

# INTERNATIONAL BUSINESS

The Bachelor of Science in International Business is an interdisciplinary degree designed to help students prepare for careers in business, government, or the non-profit sector. Majors in International Business undertake an academic program that offers the students the opportunity to develop cross cultural, analytical, and communication skills and knowledge they will need to be successful managers in the rapidly changing, increasingly complex, and interdependent global marketplace.

Students have the unique opportunity to study one or more foreign languages and be exposed to a variety of foreign cultures through study abroad, travel study, or international internships. Computer and technology skills are integrated into the curriculum through case studies, independent research, lectures, and seminars.

## Programs Bachelor

- International Business / Bachelor of Science (<https://catalog.lewisu.edu/undergraduate/business/international-business/international-business-bachelor-science/>)

## Minor

- Asian Business Studies / Minor (<https://catalog.lewisu.edu/undergraduate/business/international-business/asian-business-studies-minor/>)
- International Business for Business Majors / Minor (<https://catalog.lewisu.edu/undergraduate/business/international-business/international-business-majors-minor/>)
- International Business for Non-Business Majors / Minor (<https://catalog.lewisu.edu/undergraduate/business/international-business/international-business-non-majors-minor/>)

## Courses

### BSAD 11000 - Business Fundamentals for Professionals (3)

This course introduces the concepts of modern US business including analyzing organizations and types of businesses, business functions and operations, roles played by business and consumers in our economy, different types of economic systems in the world, and the role of the manager in business and society.

### BSAD 12000 - Business Professional Development (3)

This course covers professional development areas critical for future career success. In this course, students will learn effective strategies for securing internships and jobs, supporting the process with the development of a resume, cover letter, and LinkedIn profile. Students will also develop confidence in selling themselves to future employers through the development of elevator speeches and participation in informational and behavioral interviews. Critical networking and professional etiquette skills will be further enhanced through formal events with local business leaders. Additional benefits of this course include the development of a professional and social community early in the college career. This course is designed for first-year students who have declared (or intend to declare) a major in Business Administration. Attributes: Experiential Learning Gen Ed

### BSAD 20000 - Principles of Management (3)

This course covers the historical development of management, universal functions of management, strategic management, organizational theory, managerial communication and control of operations.

### BSAD 21000 - Introduction to International Business (3)

This course is designed to introduce students to the interdisciplinary nature and scope of the International Business major. Students are introduced to various career opportunities in International Business and to various topics central to understanding trends and developments in international business including: globalization and how it affects business, economics, and politics around the world, how to understand and use international business negotiation techniques when negotiating between countries, international entrepreneurship trends and how to identify business opportunities around the world, and other topics related to current issues in international business. Required for all International Business majors/minors, Asian Business Studies minors. Attributes: Globalization Gen Ed

### BSAD 21500 - Introduction to Entrepreneurship (3)

Introduction to each of the functional areas of an entrepreneurial business, including marketing, accounting, finance, operations, human resources management, and business operations. The course is designed to help students appreciate the interrelationship of these business functions and, understand how they operate in an entrepreneurial start-up business. It covers such topics as the challenges of entrepreneurship, building your brand, forms of ownership and pricing.

### BSAD 22000 - International Business Topics (3)

This course is designed to introduce, research, and discuss important international business. Topics will vary each semester and will focus on current international Business topics. Open to all students. Attributes: Asian Business Studies

### BSAD 24000 - International Management (3)

This course introduces students to the basics of international business management. Students will learn about how and why management styles vary from country to country and will gain general knowledge and understanding about how to manage in different countries. How culture affects management styles and how the basic management principles of planning, organizing, leading, and controlling differ when managing international operations will be emphasized. Required for all International Business majors/minors and is open to all students. Prerequisite: BSAD 20000

### BSAD 25000 - Business Law 1 (3)

This course provides an introduction to law affecting businesses and individual, with a focus on contracts (legality, formality and interpretation, nature and transfer, discharge, breach and remedies) and negotiable instruments (their use and significance).

