

## GLOBAL BUSINESS

Global business is offered as a second major program of study only. This second major combines global business courses with language training and a study abroad experience to qualify students for management positions in the diverse, multicultural, and global environment they will encounter in the future. A second major in global business serves as a competence and skill amplifier for business students, complimenting their primary business major (i.e., accounting, business administration, finance, management, marketing, and management information systems). Students with this second major distinguish themselves in ways that they develop functional competencies from their primary business major and are prepared to lead and perform in multicultural and global business contexts through their second major. The global business major enhances students' ability to operate in global business environments, appreciation for different cultures, and business knowledge pertaining to international arenas.

### Background Information

The Association to Advance Collegiate Schools of Business (AACSB International) accredits the undergraduate and graduate programs in the College of Business at North Dakota State University. Our College of Business is one of only two AACSB-accredited schools of business in North Dakota.

AACSB International is one of higher education's most prestigious and rigorous accrediting bodies, emphasizing a commitment to continuous improvement, innovation, engagement, and impact in business education. Less than 10 percent of business programs worldwide have this accreditation, highlighting the academic excellence of our College of Business at NDSU.

### The Program

Global business is a second major, which may only be added to a primary major from the College of Business (i.e., accounting, business administration, finance, management, marketing, or management information systems). The curriculum of this major is designed to prepare students to survive and thrive in today's global and multicultural work environment. This is achieved through global learning, both in the domestic classroom and through study abroad opportunities around the world. The focus is to help develop more globally minded students who can communicate effectively across cultures, who are more open to diversity, who become more inter-culturally proficient, and who are aware of business issues in the international arena. The global business second major requires students to have at least 3 credits of study abroad and 2nd-year language proficiency in addition to a group of internationally oriented business electives. To complete the program requirements of global business as a second major, students need to complete the requirements of both the global business major and their primary business major.

### Admission to the Professional Program

Students who wish to study global business at NDSU enroll as pre-professional students of their primary major in the College of Business for the first semester of their freshman year. Admission to the professional program requires the successful completion of the pre-professional course requirements (ENGL 120, COMM 110, MATH 144, ECON 201 or 202, and PSYC 111 or SOC 110) and a minimum cumulative grade point average (GPA) of 2.5, and declare

global business as their second major. Transfer students may also be eligible for immediate admission in the professional program. Contact a College of Business professional advisor for more information. Once enrolled in the Business Professional Program, students are assessed a differential tuition rate. This differential tuition helps cover additional expenses associated with the professional program(s).

### The Faculty

To provide a rigorous and relevant educational experience to our students, faculty in our program are highly qualified to teach in their respective areas of expertise. Our faculty have been recognized for their teaching excellence by their students and colleagues and for their outstanding research by their peers. They employ a wide variety of instructional techniques and embed both classical and cutting-edge knowledge into their classes. They remain current in their fields by actively engaging in research and/or with firms and business professionals regarding their business practice, challenges, and issues.

### The Practicum

Students are encouraged to complete practicum experiences, ideally at the end of sophomore and junior years. The practicum is designed to enable our students to connect business concepts learned in the classroom with live business situations and to broaden their horizons beyond the classroom setting. The practicum also gives students a competitive edge in job placement.

### Career Opportunities

Graduates with a second major in global business in addition to their primary business major (i.e., accounting, business administration, finance, management, marketing, or management information systems) have career opportunities in business, industry, government service, and the non-profit sector, both regionally and globally. Initial employment opportunities are likely tied to their primary business major with global business competencies serving as their distinctive career enhancer.

### The College

In addition to global business major, the College of Business offers undergraduate majors in accounting, business administration, finance, management, marketing, and management information systems. The College of Business also offers five graduate programs including Master of Business Administration, Master of Accountancy, Master of Managerial Logistics, Master of Transportation and Urban Systems, and Doctorate in Transportation and Logistics.

