The importance of multinational firms and the economic interdependence of the world’s economies have increased dramatically in recent years. There is significant interdependence amongst the world’s economies, which is only likely to increase as globalization rolls forward.

At the same time, the business environment within which foreign operations are carried out differs from country to country. Likewise, the conditions and influences of international trade, capital flows, and technology transfers depend on the policies and perceptions of firms and governments.

CAREER PREPARATION

The International Business (IB) program is designed to familiarize students with the current problems and methods of analysis related to the global operations of businesses. The framework includes a focus on the basic tools of analysis of international operations, such as international economic analysis and analysis of socio-cultural differences. Also included are appraisals of the techniques of market penetration abroad, the evaluation of investments abroad, and the selection of financial sources.

The program is based also on a belief that “international business” is not a field detached from functional areas such as marketing, finance, or accounting. Rather, the international dimension builds on general business principles and on expertise in a functional field. Thus, students of international business are required to pursue a primary major in management, marketing, finance, information systems, accounting, or economics and a comajor in international business. It is highly recommended that students considering a career in international business develop fluency in one or more foreign languages.

INTERNATIONAL BUSINESS COMAJOR REQUIREMENTS (12-14 CREDITS)

C50.0004 International Business Management and other
C15.0030 International Financial Management
or
C55.0064 International Marketing Management

Plus two electives chosen from either international business or international nonbusiness, or a combination thereof.

Students comajoring in international business should consult with their adviser in the Office of Academic Advising by the end of their sophomore year to ensure that course distribution requirements are being met and to declare formally the international business comajor. The international business undergraduate faculty adviser is always available to advise on international business course selection or other matters international business students may wish to discuss.

International Business Elective Options (3 or 4 Credits)

C15.0030 International Financial Management (based on selection above)

INTERNATIONAL NONBUSINESS ELECTIVE OPTIONS (4 CREDITS)

C31.031 Economies in Transition
C15.0023 Topics in Emerging Financial Markets
C55.0064 International Marketing Management (based on selection above)
C10.0045 International Accounting and Financial Statement Analysis
C31.0125 Economics and Society in the Third World
C31.0323 Economic Development
C31.0335 International Trade
C31.0336 International Finance
V31.9170 Introduction to Economic Issues: Spain and Europe (offered at NYU in Madrid)

In general, an acceptable international nonbusiness elective is one that examines some significant aspects of culture, society, or politics outside the United States. The following list provides an indication of the types of courses that are acceptable, but many other courses also qualify with approval from the stu-
dent's academic adviser. Please visit the Office of Academic Advising for a list of acceptable courses.

African Studies
Modern South Africa and Ghana
Political Economy of Africa

Anthropology
Anthropology and Latin American Studies
Japanese Business, Society, and Culture
Peoples of the Caribbean: Culture and International Studies
Peoples of Europe: Culture and International Studies
Peoples of India: Culture and International Studies
Peoples of Latin America: Culture and International Studies
Peoples of Southeast Asia: Culture and International Studies
Peoples of Sub-Saharan Africa: Culture and International Studies

Asian/Pacific/American Studies
Asians in the Global Economy: United States and International Perspectives
History of South Asian Diaspora

Art History
Shaping the Urban Environment

East Asian Studies
Belief and Social Life in China
East Asian Politics: China and Japan
Historical Epics of China and Japan
History of East Asia to 1840
History of Modern China Since 1840
History of Modern Japan
International Relations of Asia
Introduction to Civilization of Imperial China
Korean Modernism
Major Themes and World History: Colonialism and Imperialism
Modern China
Modernism and the Formation of National Culture in Japan (1900-1980)
Modern Korea and the Korean Diaspora
Seminar in Chinese History
Seminar: Japan and World War II in Asia
Topics in Asian History
Topics in Chinese History
Vietnam: Its History, Its Culture, and Its Wars
The World of Goods in China

