

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) and your academic advisor for specific rules that apply to your program.

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

Effective Fall 2013

For Audits with "Catalog year 201330" or later. Students admitted BEFORE Fall 2013 should refer to the program requirements as listed on your degree audit. Your audit can be accessed through Carleton Central.

Concentration: 4.0 credits

(Major and Electives, Years 3 & 4)

2.0 cr. from list:

BUSI 3705 - International Buyer Behaviour
(Prerequisites: 3rd year standing, BUSI 2208 and BUSI 2702)

BUSI 4205 - International Marketing

(Prerequisites: 3rd year standing and BUSI 2208 C-)

BUSI 4708 - International Expansion and Operations
(Prerequisites: 4th year standing and BUSI 2702)

ECON 3601 - Introduction to International Trade
(Prerequisite: ECON 1000)

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
(Prerequisites: 3rd year standing and BUSI 2208 C-)

BUSI 3205 - Marketing Communications
(Prerequisite: BUSI 2208 C-)

BUSI 3207 - Marketing Research
(Prerequisites: BUSI 2208 C and STAT 2607 C-)

BUSI 3208 - Business-to-Business Marketing
(Prerequisites: 3rd year standing and BUSI 2208 C-)

BUSI 4203 - Marketing in Not-for-Profit Organizations
(Prerequisites: 3rd year standing and BUSI 2208 C-)

BUSI 4206 [1.0 cr.] - Consumer Behaviour
(Prerequisites: 3rd year standing and BUSI 2208 C)

BUSI 4208 - Marketing Management
(Prerequisites: BUSI 2208 C and BUSI 3205 C)

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

Year 1 (5.0 cr.)

BUSI 1004 - Financial Accounting (Fall)

BUSI 1701 - Intro to International Business (Fall)

BUSI 1005 - Managerial Accounting (Winter)

(Prerequisite: BUSI 1004)

MATH 1009 - Calculus (Winter)

ECON 1000 - Intro to Economics (full year)

Language (2.0 cr.): 1.0 cr. per term

SPAN/GERM/PORT: 1110 (Fall); 2110 (Winter)

FREN depending on entry assessment*:

2.0 cr. FREN 1001 (Fall); FREN 1002 (Winter)

or

2.0 cr. FREN 1002* (Fall); FREN 1100 (Winter)

or

1.0 cr. FREN 1100* (Fall); FREN 2100* (Winter)

or

1.0 cr. FREN 2100* (Full year); FYSM 1408 (Full Year)

JAPA/CHIN: 1110 (Fall); 2110 (Winter)

Year 2 (5.0 cr.)

BUSI 2702 - Intro to International Management (Fall)

STAT 2606 - Business Statistics 1 (Fall)

(Prerequisite: MATH 1009 C-)

BUSI 2208 - Intro to Marketing

(Prerequisites: BUSI 1004, ECON 1000 and BUSI 1701)

BUSI 2301 - Intro to Operations Management

(Prerequisites: 2nd year standing and STAT 2606 can be taken concurrently)

BUSI 2400 - Foundations of Information Systems

(Prerequisite: 2nd year standing)

BUSI 2504 - Business Finance 1

(Prerequisites: ECON 1000 and BUSI 1005)

Language (2.0 cr.): 1.0 cr. per term

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)

(Prerequisites: 2nd year standing and BUSI 2702 C-)

ECON 3601 - Introduction to International Trade

(Prerequisite: ECON 1000)

Year 3 - Abroad (5.0 cr.)

BUSI 3700 (0.5 cr.) - Cross-Cultural Communication

(Long Distance Course)

Year 4 (5.0 cr.)

BUSI 4705 (0.5 cr.) - Ethics and Cross-Cultural Interaction

(Prerequisites: 4th year standing and BUSI 2702)

(Must be taken at Sprott School of Business)

BUSI 4709 (0.5 cr.) - Strategic Management for International Business

(Prerequisites: 4th year standing and all 2000-level and 3000-level courses must be completed in the Major)

(Must be taken at Sprott School of Business)

Year 3 or Year 4

8.5 credits: 4.5 cr. (Year 3) and 4.0 cr. (Year 4)

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

1.5 cr. from list:

BUSI 3706 - International Business Negotiations
(Prerequisites: 2nd year standing and BUSI 2702 C-)

BUSI 4707 - Regionalism and Globalization
(Prerequisites: 3rd year standing and BUSI 2702)

BUSI 4717 - Managing Globalization in Emerging Economies
(Prerequisites: 4th year standing and ECON 1000)

0.5 cr. 3000-level or higher approved IB course(s) taken during the year abroad

3.5 cr. Electives