

Darla Moore School of Business

International Business

University of South Carolina

Course Guide

Providing challenging and innovative curriculum that prepares students for the globalized business world.



UNIVERSITY OF
SOUTH CAROLINA
Darla Moore School of Business

Carolina Core

The Carolina Core consists of the following categories:

Category	Credits Required
Effective, Engaged, and Persuasive Communication: Written Component	6
Analytical Reasoning and Problem Solving	6-8
Scientific Literacy	7
Global Citizenship and Multicultural Understanding/ Foreign Language	15
Global Citizenship and Multicultural Understanding: Historical Thinking	3
Global Citizenship and Multicultural Understanding: Social Sciences	3
Aesthetic and Interpretive Understanding	3
Effective and Engaged Persuasive Communication	3

The Carolina Core offers students an innovative and exciting way to tailor the general education program to serve as a catalyst for the development of global mindsets.

Courses Recommended by the International Business Department

Effective, Engaged, and Persuasive Communication: Written Component

ENGL 101- Critical Reading and Composition

Credits: 3
Instruction in strategies for critically reading and analyzing literature and non-literary texts; structured, sustained practice in composing expository and analytical essays.

ENGL 102 - Rhetoric and Composition

Credits: 3
Instruction and intensive practice in researching, analyzing, and composing written arguments about academic and public issues

Analytical Reasoning and Problem Solving

MATH 122- Calculus for Business Administration and Social Sciences

Credits: 3
Derivatives and integrals of elementary algebraic, exponential, and logarithmic functions. Maxima, minima, rate of change, motion, work, area under a curve, and volume.

MATH 170- Finite Mathematics

Credits: 3
Elementary matrix theory; systems of linear equations; permutations and combinations; probability and Markov

chains; linear programming and game theory

PHIL 110- Introduction to Logic I

Credits: 3
The nature of arguments; fallacies, criteria, and techniques of valid deductive inference; applications.

Scientific Literacy

GEOL 110- Cultural Geology

Credits: 3
The growth of geological concepts, scientific and non-scientific. The impact of geological factors on human affairs. The role of time and evolution (biological and physical). Restricted to non-science majors.

BIOL 208 - Our Hungry World from Malthus to McDonalds.

Credits: 3
Scientific and social issues concerning the interrelationship of culture and agricultural biotic diversity and technology, climate change, resources management, food security, and human health.

Chemistry and Modern Society I

Credits: 4
A conceptual and qualitative approach to chemistry, its evolution, achievements, and goals and its impact on technology, the environment, and modern

life and thought. (Specifically designed for non-science majors.)

Global Citizenship and Multicultural Understanding/Foreign Language

International Business majors minor in a foreign language.

Global Citizenship and Multicultural Understanding: Historical Thinking

GERM 280-German Culture and Civilization
Credits: 3

Survey of German cultural history from the Middle Ages to the present. Taught in English.

HIST 101-European Civilization from Ancient Times to the Mid-17th Century

Credits: 3
The rise and development of European civilization from its Mediterranean origins through the Renaissance and Reformation.

HIST 102-European Civilization from the Mid-17th Century

Credits: 3
European development and expansion from the mid-17th century to the present.

HIST 104-Introduction to the Civilization of the Islamic Middle East

Credits: 3

An analysis which treats the major cultural elements of traditional Islamic civilization and then concentrates upon the reactions of the Arabs, Turks, and Iranians to the problems of adjusting to the modern world.

HIST 105-Introduction to East Asian Civilization

Credits: 3

The evolution of social, political, and cultural patterns in East Asia, with emphasis on the development of philosophical, religious, and political institutions and their relationship to literary and artistic forms in China and Japan.

HIST 106-Introduction to African History

Credits: 3

An examination of several traditional sub-Saharan African societies and of their political and economic transformation in the modern, colonial, and post-independence periods.

HIST 109-Introduction to Latin American Civilization

Credits: 3

A discussion of the political, cultural, and economic forces which have conditioned the development of institutions and ideas in Spanish and Portuguese America.

Global Citizenship and Multicultural Understanding: Social Sciences

AFAM 201-Introduction to African American Studies: Social and Historical Foundations

Credits: 3

Introduction to the key debates, figures, and concepts that are fundamental to the interdisciplinary study of the historical, political, and social development of black life in America.

