

Seidman College of Business

INTERNATIONAL BUSINESS MAJOR

Suggested Four Year Plan

Seidman Undergraduate Programs | 616.331.7500 | 1041 L. William Seidman Center | go2gvbiz@gvsu.edu

The International Business major requires a second Seidman major (excluding Entrepreneurship and General Business), a language minor, and 6 credits of study abroad. This sample schedule is a guide showing the approximate order of courses to be taken (including pre-requisites). Consult MyPath, an interactive checklist accessible to all students. Meet with a Seidman advisor, **at least** once a semester to establish a specialized degree plan. Please note that the official documentation is the university catalog.

Year One

- | | | |
|---|--|--|
| <input type="checkbox"/> Arts (3)** | <input type="checkbox"/> Computer Information Systems Part 1 (1.5) See Advisor | <input type="checkbox"/> Economics 210* (3) |
| <input type="checkbox"/> Historical Perspective** (3) | <input type="checkbox"/> Language 150* (4) | <input type="checkbox"/> Language 201* (4) |
| <input type="checkbox"/> Math 110 (4) | <input type="checkbox"/> Natural Science w/ Lab (3-4) | <input type="checkbox"/> Philosophy and Literature** (3) |
| <input type="checkbox"/> Statistics 215* (3) | <input type="checkbox"/> Writing 150 (4) | |

If you haven't yet done so, meet with a language advisor to make sure you are on track to earn a language minor.

Year Two

- | | | |
|---|--|--|
| <input type="checkbox"/> Accounting 212 (3) | <input type="checkbox"/> Accounting 213* (3) | <input type="checkbox"/> Business 201 (3) |
| <input type="checkbox"/> Economics 211* (3) | <input type="checkbox"/> IB Cultural #1 (3) | <input type="checkbox"/> IB Major Elective 1~ (3) |
| <input type="checkbox"/> Language 202*(4) | <input type="checkbox"/> Language 3/400*(3) | <input type="checkbox"/> Language 3/400*(3) |
| <input type="checkbox"/> Language 3/400*(3) | <input type="checkbox"/> Management 268* (3) | <input type="checkbox"/> Natural Science w/o Lab (3) |

Study abroad in either Spring/Summer or a full semester. Remember, you must take at least 6 credits abroad!

If you haven't done so, meet with an IB faculty mentor (see their names on reverse) to discuss a second Seidman major.

Must be admitted to the Seidman College of Business to take upper-level business classes (300/400 level).

Year Three

- | | | |
|---|---|---|
| <input type="checkbox"/> Finance 320* (3) | <input type="checkbox"/> IB Major Elective 2~ (3) | <input type="checkbox"/> IB Major Elective 3~ (3) |
| <input type="checkbox"/> IB Major Elective 4~ (3) | <input type="checkbox"/> Language 3/400*(3) | <input type="checkbox"/> Language 3/400*(3) |
| <input type="checkbox"/> Management 331 (3) | <input type="checkbox"/> Management 366* (3) | <input type="checkbox"/> Marketing 350 (3) |
| <input type="checkbox"/> Upper-level Economics* (3) | | |

Now you REALLY need to meet with a Seidman advisor to prepare for your fourth year registration.

Year Four

- | | | |
|--|--|--|
| <input type="checkbox"/> Economics 349* or 365*~ (3) | <input type="checkbox"/> Ethics requirement~ (3) | <input type="checkbox"/> Language 3/400*(3) |
| <input type="checkbox"/> Management 495* (3) | <input type="checkbox"/> Second major class #1 (3) | <input type="checkbox"/> Second major class #2 (3) |
| <input type="checkbox"/> Second major class #3 (3) | <input type="checkbox"/> Second major class #4 (3) | <input type="checkbox"/> Second major class #5 (3) |
| <input type="checkbox"/> Second major class #6 (3) | <input type="checkbox"/> US Diversity** (3) | |



Graduation Check List:

- 120 total credits
- 2.5 overall GPA
- 2.5 Seidman GPA
- Two SWS courses

~ - Meet with a Seidman advisor to discuss course selections

* - Prerequisite exists

** - Course may be offered as SWS (WRT 150 is prerequisite)

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Career Options

Accounting: International tax managers help firms integrate cross-border tax planning into their strategy. Auditors travel to perform financial and risk-based audits for companies everywhere.

Economics: Trade analysts provide support services to the import/export team and work with key people in law, regulatory affairs, import/export logistics, procurement, and marketing and sales to support execution of bilateral and multilateral trade agreements.

Finance: Global trade finance experts help companies conduct import and export transactions. Treasury analysts manage foreign currency hedging of firms that do business internationally.

Management: HR managers work with foreign nationals and employees with international assignments. Operations specialists arrange production of goods in other countries and locate foreign suppliers. Management Information Systems analysts collaborate with international co-workers and cross-functional teams to coordinate systems across the globe, and work on global information system initiatives.

Marketing: Product managers direct advertising programs, product development, distribution systems, and pricing. Advertising account executives, creative managers, and media specialists create campaigns in foreign markets. International sales representatives travel abroad to trade shows, find customers, and negotiate deals.

Supply Chain Management: Freight forwarders and customs brokers facilitate exports and imports, manage customs compliance, and help distribute in foreign markets. Retail buyers purchase merchandise worldwide for domestic distribution.

Study Abroad

To get started, attend a First Steps meeting, Seidman Study Abroad Forum, or meet with a Peer Advisor from Padnos International Center. For more information visit, www.gvsu.edu/studyabroad and see the GVSU Study Abroad Catalog.

Choose your favorite country! Most courses are taught in English. Some popular programs are:

Summer

Spain	University of Deusto, Bilbao
Germany	Bavaria & Berlin for Language
France	ESSCA, Angers or Paris GEM, Grenoble & Paris
Italy	John Cabot University, Rome

Semester or Academic Year

Chile	Universidad del Bio Bio, Concepcion
France	ESSCA, Angers or Paris Grenoble School of Management
Germany	DHBW, Mosbach
Australia	Macquarie University, Sydney
Japan	Ritsumeikan Pacific University, Beppu
China	East China Normal University, Shanghai
Spain	University of Deusto, Bilbao

Distinguish Yourself

- Participate in Seidman TRACKS Program activities
- Find an internship in a company that does business internationally
- Meet people by networking at GVSU career events
- Join a Seidman student organization
- Become a leader in your student organization
- Make the most of what you learned during your study abroad program

International Business Faculty Mentors

Prof. Dan Giedeman (Economics)
giedemad@gvsu.edu

Prof. Mark Kubik (Marketing)
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Prof. Carol Sánchez (Management)
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Prof. Rita Grant (Accounting)
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Prof. Jennifer Pope (Marketing)
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Prof. Gerry Simons (Economics)
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Prof. Brad Koch (Management)
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Prof. Paulette Ratliff-Miller (Accounting)
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Prof. Thuy Simpson (Finance) 201920
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