### BSAD 30000 - Business Communication in the Digital Age (3)

Students explore extensive practical application of diverse forms of written and oral business communication with the aid of technology. Topics include writing effective messages and analytical business reports; presenting effectively using multimedia slides in presentations; creating resumes and successful interviewing; handling the challenges of international and cross-cultural communication; examining crisis communication; evaluating emotional intelligence in the workplace. Students should have a minimum of 29 credit hours before registering. Fulfills the Advanced Writing Requirement. Prerequisite: ENGL 11200

Class Restrictions: May not be in the following Class: First Year. Attributes: Advanced Writing

**BSAD 31500 - Healthcare System Dynamics US (3)**

The course introduces students to the historical development, structure, operation, as well as the current and future directions of the major components of the American health care delivery system. It examines the ways in which health care services are organized and delivered, the influences that impact health care public policy decisions, factors that determine the allocation of health care resources and the establishment of priorities, and the relationship of health care costs to measurable benefits. Issues concerning health insurance, health care facilities, various health care services, and medical products will be analyzed to help students become wise health care consumers.

**BSAD 32000 - Operational Excellence (3)**

This course is an introduction to the concepts, principles, problems, and practices of operations management, project management and supply chain management. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management.

**BSAD 35500 - Service Management (3)**

Service businesses are important drivers of the economy that are based on an experience rather than a product. Because a service is something that can't be seen, it is important to determine the most strategic and customer-centric ways to manage it. This course focuses on service firms (both corporate and entrepreneurial) and their operations, the psychology behind their decisions, human behavior, strategy, technology, and process improvement.

Prerequisite: BSAD 20000

**BSAD 36000 - Human Resource Management (3)**

Topics covered include personnel recruiting, selection, orientation, placement, training, and development; performance evaluation, wage and salary administration; employee benefits; and safety and health issues.

Prerequisite: BSAD 20000

**BSAD 37500 - Organizational Behavior (3)**

Students explore human behavior in the organization and how it affects and is affected by management; organizational psychology; corporate culture; and individual, group and intergroup relationships.

Prerequisite: BSAD 20000

**BSAD 38000 - Supervisory Management (3)**

This skill-building course stresses supervisory competencies: self assessment, time and stress management, creative problem solving, motivation and performance, conflict management, power and influence and team building. Emphasis is on in-class group exercises.

Prerequisite: BSAD 20000

**BSAD 38500 - ST: Business Administration (3)**

Business Administration Special Topics courses are offered periodically, in various terms, to students who want to expand their knowledge on a particular management related topics. These courses are offered in various teaching formats and require significant student participation.

**BSAD 39001 - Wksp: Entrepreneurship Skills and Strategies (1)**

An introduction to entrepreneurship, this seminar will focus on developing entrepreneurial thinking skills. The application of critical thinking skills and the identification of viable entrepreneurial concepts will be explored. We will then focus on developing entrepreneurial venture strategies. This involves learning how to identify a new venture's market niche, defining a business strategy, and determining when to launch the venture. Venture capital and financing issues will be explored. Identification and evaluation of various types of entrepreneurial opportunities including e-commerce will be addressed. A final project is required for academic credit.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39100 - Wksp: Introduction to Business Ethics (1)**

This is an introductory seminar in the area of business ethics clarifying the purpose of codes of conduct: be it ethical, moral or civil. This seminar will address the challenges facing organizations and businesses to educate employees on the proper behaviors in the workplace. Through the use of films, group discussions and presentations, this seminar will prove to be an exciting learning experience in a very practical and important dimension of business.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39200 - Wksp: International Business Negotiation (1)**

Learn about how to negotiate across national cultures! In this seminar, students will learn about basic negotiation skills, acquire new knowledge about some of the most important national cultures around the world, find out about how different countries negotiate, and learn how to negotiate with their foreign counterparts. Open to all students and recommended for all International Business and Contemporary Global Studies majors.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39300 - Wksp: International Entrepreneurship (1)**