ANTH 102-Understanding Other Cultures

Credits: 3

An exploration and comparison of selected contemporary cultures, including their languages. An introduction to the concepts, methods, and data of socio-cultural anthropology and anthropological linguistics.

ANTH 210-The Human Life Cycle in Different Cultures

Credits: 3

Childhood, maturity, old age, and gender socialization within the family.

ANTH 211-Learning Across Cultures

Credits: 3

Classroom ethnography, bilingualism, cultural minorities, communication across cultural boundaries. Films, videotapes, and fieldwork in classroom settings.

HRTM 280-Foundations of Tourism

Credits: 3

Basic introduction to the social science of tourism in the US and the world, including definitional issues, motivations for travel, factors influencing demand-side and supply-side growth, the tourism product, market segmentation and marketing, socioeconomic, and ecological impacts, and destination life cycle dynamics.

GEOG 121-Lands and People of the World

Credits: 3

Introduction to the physical and human geography of the

world with a focus on select regions.

GEOG 210-Peoples, Places, and Environments

Credits: 3

Basic principles of human geography.

GEOG 223-Geography of Latin America

Credits: 3

Physical and human geography of Latin America.

GEOG 225-Geography of Europe

Credits: 3

Physical and human geography of Europe.

GEOG 226-Geography of the Middle East

Credits: 3

Physical and human geography of Middle East.

GEOG 228-Geography of Sub-Saharan Africa

Credits: 3

Physical and human geography of Sub-Saharan Africa.

POLI 101-Introduction to Global Politics

Credits: 3

Principal forces and factors influencing world affairs, with emphasis on the role of the United States: resources, food, arms control, human rights, the environment, and rich and poor countries.

Aesthetic and Interpretive Understanding

CPLT 270-World Literature

Credits: 3

Selected masterpieces of world literature from antiquity to the present.

ENGL 283-Themes in British Writing

Credits: 3

Reading a variety of British texts that exemplify persistent themes of British culture.

FILM 180-Film Culture

Credits: 3

How the film industry developed and the impact the movies have had on global popular culture. Does not count toward the film studies major.

FREN 290-French Literature in Translation

Credits: 3

Readings and discussion in English, with consideration of the cultural context.

GERM 290-Germanic Mythology

Credits: 3

Survey of Germanic mythological and heroic texts from Scandinavia, Germany, and England. History and culture

of Germanic tribes, especially the Vikings. The function of myth in society.

RUSS 280-Introduction to Russian Civilization

Credits: 3

A multimedia introduction to Russian culture from its beginnings to the present. No knowledge of Russian required.

SPAN 220-Selected Works of Hispanic Literature in English Translation

Credits: 3

Selected major works, especially contemporary works, in all genres of Hispanic literature in English translation.

Effective and Engaged Persuasive Communication


SPCH 140-Public Communication

Credits: 3

Introduction to theory and



Business Core



MGSC 290- Computer Information Systems in Business

Credits: 3

An introduction to the effective use of information systems tools in day-to-day business communications, analysis, and decision making.

MGSC 291- Statistics for Business and Economics

Credits: 3

Descriptive statistics, topics in probability, statistical inference and modeling. Emphasis on the collection, summarization, analysis, and reporting of numerical findings relevant to business decisions and economic analysis.

ACCT 225- Introduction to Financial Accounting

Credits: 3

User-oriented approach to the study of financial accounting and reporting topics related to business decisions.

ACCT 226 - Introduction to Managerial Accounting

Credits: 3

User-oriented approach to the study of managerial accounting topics related to business decisions.

ECON 221 - Principles of Microeconomics

Credits: 3

Microeconomic analysis: theory of the firm, cost and output determination, market pricing, theory of consumer and income distribution.

ECON 222 - Principles of Macroeconomics

Credits: 3

Macroeconomic analysis: basic definitions and concepts, mechanics of pricing and the fundamentals of American capitalism, national income economics, income and employment theory, monetary and fiscal policy, and international economics.

MGMT 250 - Professional Communication

Credits: 3

Theory and practice of oral and written communication skills required in the contemporary business environment.

BADM 301 - Business Careers in the Global Economy

Credits: 3

Course outlines job search essentials for business careers in a global economy. Business networking, interviewing, and career planning with an international focus will be covered.

ACCT 324 - Survey of Commercial Law

Credits: 3

Basic legal concepts and the judicial system, with emphasis on business law.