Economics
Comparative Economic Systems
Economic Development
Economics and Society in the Third World
International Trade
Topics in the Global Economy

European Studies
Comparative Politics Seminar: Immigration and Politics in Western Europe
Contemporary France
Euroism
European Community: Political Economy of Contemporary Europe
Government and Politics of the Former Soviet Union
History and Hunger—Ireland and European Empires
History of Modern Ireland
Topics in Irish History: Popular Folk Culture
Western European Politics

Hebrew and Judaic Studies
Civilization and Religions
History of East European Jewry
History of Jews in Poland
Jewish Life in Postwar Germany: 1945-2000
Judaism: From Medieval to Modern Times
The Land of Israel Through the Ages
Modern Jewish History
Zionism and the State of Israel

Hellenic Studies
Greece and Western Europe
Modern Hellenism Since 1821
Seminar on Modern Greek Culture
Transformations of Southern Europe

History
19th-Century France
20th-Century France
Africa Since 1940
Colonial Latin America
Conquest and Origins of Colonialism—Latin America
The Cultural History of Postwar Japan
Culture and Civilization from the Roman Empire
European and World Diplomacy, 1789-1900
Europe Since 1945
French Revolution
Germany Since 1815
History of Brazil
History of Contemporary Latin America
History of Judaism: Emergence of Classical Judaism
History of Modern Ireland, 1845-1922
History of Modern Ireland, 1922 to the Present
Introduction to Pan-Africanism
Japan and World War II in Asia
Modern Africa
Modern Central Asia
Modern Europe
Modern France Since 1815
Modern Greek History

Middle Eastern Studies
Comparative Imperialisms
The Emergence of the Modern Middle East
Europe and the Middle East
Gender, Identity, and Society in the Middle East
History of Judaism
International Politics of the Middle East
Islam and Politics
Islam and the West
Jews in the Islamic World in the Modern Period
Judaism, Christianity, and Islam
The Land of Israel Through the Ages
Literature and Society in the Arab World
Muslim Societies
Politics of the Near and Middle East
Politics and Society in Iran

Pacific Island History and Culture
Seminars: Modernization and Nation-Building in Sub-Saharan Africa
Seminars: Topics in Middle Eastern History
South Asia
Topical Seminars: Latin America
Topics in Early Modern Europe
Topics: Formation of European
Topics: History of Science, Technology, and Medicine in Modern Europe
Topics: Populism in Latin America
Warfare and History—Africa
Women in European History Since 1750

Irish Studies
British and Irish Politics
Contemporary Irish Politics and Society
History of Modern Ireland 1922 to the Present
Seminars in Irish History

Italian Studies
Italy 2000
Topics in Italian Culture

Latin American Studies
Colonialism in Spanish America
History of the Caribbean
History of Colonial Latin America
History of Modern Latin America
Inter-American Relations
Interdisciplinary Perspectives on Power and Society in Latin America
Politics of the Caribbean
Politics of Latin America
Topics: Latin American and Caribbean History

Metropolitan Studies
Cities in a Global Context

Middle Eastern Studies
Comparative Imperialisms
The Emergence of the Modern Middle East
Europe and the Middle East
Gender, Identity, and Society in the Middle East
History of Judaism
International Politics of the Middle East
Islam and Politics
Islam and the West
Jews in the Islamic World in the Modern Period
Judaism, Christianity, and Islam
The Land of Israel Through the Ages
Literature and Society in the Arab World
Muslim Societies
Politics of the Near and Middle East
Politics and Society in Iran
Seminar: Topics in Middle Eastern History
The United States and the Middle East in the 20th Century
What Is Islam?

