



## International Business Concentration\*

*Curriculum  
(19-21 credits)*

CORE REQUIREMENTS				
Course Number & Title	Credits	Prerequisites	Term(s) the Course is Offered	Term Course is Completed
World Languages 201 and 202	8	World Languages 101 and 102	Fall, Spring, Summer I	
One Samford study abroad course*	3-4	NONE or Depending on course	Any term	

INTERNATIONAL BUSINESS ELECTIVES				
(Select any three of the following)				
Course Number & Title	Credits	Prerequisites	Term(s) the Course is Offered	Term Course is Completed
BUSA 399 London Study Topics	3	NONE	*London Study Abroad Terms	
BUSA 421 International Marketing	3	BUSA 311	Fall	
BUSA 423 International Capitalism	3	NONE	Spring	
BUSA 484 International Management	3	ECON 201	Summer/Jan Term	
BUSA 495 London Business Internships	2	*Permission from Office of Internship, School of Business	*London Study Abroad Terms	
ECON 394 International Study in Economics	3	NONE	Jan Term	
ECON 420 International Economics	3	ECON 201; ECON 202	On Rotation	

\* Study abroad course MUST earn academic credit at Samford.

~See other side for course descriptions~

## Course Descriptions

### **BUSA 399 London Study Topics (3)**

### **BUSA 421 International Marketing (3)**

Global approach to the study of current marketing management issues faced by both goods and service-producing industries. Focus on understanding the myriad of economic, social, and cultural differences among countries today. Course addresses the economic and political implications of international trade, foreign investment and ethical issues faced by companies operating globally.

### **BUSA 423 International Capitalism (3)**

Examination of the cultural, moral and political effects of capitalism from Biblical times to present day. Readings from economists, philosophers and historians across the ideological spectrum will be discussed. The second portion details three infrastructure elements of capitalism: an effective capital market, a stable economy and currency, and the ability to manage risk effectively.

### **BUSA 484 International Management (3)**

Study of current issues facing international businesses, incorporating an understanding of the economic, cultural and legal structural differences among countries and regions. Includes discussion of the economic and political implications of international trade, foreign investment and ethical issues faced by companies operating globally.

### **BUSA 495 London Business Internship (2)**

Individualized, experiential learning program structured through a variety of business organizations. Study is oriented toward cultural exploration, as well as application of business principles to the workplace environment. Grading is pass/fail.

### **ECON 394 International Study in Economics (3)**

Cross-disciplinary introduction to the scope, causes and consequences of poverty. Examination of the various measures of poverty as well as basic economic theory, explaining differences in income, wealth and economic growth among regions. Emphasis on understanding poverty issues from a Biblical perspective. Course relies heavily on site visits to observe a wide variety of anti-poverty projects, including faith-based organizations and international nonprofit agencies. International travel required. Co-listed as POLS 394.

### **ECON 420 International Economics (3)**

An analysis of the theoretical principles underlying international trade, investment and the international monetary system. The effects on domestic and foreign economics of commercial, monetary and fiscal policies.