MGSC 395 - Operations Management

Management of activities/resources that result in the production of competitive goods and services in the global market place. Integrates cross-functional concepts from marketing, finance, and management.

FINA 363 - Introduction to Finance

Credits: 3

Basic concepts of finance related to decision making.

MGMT 371 - Principles of Management

Credits: 3

A comprehensive survey of the basic principles of management applicable to all forms of business. The course provides the student with a basis for thinking about complex business situations in the framework of analysis of the management process.

MKTG 350 - Principles of Marketing

Credits: 3

Principles and concepts underlying marketing functions, including the conception, pricing, promotion, and distribution of products and services and the role of marketing in society.

MGMT 478 - Strategic Management

Credits: 3

A study of the formulation and application of functionally integrated business policy by top management. Emphasis is on decision making in the face of changing conditions.

The Business Core curriculum provides a solid foundation by equipping students with the basics for success in advanced business courses.

International Business Core

Functional international business elective

A course which provides the international dimension of a course in an existing business discipline, such as economics, finance or marketing.

ECON 503- International Trade Economics (prereq: ECON 321)

Credits: 3

Theory of international specialization, commercial policy, customs unions, and the effects of trade liberalization and protectionism; economic growth and multinational enterprises.

ECON 504- International Monetary Economics

Credits: 3

Exchange rate and balance of payments determination; purchasing-power parity; optimum currency areas, absorption, elasticity, monetary approaches, spot- and forward-exchange markets.

ECON 505- International Development Economics

Economic theories of growth in developing countries. Use of factor resources; role of social and economic institutions; use of financial trade policies for growth.

IBUS 401- International Financial Management

Credits: 3

The financial management of a multinational business enterprise.

IBUS 402- International Marketing

Credits: 3

Cultural, legal, political, and economic factors affecting international marketing of products and services. Emphasis on differences in lifestyles, beliefs, attitudes, etc., and their influences upon marketing decisions.

MGMT 406- International Human Resources

Credits: 3

This course examines how human resources are managed within a global context. It examines how human resources are managed within global firms as well as across different cultural settings.

Thematic international business elective

A course which considers an international business activity such as market entry, global strategic planning or export-import from a multi-disciplinary perspective.

IBUS 422- Foreign Market Entry and Growth

Credits: 3

International market selection, global market entry, and growth and regional expansion strategies. Topics covered through readings, case studies, and an international marketing simulation game.

IBUS 423- Cross-Cultural Behavior and Negotiations

Credits: 3

Understanding of cross-cultural differences and their effects on individual behavior and business practices in organizations.

IBUS 424- Exporting and Importing

Credits: 3

The conduct of international trade, including terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, support services, and trade facilitation.

IBUS 425- Competitive Strategies in Developing Countries

Credits: 3

Strategies multinational companies use to compete in developing countries. Topics include management of political risk, impact of culture, and corporate responsibility and ethics.

IBUS 426- Global Competitive Analysis

Credits: 3

The course examines how to leverage the competitive advantage of the firm to another country, access comparative advantages of another location, and link these two to create cross-country advantages.

IBUS 427- Global Stakeholder Management

Credits: 3

Survey of the managerial, political, economic, sociological and psychological foundations of global stakeholder management and engagement through extant theory and case study examples of successful and failed stakeholder management strategies in various industries and multiple countries.

business elective

A course which develops an understanding of the cultural, geographic, political and economic factors of a particular region as they relate to the conduct of business in that region.

IBUS 441- Business in Latin America

Credits: 3

Discussion of the contemporary business environment of and business practices in the countries of Latin America.

IBUS 442- Business in Asia

Credits: 3

Discussion of business environments and business practices in countries in Asia.

IBUS 443- Business in Europe

Credits: 3

Discussion of business environments and business practices in the countries from Western, Central, and Eastern Europe and Russia.

IBUS 444- Business in Africa

Credits: 3

Discussion of business environments and business practices in the countries of Africa.

IBUS 490- Specialized Study in International Business (alternative regional courses may be offered)

Topics in international business. Reading and research on selected topics in the practices in the international business environment. Course content varies and will be announced in the schedule of courses by suffix and title.

Regional international

The International Business Major requires students to take an introductory course as well as at least one course from the Functional, Thematic, and Regional categories. A fifth course is required and may be chosen from either the Functional or Thematic categories.



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