



BACHELOR OF ARTS IN GLOBAL BUSINESS AND INTERNATIONAL RELATIONS DEGREE PROGRAM AT THE INTERNATIONAL UNIVERSITY

Business and diplomacy are two major forces increasingly acting in collaboration with one another in the 21st century. IU's Bachelor's program acknowledges this ever-expanding link and prepares graduates to succeed in careers combining these two areas of skill and expertise. The program provides a strong core of 21 major courses, in the business functions of accounting, finance, management, marketing and decision-making, as well as key content in political science and international relations, including government, international organizations, conflict, law and human rights. Elective courses permit students to delve deeper into content areas of their choice.

Required Major Courses: 21 courses (63 credit hours)

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| DIS 1311 | Introduction to Politics & Diplomacy | GBS 1311 | Fundamentals of Business |
| DIS 2311 | International Relations | GBS 2312 | Business Mathematics |
| BDIS 2321 | International Business and Political Communication | GBS 2321 | Macroeconomics |
| | | GBS 2322 | Microeconomics |
| DIS 3351 | The European Union | GBS 3352 | Principles of Finance |
| DIS 3352 | Business and Politics | GBS 4389 | Business Policies |
| DIS 4363 | International Organizations | GBS 4390 | Business, Contract & Internat. Law |
| BDIS 4382 | Internship | MGT 3351 | Principles of Management |
| DIS 4361 | International Human Rights | MGT3352 | Human Resource Management |
| DIS 4362 | International Economics | MKT 3352 | Principles of Marketing |
| DIS 4390 | Comparative World Politics | MKT 4363 | Promotional Strategies |

Elective Courses: Select 7 courses (21 credit hours) from below, foreign languages, or business courses

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| DIS 4391 | Decision Making and Analysis | MGT 4362 | Labor Relations |
| DIS 4392 | Conflict Prevention and Conflict Resolution | MKT 4353 | Personal Selling |
| MGT 4351 | Organizational Behavior | DIS 5398 | Transnational Organized Crime |
| DIS 4394 | Nationalism, Nationalities, Ethnicity and International Security | MKT 4361 | Consumer Behavior |
| | | PSY 1342 | Criminology |

A General Education requirement for completion of the program is SOC 2332 Cultural Anthropology and Cultural Identity, which must be taken instead of Fundamentals of Psychology or Fundamentals of Sociology. General Education/Liberal Arts: Typical of the American education system, in addition to major courses (12) and elective courses (7), the student takes 15 courses in General Education - including philosophy, history, literature, sociology, etc.



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Course Descriptions: Required (Major) courses

DIS 1311 Introduction to Politics and Diplomacy introduces the student to various aspects of political science and diplomacy. Elementary definitions of politics, different areas of political analysis, party systems, voting systems, international politics, the main political systems (democracy, authoritarian regimes, totalitarian systems, etc.), and other such topics form the core of this introductory course. A brief introduction to the history of diplomacy is also included. This course is a basic prerequisite for all other courses for students majoring in diplomatic students.

DIS 2311 International Relations addresses the basic theoretical concepts in IR, such as liberalism, realism, neo-liberalism, neo-realism, institutionalism, constructivism, post-modernism etc. The course analyzes and discusses the major actors governmental and non-governmental, in the global arena and the decision-making process. It looks at issues of global welfare, including trade and monetary relations, the forces of globalization, human demographics, and their interplay between the human and natural environment. The course also examines national security, arms, warfare, and different theoretical approaches to peace. A research paper of 3,500 to 4,000 words forms part of the course. Prerequisites: all 1000 level courses.

BDIS 2321 International Business and Political Communication is a study of the theory and process in oral and written communication. It includes preparation of letters and proposals and making presentations. In addition, it addresses the problems of effective communications among different actors in the international system including factions and societal and political groups, particularly in regard to the mass media.

DIS 3351 The European Union is an in-depth study of the European integrative attempts since World War II, including EU Expansion. The course describes the emergence of European institutions and their roles within Europe's integration process. The numerous chronological steps leading to the European Union are treated in detail. Emphasis is given to the current enlargement efforts and the institutional reforms. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisites: HIS 2311; 2,000-level courses recommended.