Politics
Any course in comparative politics
Any course in international politics
People’s Republic of China

Russian and Slavic Studies
Russian Politics and History Since 1917
Russia Today

Spanish and Portuguese Languages and Literatures
Development of Latin American Culture
Introduction to Latin American Culture
Spanish Civilization Past and Present
Topics: Colonialism in Spanish America

NYU in Florence
Any language course in Italian
Acton Seminar: European Union—Policies and Institutions
Contemporary Issues in Economics: Culture of the City: Italian Urban Life
Democracy in Southern and Eastern Europe
European Fascism
European Law
Europe Since 1945: Italy
International Economics: Finance
Introduction to Economic Issues: Europe
Italian Politics
Modern Italy Since 1815
Sociology of Consumerism: Capitalism and the European Marketplace
United States and European Union Relations Since World War II
Women in European Society: The 20th and 21st Centuries

NYU in London
British Politics
City Planning: Social and Economic Aspects of London

International trade is a key driver of global integration. The role of comparative advantage as a determinant of the location of production is examined. Also examined are the reasons for and effects of government policies that create impediments to international trade. The second part of the course surveys the role of money and finance in global economic activity. The role of exchange rates as key variables in global finance is introduced. Also examined is the role of government policies toward the foreign exchange market, including the choice between fixed and floating exchange rates, and the use of exchange controls to create impedi-

Courses

**CORE COURSES**

Economics of Global Business
C30.0011 3 credits. Fall. Prerequisites: V31.0001 and V31.0002 or C30.0001, and junior standing. This course examines the forces driving toward globalization—the integration of national business activities into globally competitive markets.

Contemporary Issues in Economics: England and the European Monetary Union
Contemporary Political Culture of Britain
Development of the Modern European State, 1914 to 1945
East European Government and Politics
England Since 1700
European Integration and the European Union
Europe Since 1945
A History of London
Immigration and Politics in Western Europe
London and Europe’s World Cities
Politics of the Near and Middle East

NYU in Madrid
Any language course in Spanish
Contemporary Issues in Economics: Europe, Business, and the Global Environment
Contemporary Spanish Politics
Culture of Spain: An Anthropological Perspective
European Fascism
Fascism
Islam and Spain: Past and Present
Modern Hispanic Cities
Sociology of Spain
Spain and the European Union: Political and Economic Issues
Spain and Iberoamerica: Cultural and Social Anthropology
Topics in Peninsular Spanish: Family and Society in Spain
Topics in Peninsular Spanish: Food and Culture in Spain

NYU in Paris
Any language course in French
Buildings, Landscapes, and Cities: Paris
France and the European Union
French-African Relations
French-African Relations in the 19th and 20th Centuries
French Youth
New Concepts in European Politics
Paris Monuments and Political Power in the 19th and 20th Centuries
Topics in European History: Democracy in Europe

Topics in French Culture: May ’68 in France
Topics in French Culture: Black Paris

NYU in Prague
Contemporary Issues: Law and Human Rights in Central Europe
The Cultural History of the City in Central Europe
Czech Foreign Policy War
East European Government and Politics: Current Political Developments
European-American Relations in the 21st Century
European Security After the Cold War
Germany and East Central Europe (1871-2000)
History of Nationalism in Central and Eastern Europe
Introduction to Economic Issues: Recent Economic Developments in the Czech Republic
Mass Value Orientations and Political Change in Western and Eastern Europe
Modern History of the Czech Republic
Modern Jewish History
Ownership and Corporate Control in Advanced and Transition Economies
Religion, Culture, and Politics in East Central Europe
Regionalism and Globalism in East European Politics
Topics: Central Europe, NATO, and the European Union
Varieties of Contemporary European Cultures

**Foreign Language Option**

(8 credits)

Any 8 credits (or more) of course work in a single foreign language will count as one of the two electives for an international business comajor. For example, a student choosing this option would also need to choose one additional course from the business or nonbusiness options listed above to satisfy the department core requirements.

Note: Students may also take any 6-credit intensive language course (such as V45.0010, Intensive Elementary French I) to satisfy this requirement.
ments to currency exchanges. The course also introduces the concept of foreign direct investment and discusses the rising importance of multinational corporations.

