International Business
The University of Akron

The US Chamber of Commerce notes that the acceleration of the digital world will also have a substantial impact on international business by allowing more companies, including smaller ones, to compete in the global economy.

**Why Double Major in International Business?**

- Business today is more global than ever.

- A better understanding of the **global business environment** when added to your major in Supply Chain Operations Management, Marketing or Financial Management can set you apart.

- According to the **World Trade Organization**, global trade expanded by over 10% in 2021 and is forecast to rise another 4.7% in 2022.

- The **United States exported 5% more** total goods in 2021 than in 2019.

- While all areas of the global economy have been impacted by the pandemic, the **global supply chain** has had the most challenges. This has led to a renewed focus on modernizing our ports and reducing tariffs through a proliferation of **new trade agreements**. This is expected to **further accelerate global growth**.

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**Logan Dusseau**
International Business
Outstanding Senior 2021

“I had a great experience studying International Business at The University of Akron, where I was President of the International Business Association, studied abroad twice and held three internships, focusing on different areas of Global Business including business analytics, global sourcing and procurement. One of these was through the Ohio Export Internship Program.”
NEW INTERNATIONAL BUSINESS CURRICULUM OVERVIEW

Including required Second Major
Total Credits 127-137 depending on major selected

Note: This compares favorably with the typical single major which requires 120 credits

GENERAL EDUCATION (34-36 CREDITS)

COLLEGE OF BUSINESS CORE (39 CREDITS) – INCLUDES BUSINESS COMMUNICATION AND MACROECONOMICS

REQUIRED INTERNATIONAL BUSINESS CORE (15-18 CREDITS)

SELECTED SECOND MAJOR:

Supply Chain Operations Management (27 credits)

Marketing (34 credits)

Financial Management (30 - 33 credits)

Are you ready to do great things? Let’s get down to business.

For more information, visit uakron.edu/business/undergraduate or contact us at business@uakron.edu or 330-972-7042.

APPLY TODAY! uakron.edu/admissions
REQUIRED INTERNATIONAL BUSINESS CORE (15-18 CREDITS)

6800:421 Foreign Market Entry (3 Credits)
Prerequisites: Must have been admitted to a major in a four-year degree granting college and 6800:305. A study of the business processes and procedures associated with successful foreign market entry. International Business practices around the world related to successful and unsuccessful entry are compared and contrasted. Letters of Credit, Import/Export Documentation and Global Shipping Standards are examined.

3250:461 Principles of International Economics (3 Credits)
Prerequisites: [3250:200 and 3250:201] or 3250:244, or permission of the Economics department. International trade and foreign exchange, policies of free and controlled trade, international monetary problems.

6200:408 International Financial Reporting & Analysis (3 Credits)
Prerequisites: Admission to a major in the College of Business, a grade of not less than a "C" in 6200:201 and 6200:202, and [an international business major (6800) or 6200:321]. Covers international accounting standards, analysis of foreign financial statements, international tax issues, accounting for foreign currency, transfer pricing and international auditing standards.

6400:437 International Business Finance (3 Credits)
Prerequisites: Admission to a major in a four-year degree granting college, and [6400:300 or 6400:301]. Theory and practice of financial wealth maximization in the international business enterprise.

6500:457 International Management (3 Credits)
Prerequisites: Must be admitted to a major in a 4-year degree granting college; upper level standing and 6500:301 or equivalent. Management practices and techniques of international business organizations. Focus on structure and processes of resource allocation, design and technology, and the impact of culture.

6400:323 International Business Law (3 Credits)
The law and international commercial transactions. Among the subjects covered are sovereignty; treaties; agreements; antitrust practices; property rights; international arbitration.

International Business Experiential Learning – Select one of the following:

6800:406 International Business Study Abroad (0-3 Credits)
Prerequisite: Must have been admitted to a major in a four-year degree granting college. Approved travel to a foreign country with assignments prior, during and post study abroad.

Examples: Students may earn 0-3 credits depending in the program selected
a) Students who study abroad through a UA Faculty Led Short term program like Modern Languages' trip to Spain, and earning academic credit through UA for Spanish courses.
b) Students who go to study abroad through a full semester or year programs at one of our affiliated programs https://www.uakron.edu/education-abroad/

OR

6800:492 Internship in International Business (3 Credits)
Prerequisite: Must have been admitted to a major in a four-year degree granting college. Permission of department chair. On-the-job experience with public or private sector organizations in the field of marketing. On-the-job learning objectives are established by the sponsoring organization and approved by the department chair. Field experiences are augmented by a weekly diary and a term paper, which are supervised and evaluated by the department chair.

OR

6800:498 International Business Experiential Learning (3 Credits)
Prerequisite: Must have been admitted to a major in a four-year degree granting college, and be Junior academic level.

Students are required to select a second major, preferably in one of the following three areas:

- Supply Chain Operations Management (27 credits)
- Marketing (34 credits)
- Financial Management (30 - 33 credits)

Alternatively, a second major in the following areas is also acceptable. Please check with College of Business Advising for course requirements.

- Human Resource Management (24 - 30 credits)
- Accounting (36 credits)
- Business Data Analytics (33 - 34 credits)
### SELECTED SECOND MAJOR

Students are required to select a second major, preferably in one of the following three areas:

<table>
<thead>
<tr>
<th>Supply Chain Operations Management (27 Credits)</th>
<th>Marketing (34 credits)</th>
<th>Financial Management (30-33 Credits)</th>
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<tbody>
<tr>
<td>6500:333 Supply Chain &amp; Operations Analysis (Fall Only)</td>
<td>6600:336 Marketing Research Laboratory (1 Credit)</td>
<td>6400:343 Investments</td>
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<tr>
<td>6500:476 Supply Chain Sourcing</td>
<td>6600:434 Digital Marketing</td>
<td>6400:473 Financial Statement Analysis</td>
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<tr>
<td><strong>Supply Chain Elective:</strong> 1 course from 6500:324 (fall), 325 (spring), 341, 350, 459, 471 or 6600:475</td>
<td>6600:440 Brand Management</td>
<td>6400:485 Financial Strategy</td>
</tr>
<tr>
<td><strong>Business Elective:</strong> 6X00:3XX /4XX Choose any 300 level class</td>
<td>6600:446 Social Media Marketing</td>
<td>6400:489 Advanced Financial Analytics</td>
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<td>6600:486 Internship (permission) or 6600:491 Professional Workshops in Marketing (3 workshops at 1 credit each)</td>
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<thead>
<tr>
<th>Total Credits IB and Supply Chain Operations</th>
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<tbody>
<tr>
<td>127-130</td>
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