Entrepreneurship offers unusual career opportunities in today's increasingly complex, global business environment. This seminar explores the world of Entrepreneurship. What is Entrepreneurship? What does it take to be a successful entrepreneur? What are some of the myths about entrepreneurs? How do entrepreneurs get started? Where are some opportunities for entrepreneurs today? This seminar features entrepreneurs from different industries. It is designed for those interested in learning about Entrepreneurship.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39400 - Wksp: Globalization and its Political, Economic, and Cultural Implications (1)**

It is generally recognized that "globalization" has been changing our lives- the world is smaller and we are all interconnected in a "global village." Despite the wide acceptance of "globalization," the meaning and use of the term varies considerably. For example, it is used by the media, government officials, educators, and business managers to justify political and economic action: for changing a budget, developing a new government policy; creating a new business strategy or organizational structure; developing a new course, or is used by media as the basis for a news story. "Globalization" is pervasive and is used as a pretext for government, business, or institutional action and affects how governments, businesses, and individuals operate and interact around the world. Globalization is the source of opportunity for some and is blamed by others for the world's problems, for poorly executed business strategies, and for bad government policies. This seminar is designed for anyone interested in expanding their understanding of globalization and its effects. We will identify and discuss different theoretical perspectives for globalization, its causes, benefits and problems. We will try to answer questions such as: What is globalization? What has caused globalization? Why is it important to understand the differences and effects of "economic globalization," "political globalization," "cultural globalization?" What are the effects and implications of the globalization of markets, globalization of culture, globalization of politics? We will also examine "globalization" from a practical perspective. For example, how could the forces of globalization likely create more opportunities and problems for companies, governments, and individuals in the future? What challenges and opportunities will globalization bring for American businesses interested in entering or expanding business around the world? What role does government, media, and business play in our understanding of globalization?

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39500 - Wksp: Business Etiquette (1)**

As people move up the organizational ladder they are often thrown into situations for which they are not prepared. Social skills and etiquette are requirements for leaders of today. This seminar will provide an opportunity to learn about wine and formal dining etiquette with an Illinois sommelier at a local restaurant, how to handle challenging etiquette conversations and situations, as well as additional topical etiquette issues.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39600 - Workshop: Entrepreneurship: The Lean Start Up (1)**

The fundamental activity of a startup is to turn ideas into products or services, measure how customers respond, and then learn whether to change or grow. In this workshop, attendees will be introduced to the Lean Startup management concepts and techniques. They will also experience and apply these concepts on hands-on exercises and simulation games. In short, you will walk out with a thorough understanding and working experience with how to start your business or develop a new product or service in a lean and productive way.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39700 - Workshop: Entrepreneurship: Idea Generation (1)**

This workshop is designed as a first step for those thinking of setting up a new business, but don't know how to take it further. The workshop will go through a host of activities to assist in the concepts of thinking critically and creatively, to develop a business idea. It will also discuss business formation and other preliminary steps to business ownership.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39800 - Workshop: 3D Printing for Entrepreneurs (1)**

A prototype is an unfinished and physical test version of a product, a service, or a process and prototypes may be used in order to develop, test and communicate ideas and concepts. This workshop will demonstrate how to operate a basic 3D Design Software package. Participants in this workshop will use this software to design a customized keychain that can be printed in our lab. The skills learned in this workshop can be easily applied to create a wide variety of fun and useful 3D printable objects.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39900 - Wksp: Business Basics Seminar (1)**

This workshop provides students, early in their college career, an introduction to the soft skills that make or break a business career - business etiquette, professionalism, and business ethics. Students become familiar, and experience all the educational and support resources available at Lewis University to build their portfolio of professional skills, such as basic computer skills and resume writing. This workshop is a prerequisite for 3 additional workshops dedicated to preparing students for a successful career in any field of business.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 39999 - Wksp: Your Future as an MBA Graduate Student (1)**

In this course you will: 1) learn to be mindful of your ethical practices as you exercise critical knowledge, skills, and abilities in achieving the mission of an organization; 2) experience the kinds of hands-on educational activities used to develop MBAs; 3) Learn about the range of MBA and other graduate business programs that are available.