DIS 3352 Business and Politics covers the interconnectedness of business, economic and political effects in the contemporary, global international system. The course emphasis is on the understanding of networking effects between the different sectors and levels of analysis in the current international system. Different government policy making processes are investigated through the case histories, including issues analysis and position formulation. Specific issues covered include trade promotion and financing, export and import controls, taxation policies, inward and outward investment, intellectual property rights, and technology transfer. A research paper of 4,000 to 5,000 words forms part of the requirements of this course. Prerequisites: GBS 1311 and DIS 2311

DIS 4361 International Human Rights refers to the historical and ideological backgrounds of contemporary concepts of human rights and of current norms recognized in international relations. The course covers procedures of protective measures and current cases. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: sophomore standing.

DIS 4362 International Economics refers to basic concepts in economics. Based on these finding, the course will continue with the study of contemporary issues in international trade and finance (e. g. money market, information market), the impact of the information society on supranational, international and national economic policies and related issues. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisites: GBS 2321 and 3,000-level courses.

DIS 4363 International Organizations investigates the emergence of international organizations (institutions) in the politico-historical context. Main emphasis is on the 20th century. Relevant governmental and non-governmental international organizations, their roles and functions and their impact on international and global policy are analyzed and assessed. Current case studies enhance the course. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisites: DIS 1311 and DIS 2311

BDIS 4382 Internship places the student in an international agency, NGO, business, or embassy setting for supervised study of the operations of the organization. Approximately 100 hours of service is approved jointly by IU and the host organization. A summary paper of 4,500-6,500 words following IU's internship paper guidelines is required. The internship should be completed in the final year of study.

DIS 4390 Comparative World Politics focuses on major current themes in world politics and society. Various regions of the world with major political developments, such as in the Middle East, the Near East, the Far East, or Africa will be studied in comparison with European political positions. It reviews the structure and functioning of the governments and emphasizes research on civil society, the state, culture, values, mobilization, participation, political economy, democratization, and other emerging topics. A research paper of 4,000 to 5,000 words forms part of the requirements of this course.



GBS 1311 Fundamentals of Business is a presentation of general business activities and the environment in which business occurs. This course is designed to familiarize the student with business terminology and functions.

GBS 2312 Business Mathematics combines mathematics for personal and business applications. Topics studied include: interest, markup, depreciation, discounts, installment loans and tax structures. Additionally, the course focuses on linear algebra and differential and integral calculus. Prerequisite: MAT 1312

GBS 2321 Macroeconomics is an introduction to the basic principles of the macroeconomic system. It includes the study of national income, various economic policies and their effects on unemployment, inflation, and economic growth. Prerequisite: GBS 1311

GBS 2322 Microeconomics is a study of the specific units that make up an economy, such as individuals, businesses and industries. The student will also study the effects upon the economy of output levels and pricing of goods/services, labor and capital . Prerequisite: GBS 1311

GBS 3352 Principles of Finance is a study of the nature and scope of business finance. It puts emphasis on financial planning, forecasting, and analysis; corporate valuation; capital budgeting and risk assessment; short-term and long-term financial management. Prerequisites: GBS 1311 and 2312

GBS 4390 Business, Contract, and International Law provides an understanding of the background and the general principles of business operations and their legal environment. Additionally, emphasis is placed on practices that are part of the process of adjudication across national boundaries. Students will study the interrelationships among countries as these affect individuals and business organizations attempting to operate internationally. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MGT 3351

GBS 4389 Business Policies is study in developing corporate strategy in order to obtain a sustainable competitive advantage. Students will utilize case studies to develop their skills in analyzing a firm's external and internal environment and in decision making. A comprehensive strategic analysis paper based on primary and secondary research forms part of the academic requirements for this course. Prerequisite: Senior standing

MGT 3351 Principles of Management is a survey of management theory. The course is designed to introduce the basic concepts of managerial science. Students will study the functions of managers, organizational resource management, motivation, power, authority, change, leadership, systems thought, and other critical topics. Class participants will develop an appreciation for the nexus that exist between managerial theory and managerial practice. Prerequisite: GBS 1311

MGT 3352 Human Resource Management explores the methods and techniques used in management of human resources of an organization. Special emphasis is placed upon the following: employment planning, recruiting, selecting and development, job and performance analysis, compensation, motivation, and collective bargaining. A research paper of 4000 to 5000 words forms part of the course. Prerequisite: MGT 3351

MKT 3352 Principles of Marketing is an introductory course in the field of marketing. Its purpose is to provide a general understanding of the process of marketing, its role in business today, and the major aspects of the marketing mix: product planning and development, pricing, marketing communication, and distribution. Prerequisite: GBS 1311

MKT 4363 Promotional Strategies is a study of the avenues of communication available to distribute information about goods and services offered by an organization. It places particular emphasis upon the duties of marketing managers in planning, implementing, and controlling the complete program of promotional communication. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MKT 3352

The student completes 63 credit hours in Major courses, 45 credit hours in General Education courses and 21 credit hours in Elective courses for a total of a minimum of 128 credit hours. 15 of the 24 elective hours must be taken from upper-level courses in DIS or cross-disciplinarily in BCS, GBS, MGT or MKT. Also, students are encouraged to study official UN languages.