International Studies Program
C30.0011 3 credits. Spring.
Prerequisites: C30.0011 and junior standing.
The International Studies Program (ISP) builds on the historical and cultural courses of the first two years of undergraduate study and on Economics of Global Business (C30.0011).

Working in teams, students carry out an in-depth study of a company located in a foreign country. This study consists of three parts: (1) a written proposal; (2) research and data collection from secondary sources, augmented by primary research on site in the foreign country during the spring semester break; and (3) preparation of a final report and oral presentation of findings. Teamwork and oral and written presentation skills are an integral part of the ISP. Students develop techniques for structuring and analyzing global business problems, while gaining insights into how national economic and cultural factors impact business.

ADVANCED COURSES
(for juniors and seniors only)

International Business Management
C50.0004 3 credits. Fall and spring.
Prerequisites: C30.0011, C50.0001, C55.0001, and junior standing.
This course focuses on the "strategic" and "organizational" challenges facing the multinational firm. The types of questions that we address are, What differentiates a global from a domestic industry? How do/should a multinational operate in these different environments? What are the sources of competitive advantage in a global context? How does a multinational company (MNC) play the global chess game? Why and when do/should companies engage in cross-border strategic alliances? What are the associated risks and how to guard against them? What potential roles can foreign subsidiaries play in an MNC’s global strategy? What organizational structural alternatives are available to multinational companies? How do companies ensure coordination between the center and the subsidiaries and among subsidiaries? How do/should multinational companies manage knowledge and innovations? What do/should companies do about the multicultural environment in which they operate?

International Financial Management
C15.0030 3 credits. Fall and spring.
Prerequisites: C15.0002 and C30.0011.
Examines the operation of international currency exchange and capital markets and applies financial management principles to the financial decisions of multinational corporations. Addresses such topics as exchange rate forecasting, hedging of exchange and political risk, and financing and capital budgeting by multinational corporations. Readings and case studies are employed.

Economies in Transition
C31.0031 3 credits.
Prerequisites: V31.0001, V31.0002, and sophomore standing.
The collapse of communism in the former Soviet Union has led to the establishment of independent republics seeking to replace their failed planned economies with market economies. The difficulties of the transition follow directly from the discredited planned economy. This course provides the framework for understanding the transition by providing a basic knowledge of the administrative-command mechanism identified with central planning. Against this background, the economics of transition—including issues of privatization, demonopolization, and macroeconomic stability, as well as the appropriate speed of transition—are fully explored. Also included are the economies in transition of Eastern European countries, where similar attempts to create market economies to replace former planned economies are taking place.

Topics in Emerging Financial Markets
C15.0023 3 credits. Fall or spring.
Prerequisites: C15.0007 and senior standing.
The perspective in this course is that of an investment manager who may be responsible for investment portfolios at a bank, an insurance company, a pension or endowment fund, a personal trust, or a mutual fund. Emerging financial markets around the world are examined. Problems considered include political risk, currency risk, excess speculation or market manipulation, differing accounting rules and standards, and performance measure comparison standards. Financial investments considered range from stocks to bonds to derivatives to real estate. Class discussion and reading focus on both the theoretical background and the practical knowledge necessary to deal effectively with the risks and opportunities that are a part of emerging financial markets.

International Marketing Management
C55.0064 3 credits. Fall and spring.
Prerequisites: C55.0001, C30.0011.
Examines the specific issues involved in entering overseas markets and in conducting marketing operations on an international scale. Attention is focused on problems such as identifying and evaluating opportunities in overseas markets, developing and adapting market strategies in relation to specific national market needs and constraints, and coordinating global marketing and branding strategies. Emphasis is on strategic issues relating to international or multinational operations rather than on technical aspects of exporting and importing.

Independent Study in International Business
Fall and spring.
Prerequisite: permission of the undergraduate faculty adviser.