Attributes: College of Business Seminar, Workshop/Seminar

**BSAD 40500 - International Business Consulting: Asian Country or Region (3)**

This course integrates all aspects of the learning experience for International Business majors and other majors interested in identifying, analyzing, and developing international business plans or solving international business problems for companies interested in expanding internationally. Since students work to solve "real life" international business problems, this course offers first hand experiential learning and the opportunity to develop advanced analytical skills and practical application of knowledge acquired in the classroom. Should be one of the final courses taken, normally in the senior year.

Attributes: Asian Business Studies

**BSAD 41000 - International Business Capstone (3)**

This course integrates all aspects of the learning experience for those students taking the International Business Concentration, and should be one of the final courses taken, normally in the senior year. The course offers advance analysis and application of knowledge, evaluation and implementation. This is a writing intensive/advanced course that satisfies the advanced writing requirement for General Education.

**BSAD 42000 - International Business (3)**

This class provides an introduction to the challenges and opportunities of managing a business internationally (human resource management, marketing, accounting, finance, among others) within the context of a changing global environment (political, economic, cultural, technological, competitive, financial forces), as well as the different types of international and marketing entry strategies. In addition to cases and research projects, the course emphasizes student participation and the integration of knowledge and skills learned in other courses.

Prerequisite: (ECON 19500 or ECON 20000) and MKTG 20000 and BSAD 20000 and FINA 20000

Attributes: Asian Business Studies

**BSAD 45000 - Current Issues in Management and Business Ethics (3)**

Students study current management issues using various techniques in a seminar setting. Emphasis is on student participation and integrating knowledge gained from previous management courses. This course should be completed as one of the student's final business courses.

Prerequisite: BSAD 20000

Class Restrictions: Must be in the following Class: Senior.

**BSAD 46000 - Strategic Management Theories and Application (3)**

This course explores the strategic management process; analysis, implementation and evaluation; qualitative and quantitative analysis of financial ratios for management decision making; and strategic thinking and strategic change. The case method is used. This capstone course should be completed as one of the student's final business courses.

Prerequisite: BSAN 20000

Class Restrictions: Must be in the following Class: Senior.

**BSAD 47500 - Study Abroad Management Project (1-3)**

Students participating in a Lewis approved semester study abroad, travel study, or international internship program can design a Study Abroad Project that integrates their practical study abroad experience with academic research and analysis. This course provides the student the opportunity to expand knowledge and understanding of important international business issues not normally covered in the classroom and builds upon the study abroad experience gained from studying, living and/or working in a foreign country to meet their unique career, personal, or academic goals. Students design their project in consultation with their advisor and approval by Director of International Business Program. Projects are available in International business, international marketing, international accounting, international economics, and international finance. For more information, contact the Director of the International Business program.

Program Restrictions: Must be enrolled in the following Program: Business Administration.

Class Restrictions: Must be enrolled in one of the following Classes: Junior or Senior.

**BSAD 48500 - Developing Essential Business Skills for Emerging Managers (3)**

This course integrates concepts presented across the business curriculum and discusses their application in actual business and organizational settings. The course provides an opportunity for selected business students to be introduced to issues, institutions, and individuals that have had a major impact on the regional economy. Students will be provided opportunities to meet select business and community leaders and to visit select institutional venues.

Class Restrictions: Must be in the following Class: Senior.

**BSAD 49200 - Independent Study/Business Administration (3)**

Students complete independent readings and conduct research in Business Administration. Pre-Requisites: Business Administration Major. Senior Status. 3.00 GPA, and a signed Independent Study Form.

Program Restrictions: Must be enrolled in the following Program: Business Administration.

Class Restrictions: Must be in the following Class: Senior.

**BSAD 49800 - Applied Integrative Business Administration Capstone (3)**

This senior-level capstone course provides a comprehensive, integrative experience enabling students to demonstrate strategic decision-making, problem-solving, and critical analysis. Utilizing real-world business cases, students will integrate concepts from management, marketing, finance, and operations to develop data-driven business solutions. The course emphasizes leadership, teamwork, and ethical decision making while addressing complex global business challenges. Students are required to participate in a program assessment exam as part of this course.

Class Restrictions: Must be in the following Class: Senior.