

International Business

Presented by: Professor Charles Skuba

GEORGETOWN
UNIVERSITY

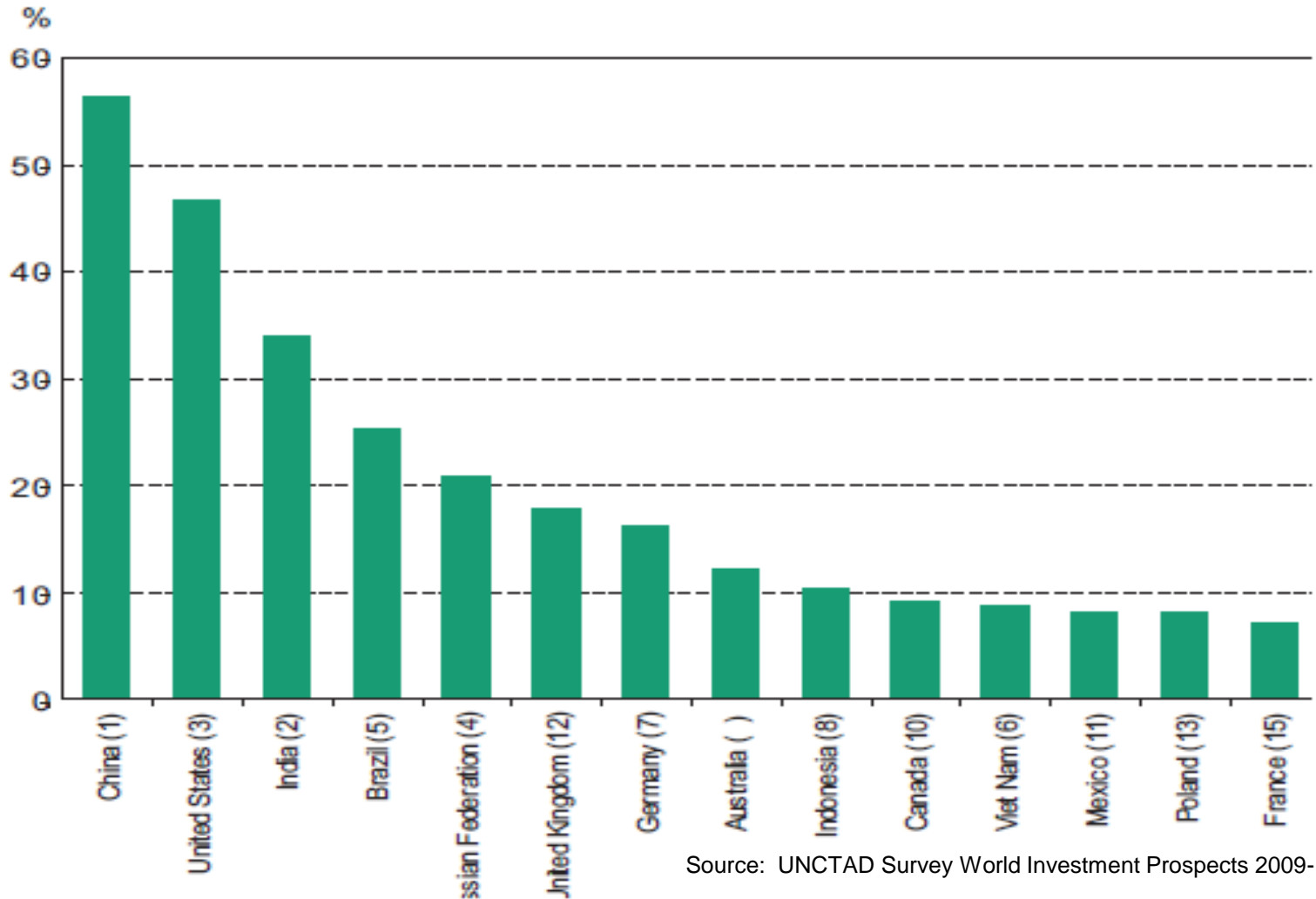
McDonough
SCHOOL *of* BUSINESS

THE INTERNATIONAL BUSINESS IMPERATIVE

- **In a globalized world all business is becoming global**
- **Increased importance of world trade**
- **Global inter-linkages of economies (affecting trade and investment)**
- **Link between politics and international business**

MNC Investment: 2009 - 2011

Figure 27. The 15 most attractive economies for the location of FDI, 2009–2011
(Per cent of responses)



Source: UNCTAD Survey World Investment Prospects 2009- 2011

International Business Majors

2 Tracks for Class of 2015

Track 1: Regional Studies

1. International Business
2. Proficiency equivalent of intermed language (4 semesters)
3. Advanced Int'l Business
4. Two Area Courses
5. Two Electives:
 - Global Financial Markets and Institutions
 - Global Logistics
 - Intercultural Communications
 - International Finance
 - International Marketing
 - International Operations

Track 2: International Political Economy and Business

1. International Business
2. International Trade
3. Advanced Int'l Business
4. International Political Economy or Business Government Relations
5. One Elective:
 - Global Financial Markets and Institutions
 - International Finance
6. Approved Internship
7. Either approved study abroad program or proficiency equivalent (4 semesters)

EXAMPLES

- **Marketing emphasis**
 - **International Marketing, Global Supply Chain, Intercultural Communications**
 - **The Economies of Pacific Asia**
 - **Advanced seminar in IB**
 - **ESADE Summer Program**

EXAMPLES

- **Finance emphasis**
 - **International Finance, Global Financial Markets, Derivatives & Financial Markets**
 - **Economic Integration in Europe**
 - **Advanced seminar in IB**
 - **Year at London School of Economics**
 - **Summer at Oxford**

KEEPING ONESELF INVOLVED

- **Washington = Ideal for IB immersion**
- **Clubs and organizations**
- **Internships**
 - **U.S. government**
 - **Supranational, business policy organizations**
 - **Private sector**

- **Large firms; e.g., J.P. Morgan, financial services, consumer or industrial goods, consulting, etc...**
- **Small or medium-sized firms; Control Risk, law firms, PR firms, ad agencies, etc...**
- **Government; e.g. USDOC; State Dept.**
- **Global Government Relations**