

# Bachelor of International Business (BIB)

## International Marketing and Trade

This is a guide only. Consult your audit, the Carleton University Undergraduate Calendar ([www.carleton.ca/cuuc](http://www.carleton.ca/cuuc)) and your academic advisor for specific rules that apply to your program.

### Effective Fall 2015

For Audits with "Catalog year 201530" or later. Students admitted to the concentration BEFORE Fall 2015 should refer to the program requirements as listed on your degree audit. Your audit can be accessed through Carleton Central.

Required 20.0 credits in BIB: **Major [12.5 credits], Language Core [4.0 credits], Electives [3.5 credits]**

Year 1 (5.0 cr.)	Year 2 (5.0 cr.)	Year 3 - Abroad (5.0 cr.)
BUSI 1004 - Financial Accounting (Fall) BUSI 1701 - Intro to International Business (Fall) BUSI 1005 - Managerial Accounting (Winter) MATH 1009 - Calculus (Winter) ECON 1000 - Intro to Economics (full year)	BUSI 2702 - Intro to International Management (Fall) STAT 2606 - Business Statistics 1 (Fall) BUSI 2208 - Intro to Marketing BUSI 2301 - Intro to Operations Management BUSI 2400 - Foundations of Information Systems BUSI 2504 - Business Finance 1  <b>Language (2.0 cr.): 1.0 cr. per term</b>  SPAN/GERM/PORT: 3110 (Fall); 4110 (Winter)  FREN: Continued from Year 1. Above the level of FREN 2100, take FREN 2110, 2401, 3701, 3702, etc.  JAPA/CHIN: 3010 (0.5 cr. Fall); 3020 (0.5 cr. Winter) Remaining Language credits to be completed in Year 3 while abroad to total 4.0 credits.  Students taking only 1.0 cr. FREN/JAPA/CHIN (0.5 cr. each term) should also take these two BUSI courses.  BUSI 3706 - International Business Negotiations (Winter) ECON 3601 - Introduction to International Trade	BUSI 3700 (0.5 cr.) - Cross-Cultural Communication (Long Distance Course)  <b>Year 4 (5.0 cr.)</b> BUSI 4705 (0.5 cr.) - Ethics and Cross-Cultural Interaction (Must be taken at Sprott School of Business)  BUSI 4709 (0.5 cr.) - Strategic Management for International Business (Must be taken at Sprott School of Business)  <b>Year 3 or Year 4</b> <b>8.5 credits: 4.5 cr. (Year 3) and 4.0 cr. (Year 4)</b>  1.5 cr. in BUSI/ECON at 2000-level or above 1.0 cr. in BUSI at 3000-level or above 1.0 cr. in Business at the 4000-level  <b>1.5 cr. from list:</b> BUSI 3706 - International Business Negotiations BUSI 4707 - Regionalism and Globalization BUSI 4717 - Managing Globalization in Emerging Economies 0.5 cr. 3000-level or higher approved IB course(s) taken during the year abroad  <b>3.5 cr. Electives</b>

### Concentration: 4.0 credits (Major and Electives, Years 3 & 4)

#### 2.0 cr. from list:

BUSI 3705 - International Buyer Behaviour  
 BUSI 4205 - International Marketing  
 BUSI 4708 - International Expansion and Operations  
 ECON 3601 - Introduction to International Trade  
 0.5 cr. 3000-level or higher approved International Marketing and Trade course(s) taken during the year abroad

#### 1.0 cr. from list:

BUSI 3204 - Marketing: New Tools and Approaches  
 BUSI 3205 - Marketing Communications  
 BUSI 3207 - Marketing Research  
 BUSI 3208 - Business-to-Business Marketing  
 BUSI 4203 - Marketing in Not-for-Profit Organizations  
 BUSI 4206 [ 1.0 cr.] - Consumer Behaviour  
 BUSI 4208 - Marketing Management  
 BUSI 4229 - Marketing in the Arts and Culture Sectors  
 0.5 cr. 3000-level or higher approved Non-International Marketing course(s) taken during the year abroad

#### 1.0 cr. from list (ensure prerequisites are met):

ECON 3602, ECON 3807, ECON 3808, ECON 3870, ECON 4508, ECON 4601, ECON 4602, GEOG 2200, GEOG 2300, GEOG 3404, LAWS 3207, LAWS 3208, PSCI 2601, PSCI 2602, PSCI 3600 **or** 1.0 cr. 2000-level or higher approved International Non-Business course(s) taken during the year abroad