The importance of multinational firms and the economic interdependence of the world’s economies have increased dramatically in recent years. As a result, international commerce is no longer simply a matter of export and import trade but also includes international money and capital movements, foreign production by local firms, and international transfers of technology and management skills.

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 program is designed to familiarize students with the current problems and methods of analysis related to the global operations of businesses. This framework includes a focus on the basic tools of analysis of international operations, such as international economic analysis and analysis of sociocultural 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 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 minor 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 POINTS)**

- C45.0004 International Business Management and either
  - C45.0030 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 Undergraduate Advising and Students Services by the end of their sophomore year to ensure that course distribution requirements are being met and to declare formally the international business major. The international business undergraduate program coordinator 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 points)**

- C45.0030 International Financial Management (based on selection above)
- C45.0031 Economics 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)

For more information, please contact:

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Henry Kaufman Management Center, Room 7-70
44 West Fourth Street
New York, NY 10012-1126
212-998-0424

**V. Srivatsan, Undergraduate Program Coordinator**
Henry Kaufman Management Center, Room 9-90
212-998-0422
International Nonbusiness Elective Options (4 points)

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 type of courses that are acceptable, but many other courses also qualify with approval from the student’s academic adviser. Please visit the Office of Academic Advising for a list of acceptable courses.

Africana Studies
Modern South Africa and Ghana
Political Economy of Africa

Anthropology
Japanese Business, Society, and Culture
Peoples of Sub-Saharan Africa: Culture and International Studies
Peoples of the Caribbean: Culture and International Studies
Peoples of Latin America: Culture and International Studies
Peoples of India: Culture and International Studies
Peoples of Southeast Asia: Culture and International Studies
Peoples of Europe: Culture and International Studies
Anthropology and Latin American 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
Major Themes and World History: Colonialism and Imperialism
History of East Asia to 1840
History of Modern China Since 1840
Topics in Asian History
Belief and Social Life in China
Modern China
History of Modern Japan
The World of Goods in China
Topics in Chinese History
Seminar in Chinese History
East Asian Politics: China and Japan
Korean Modernism
Seminar: Japan and World War II in Asia
Introduction to Civilization of Imperial China
Historical Epics of China and Japan
Modernism and the Formation of National Culture in Japan (1900-1980)

Modern Korea and the Korean Diaspora
Vietnam: Its History, Its Culture, and Its Wars
International Relations of Asia

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

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

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

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

History
Modern Europe
Introduction to Pan-Africanism
South Asia
History of Judaism: Emergence of Classical Judaism
French Revolution
Europe Since 1945
Topics: History of Science, Technology, and Medicine in Modern Europe
Modern Greek History
Germany Since 1815

Modern France Since 1815
History of Modern Ireland, 1845-1922
History of Modern Ireland, 1922 to the Present
European and World Diplomacy, 1789-1900
Women in European History Since 1750
Topics in Early Modern Europe
Topics: Formation of European Culture and Civilization from the Roman Empire
19th-Century France
20th-Century France
Seminar: Topics in Middle Eastern History
Africa Since 1940
Warfare and History—Africa
Modern Africa
Seminar: Modernization and Nation-Building in Sub-Saharan Africa
Modern Central Asia
Japan and World War II in Asia
The Cultural History of Postwar Japan
Colonial Latin America
History of Contemporary Latin America
Topics: Populism in Latin America
History of Brazil
Conquest and Origins of Colonialism—Latin America
Topical Seminar: Latin America
Pacific Island History and Culture

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

Italian Studies
Italy 2000
Topics in Italian Culture

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

Metropolitan Studies
Cities in a Global Context
Middle Eastern Studies
The Land of Israel Through the Ages
Jews in the Islamic World in the Modern Period
Islam and Politics
The United States and the Middle East in the 20th Century
History of Judaism
Seminar: Topics in Middle Eastern History
Europe and the Middle East
The Emergence of the Modern Middle East
What Is Islam?
Muslim Societies
Islam and the West
Literature and Society in the Arab World
Comparative Imperialisms
Gender, Identity, and Society in the Middle East
Politics of the Near and Middle East
International Politics of the Middle East
Politics and Society in Iran
Judaism, Christianity, and 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
Spanish Civilization Past and Present
Introduction to Latin American Culture
Development of Latin American Culture
Topics: Colonialism in Spanish America

NYU in Florence
Any language course in Italian
Contemporary Issues in Economics: Europe
Introduction to Economic Issues: Europe
International Economics: Finance
Acton Seminar: European Union—Policies and Institutions
Italian Politics
Democratic Transitions in Southern and Eastern Europe
United States and European Union Relations Since World War II
European Law

Europe Since 1945: Italy
Modern Italy Since 1815
European Fascism
Sociology of Consumerism: Capitalism and the European Marketplace
Women in European Society: The 20th and 21st Centuries
Culture of the City: Italian Urban Life

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

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

NYU in Prague
Any language course in Czech
Regionalism and Globalism in East European Politics
Czech Foreign Policy War
Topics: Central Europe, NATO, and the European Union
The Cultural History of the City in Central Europe
Modern History of the Czech Republic
History of Nationalism in Central and Eastern Europe
Modern Jewish History
Religion, Culture, and Politics in East Central Europe
Contemporary Issues: Law and Human Rights in Central Europe

Foreign Language Option (8 points)
Any 8 points (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 non-business options listed above to satisfy the department core requirements.

Note: Students may also take any 6-point intensive language course (such as A45.0010, Intensive Elementary French I) to satisfy this requirement.
Courses

**CORE COURSES**

Global Business Environment
C45.0011 3 points.
Prerequisites: V31.0001, V31.0002, V53.00XX, and junior standing.
A survey of key elements of the environment affecting international business, including economic, financial, political, legal, technological, social, and cultural influences on global business. Analyzes international trade, investment, and other forces that are driving toward global integration as well as those that drive toward diversity between countries, regions, cultures, and organizations. Examines the role of multinational institutions. Explores the impact of advances in communications and transportation technology on global business, including the effects of exposure to other cultures through travel and mass media.

International Study Project
C45.0100 3 points.
Prerequisites: C45.0011 and junior standing.
The International Study Project (ISP) builds on the historical and cultural courses of the first two years of undergraduate study and on Global Business Environment (C45.0011). 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 as well as written and oral 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
C45.0004 3 points. Fall and spring.
Prerequisites: C45.0011, C50.0001, C55.0001, and junior standing.
Analyzes problems, policies, and operations of multinational corporations, including strategic planning, organization structure, governmental regulations, political risk management, staffing, and communications. Readings, cases, and simulated negotiations are used.

International Financial Management
C45.0030 3 points. Fall and spring.
Prerequisites: C15.0002 and C45.0011.
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
C45.0031 3 points.
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 points. 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 points. Fall and spring.
Prerequisites: C55.0001 and C45.0011.
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 strategies in world markets. 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 program coordinator.