-time and part-time students.

UNDERGRADUATE ACADEMIC REQUIREMENTS:

To be in good standing during the first three years of the program, students are responsible for the following:

1. They must maintain semester and cumulative averages of 2.5.
2. They must maintain a minimum grade of C in all 100- to 400-level courses required in the major and for all other courses required for the major. Students who fail to obtain a grade of C in a required course for the major at the undergraduate level will not be permitted to enroll in major courses having an IB prefix at the 500 and 600 levels until the course is repeated with a minimum grade of C. If space is available, a course must be repeated with permission of the program faculty the next time it is offered. A course may be repeated only once.
3. Undergraduate program students experiencing academic difficulties may be required to decelerate their progress until an acceptable level of general academic performance is achieved. Permission to decelerate in the program must be obtained from the chair of the department of business.
4. Students at the undergraduate level can be placed on program probation only once. Any academic deficiency beyond the first program academic probation will result in dismissal from the program.

GRADUATE ACADEMIC REQUIREMENTS:

To be in good standing during the fourth and fifth years of the program, the following are required:

1. A student must maintain a minimum semester and cumulative average of at least 3.0.
2. No more than a total of two courses with grades lower than B are applicable to the graduate level. This policy applies to all 500- and 600-level courses. A grade of C- or lower is not applicable to the degree in international business.
3. Students who fail to achieve a minimum grade of C- for any course included in the graduate portion of the program (500- or 600-level courses) will not be permitted to enroll for subsequent semesters of the graduate portion until the course has been successfully repeated with a minimum grade of C. If space is available, the course must be repeated the next time it is offered.

4. Students are required to obtain permission of program faculty prior to registration in fieldwork internships included in the graduate portion of the program. Permission may be denied on the basis of demonstrated weakness or inability to meet the program's academic or professional standards.
5. All fieldwork assignments must be completed with a satisfactory (S) grade. Students receiving an unsatisfactory (U) grade for a fieldwork assignment must receive formal approval of program faculty to repeat the fieldwork experience. A student will not be permitted to repeat an unsatisfactorily completed fieldwork more than once.

ACADEMIC PROBATION

A student will be placed on program academic probation when there is failure to satisfy specific program academic standards or regulations. A student will be placed on academic probation for the two full-time semesters which immediately follow the date of probation. All students on program academic probation must meet the academic standards for their classification (undergraduate/graduate). Failure to meet the academic standards during a probationary period will result in dismissal from the program

Academic deficiencies which result in program probation must be corrected within the two semesters that immediately follow the date of probation.

Students placed on academic probation are not permitted to advance to subsequent semesters of study until the academic deficiency which resulted in the probation status has been remedied. The student will remain on probation for two semesters in which full-time coursework, or its equivalent, is satisfactorily completed.

Students may appeal the decision of dismissal from the international business program to the chair of the department of business. The appeal is initiated with a letter from the student to the department chair that describes the extenuating circumstances that limited academic performance. The department chair then presents the appeal to the business faculty for consideration. If the appeal is accepted, the student will remain on program academic probation for two full-time semesters and must satisfy the criteria of probation.

STUDENT CONDUCT

Students enrolled in the D'Youville College international business program are expected to demonstrate high standards of personal behavior and professional conduct in the academic and fieldwork assignments. Academic dishonesty of any form will not be tolerated by the program faculty. College policy regarding academic dishonesty will be followed with the recommendation that the offender be dismissed from the international business program.

INTERNATIONAL BUSINESS COURSES

Graduate courses (500 and 600 levels) offered by the international business program are listed below. Undergraduate college-core and business-core courses, such as management, law or foreign language, are described in the appropriate sections for each discipline. Graduate courses with the prefix GRA are described in the graduate catalog.

COURSE REQUIREMENTS

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COURSE REQUIREMENTS FOR THE MAJOR:

<i>In the specific area of concentration:</i>	<i>Credits</i>
ACC 211 Principles of Accounting I.....	3
ACC 212 Principles of Accounting II	3
ECO 207 Business Statistics.....	3
LAW 303 Law I.....	3
MGT 304 Communicating in Organizations.....	3
MGT 305 Principles of Management.....	3
MGT 315 Financial Management	3
MGT 411 International Business	3
MKT 304 Introduction to Marketing	3
MGT Electives: Two 300- and 400-Level Management Courses	6
IB 501 Theoretical Concepts in Global Economics.....	3
IB 503 International Economics, Finance and Accounting.....	3
IB 505 International Negotiations and Communications.....	3
IB 506 International Human Resources Management	3
IB 602 Multinational Corporate Finance.....	3
IB 604 International Marketing and Research.....	3
IB 605 Legal Environment in International Business.....	3
IB 607 Global Supply-Chain and Logistics Management.....	3
IB 608 Multinational Strategic Management.....	3
IB 610 Multinational Financial Reporting	3
IB 620 International Business Fieldwork I.....	9
IB 630 International Business Fieldwork II	3
 <i>In other areas required for this major:</i>	
ECO 201 Macroeconomics.....	3
ECO 202 Microeconomics	3
Foreign Language	12
MAT 123 Applied Statistics.....	4
GRA 600 Theory Development.....	3
GRA 601 Research Methodology and Design.....	3
GRA 610 Thesis Seminar	3
or	
GRA 621 Applied Research Methods	
GRA 629 Thesis Advisement	3
OR	
GRA 622 Applied Research Project Seminar	3
 Core requirements.....	57
100- and 400-level requirements	
specified by the program	40
500- and 600-level requirements	
specified by the program	54
TOTAL	151