### High School Preparation

It is recommended that high school students interested in studying global business at the university level take mathematics courses at least through pre-calculus. High school electives in the social sciences, communication, and English also would be of benefit. Students who have satisfactorily completed Advanced Placement courses in calculus, economics, English, communication, and psychology or sociology may directly apply for admission to the professional program. Please speak with a professional advisor for more information.

## Global Business Second Major Requirements

### I. PRIMARY MAJOR REQUIREMENT

Global business is offered as a second major only. Students may pursue global business after declaring and being admitted into one of the College of Business' primary professional programs of Accounting, Business Administration, Finance, Management, Management Information Systems, or Marketing (see admission requirements for *all* College of Business majors).

### II. CORE REQUIREMENT

| Code   | Title   | Credits      |
|--|---|--------------|
| <b>I. Core Requirement</b>                     |   |              |
| FIN 320  | Principles of Finance   | 3            |
| MGMT 320                                       | Foundations of Management                                       | 3            |
| MRKT 320                                       | Foundations of Marketing  | 3            |
| MIS 320  | Management Information Systems                                  | 3            |
| BUSN 430                                       | Legal and Social Environment of Business                        | 3            |
| BUSN 340                                       | International Business  | 3            |
| BUSN 341                                       | Global Business Environment (or an approved alternate course) * | 3            |
| BUSN 489                                       | Strategic Management  | 4            |
| <i>Complete 3 courses from the following:</i>  |   | 9            |
| MRKT 372                                       | Global Retailing  |              |
| MGMT 440                                       | International Management  |              |
| FIN 440  | International Finance   |              |
| MRKT 440                                       | International Marketing   |              |
| BUSN 440                                       | International Business Law                                      |              |
| AGEC 371                                       | Export Management   |              |
| <b>II. Language Proficiency Requirement **</b> |   | <b>3-14</b>  |
| <b>III. Study Abroad Requirement ***</b>       |   | <b>3</b>     |
| <b>Total Credits</b>                           |   | <b>40-51</b> |

\* The intent of BUSN 341 is to ensure that students participate in a study abroad experience that includes an academic component related to the country where the study abroad takes place. In addition to BUSN 341 (business environment, institutions, history, and cultures of the European Union), BUSN 394: Individual Study (business environment, institutions, history, and culture of China) may also fulfill this requirement. Univ 492 (Study Abroad), NDSU Study Tour (Prefix 379) courses from across campus (faculty directed experience or field study in a foreign country) or other study abroad transfer courses approved by the department chair may also fulfill this requirement.

\*\* A second year language proficiency at the college-level is required. Completion of any 300 or 400 level language course with a grade of B or higher will also fulfill this requirement. For non-native English speakers, completion of any 300 or 400 level ENGL course (this includes ENGL 320) with a grade of B or higher will fulfill this requirement.

Second Year Language Proficiency includes:

(Prefix) 101: First Year Language I                      (Prefix) 201: Second Year Language I

(Prefix) 102: First Year Language II                      (Prefix) 202: Second Year Language II

\*\*\* International students who are enrolled at NDSU will not be required to complete a study abroad experience. Instead, students must complete one of the following North American history courses: HIST 382, 421, 422, 423, 424, 425, 429, 431, 434, 436, 437, or 476. This history course will substitute for the BUSN 341 "European Business Environment or equivalent study abroad course".

Note: *Pre-Business Core Suggestions:* While not required, students are encouraged to take either ANTH 111 (Introduction to Anthropology) or COMM 216 (Intercultural Communication) as a general education cultural diversity requirement option. Students will also benefit from taking GEOG 161 (World Regional Geography) as an elective.

View NDSU equivalencies of transfer courses at: [www.ndsu.edu/transfer/equivalencies](http://www.ndsu.edu/transfer/equivalencies)

### For Further Information

**MAILING ADDRESS:** College of Business | NDSU Dept 2400 | PO Box 6050 | Fargo, ND 58108-6050

**DEPT LOCATION:** Richard H. Barry Hall

**DEPT PHONE:** (701) 231-8651

**DEPT WEBSITE:** [www.ndsu.edu/business/mm/](http://www.ndsu.edu/business/mm/)