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Elective Courses

MGT 4351 Organizational Behavior examines the research and theory concerning the forces which contribute to the behavior of organizational members. The study examines group behavior, inter-group relations, employee goals and attitudes, communication within the organization, and the supervisory role. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MGT 3351

MKT 4353 Personal Selling addresses principles, problems, and the role of personal selling in business, buying motives, and persuasion techniques. In addition, steps in the selling process are considered as they relate to different types of sales activities. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MKT 3352

MKT 4361 Consumer Behavior provides an overview of current consumer behavior knowledge including psychological, cultural, economic and anthropological factors affecting consumer behavior. Topics include demographic analysis, sensory and perceptual analysis, attitude analysis, and psychographics. Links are established between consumer behavior and marketing strategy and marketing's role in shaping consumer demand. A research project of 4,000 to 5,000 words, placing emphasis on practical application or empirical research forms part of the academic requirements for this course. Prerequisite: MKT 3352

MGT 4362 Labor Relations overviews the development and methods of organized groups in industry, the settlement of labor disputes and organizational issues. It studies economic and legal analysis of labor union and employee association activities, and the role of unions today. A research paper of 4,000 to 5,000 words forms part of the course. Prerequisite: MGT 3351

DIS 4391 Decision Making and Analysis is designed to investigate the research and theories on decision-making in disciplines as diverse as philosophy and statistics, economics and psychology, political science and mathematics. In a variety of ways - through policy simulation, decision "games," and case studies, as well as reading and individual research - the course provides a broad background in a variety of decision approaches for students who anticipate working in any policy-analysis or policy-making field. A research paper of 4,000 to 5,000 words forms part of the requirements of this course.

DIS 4393 Conflict Prevention and Conflict Resolution analyzes efforts to prevent and resolve violent conflicts, including both inter-state and intra-state conflicts and focuses on developments in the post-Cold War era. Students will consider a wide range of relevant actors (states, coalitions of states, regional and international organizations, non-governmental organizations) and policy instruments (humanitarian assistance, fact-finding, mediation, confidence-building measures, traditional and multifunctional peacekeeping, economic sanctions and assistance, military intervention, and international criminal tribunals). It will introduce students to the "intellectual map" of the peace-maker by exploring a wide range of literature and cases illustrating the varieties of third-party intervention. Students will assess international efforts to prevent and resolve violent conflicts and identify the conditions under which different kinds of international efforts are most likely to succeed or fail. A research paper of 4,000 to 5,000 words forms part of the requirements of this course.

DIS 4394 Nationalism, Nationalities, Ethnicity and International Security examines the various historical, theoretical, and argumentative interpretations of nationalism, nationalities and ethnicity and what effects they have on societies and international systems in the course of history. The course also analyzes the causes of ethnic conflict, focusing on roles played by political leaders in promoting ethnic accommodation, ethnic alienation, and ethnic confrontation and the international response to those problems. Students will be responsible for developing expertise in at least one contemporary case of nationalism or ethnic conflict. A research paper of 4,000 to 5,000 words forms part of the requirements of this course.

DIS 5398 Transnational Organized Crime begins with an introduction to criminology and the movement of small-group organized crime. International conventions and treaties addressing international organized crime are studied, as well as the victims of organized crime and its impact on nations. The course focuses on aspects of organized crime such as drug trafficking, illegal trade of women and children, illegal arms trading, intellectual property theft, and links between criminals and international terrorists. The future directions of transnational organized crime are considered, as well as the effectiveness of efforts to control such criminal activity. Participants select a particular subject and write a topical paper on the subject, which form a compendium of subjects for future use by participants.

PSY 1342 Criminology provides a critical appraisal of various theories concerning the causes of crime, including an examination of biological, psychological, economic and sociological perspectives – also from an international perspective.

Required General Education PSY/SOC course:

SOC 2332 Cultural Anthropology and Cultural Identity is a sociologically based study of the variations of cultural heritage that mark the states/nations of the world. Societal processes, structures, institutions, norms, customs, and ways of doing things are examined. Emphasis will be given to different roles of peoples of the world.



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