**Purpose:** To provide guidance in the selection of library materials to support the curriculum for the program in international business and the research needs and interests of the faculty. The degrees offered in this area are: Master of International Business (MIB), Master of Business Administration (MBA) with an international business major and concentration, joint MIB/International Affairs, a five year BA/MIB with Modern and Classical Languages, and the Global Partners MBA program, during which students spend time in Atlanta, Brazil, France, and China.

The program focuses on managerial issues in the global marketplace and intercultural awareness. Specializations may include international management, international finance, IT, international marketing and international entrepreneurship.

The departments of Accounting, Computer Information Systems, Economics, Finance, Hospitality Administration, Management, Marketing, Mathematics, Modern and Classical Languages, Computer Science, Political Science, Real Estate, and Risk Management and Insurance have some shared interests with the Institute of International Business and materials bought for the former might provide some support for the latter.

**General Collection Guidelines:**

a. **Languages:** English will be the primary language of the collection. Foreign language materials will be added upon request especially those of the Middle East.

b. **Chronological Guidelines:** Current and recent topics are of major interest, though historical materials are of some interest.

c. **Geographical Guidelines:** Areas of interest include Europe, the Middle East, Africa, and Latin America, and current emphasis is on Asia.

d. **Treatment of Subject:** Scholarly works on international business topics including histories of international firms and well-written popular works will be acquired. Theory, application, and comparative and statistical information are important.

e. **Types of Materials:** Books and periodicals are of primary interest. Encyclopedias, directories, atlases, government documents, CD-ROMS, and electronic databases are important sources. Case studies are important.

f. **Date of Publication:** Major emphasis is on current imprints.
<table>
<thead>
<tr>
<th>Subject Subdivisions</th>
<th>Collecting Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Coursework</td>
<td>3A</td>
</tr>
<tr>
<td>Introduction to International Business</td>
<td>3A</td>
</tr>
<tr>
<td>Major theories of international trade and investment</td>
<td></td>
</tr>
<tr>
<td>Environment for international business operations</td>
<td></td>
</tr>
<tr>
<td>Financial variables</td>
<td></td>
</tr>
<tr>
<td>Balance of payments</td>
<td></td>
</tr>
<tr>
<td>Exchange Rates</td>
<td></td>
</tr>
<tr>
<td>Capital Markets</td>
<td></td>
</tr>
<tr>
<td>Cultural, legal, political and economic institutions</td>
<td></td>
</tr>
<tr>
<td>Operational aspects of international business</td>
<td></td>
</tr>
<tr>
<td>Firm-specific variables</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td></td>
</tr>
<tr>
<td>Accounting</td>
<td></td>
</tr>
<tr>
<td>International Trade Management</td>
<td>3C</td>
</tr>
<tr>
<td>Functions and responsibilities of export and import managers</td>
<td></td>
</tr>
<tr>
<td>Examination of public policy aspects of exporting and Importing</td>
<td></td>
</tr>
<tr>
<td>Directed Readings in International Business</td>
<td>3C</td>
</tr>
<tr>
<td>Globalization and Business Practice</td>
<td>3C</td>
</tr>
<tr>
<td>Worldwide integration resulting from globalization</td>
<td></td>
</tr>
<tr>
<td>Regional and International Business Practice</td>
<td>3C</td>
</tr>
<tr>
<td>Historical and Contemporary Perspectives in international Management</td>
<td>4</td>
</tr>
<tr>
<td>Historical evaluation of management thought and philosophies under different international political and social systems, values, and mores, and environmental constraints and strengths</td>
<td>4</td>
</tr>
<tr>
<td>Historical and current theories of U.S. management writers</td>
<td>3A</td>
</tr>
<tr>
<td>Open systems theory</td>
<td></td>
</tr>
<tr>
<td>Comparative Management Practices</td>
<td>3C</td>
</tr>
<tr>
<td>Management Practice in varied cultural settings</td>
<td></td>
</tr>
<tr>
<td>Organizing and motivating employees</td>
<td></td>
</tr>
<tr>
<td>Situational influences (cultural and political)</td>
<td></td>
</tr>
<tr>
<td>International Marketing</td>
<td>3C</td>
</tr>
<tr>
<td>Economic</td>
<td></td>
</tr>
<tr>
<td>Socio-cultural</td>
<td></td>
</tr>
<tr>
<td>Financial</td>
<td></td>
</tr>
<tr>
<td>Legal-political</td>
<td></td>
</tr>
<tr>
<td>Foundations in International Finance</td>
<td>3C</td>
</tr>
<tr>
<td>Foreign currency risk</td>
<td></td>
</tr>
<tr>
<td>Institutional realities encountered by financial manager in global economic environment</td>
<td></td>
</tr>
<tr>
<td>Currency arbitrage</td>
<td></td>
</tr>
<tr>
<td>Hedging</td>
<td></td>
</tr>
<tr>
<td>Speculation</td>
<td></td>
</tr>
</tbody>
</table>
Exchange rate regimes
Eurocurrency markets
Balance of payments
Mechanics of foreign exchange conditions in international finance
International trade activities

Global Portfolio Management 3C
Investment valuation and portfolio
Market microstructure
Bond-and-equity-portfolio management
Overall asset allocation

Graduate Coursework: 4

International Legal Process 4
Realistic appreciation of the role of international law in international problems – political, economic, business

International Business Environment 4
Intensive study of changing economic, political and cultural environment abroad
Specific problems of international business
  Marketing
  Community relationships
  Labor relations
  Organization
  Financial management
  Operating policies

International Trade Management 4
Common markets
International resource flows
Multinational corporation

Comparative Business Systems 4
In-depth analysis of selected foreign business systems
Conceptual framework for analyzing any business system
Joint interaction of cultural, educational, economic, and political constraints
Firms and environment as a dynamic symbiotic relationship

Directed Reading in International Business 4
International Exchange Program Transfer Credit 4
International Investments 4
International aspects of securities investment and portfolio management
International portfolio diversification and risk management
Measurement of investment returns and risks
Sovereign (foreign exchange) risk
Current regulatory, legal, and tax frameworks
Accounting and financial reporting practices
Critical analysis of a range of investment opportunities
unique to the international business environment
Derivatives
Foreign exchange markets
Regional economic blocks
Balance of payments

Technology and Global Competition
Competitive strategy
Product
Process and information technology
Developing and implementing successful global
technology strategy
Influence of national cultures and policies on the design
and execution of the company’s global technology strategy

International Information Technology Issues and Policy
Infrastructure
Hardware and software availability
User-interface issues
Language barriers
Cross-cultural effects
Transborder data flows
Privacy standards
Copyright infringements
Software piracy

International Networks
Strategic Systems
Policy ramifications for organizational policy and
national computer policy

Policy Strategy in the International Marketplace
Integration of the marketing, finance, research and
development, operations and human resource
management functions to provide a competitive advantage
for an international competitor

Directed Readings in International Business
Multinational Firms
Currency exposure
Capital expenditure
Capital structure decision
Financing Strategy

Multinational Banks
Funds procurement
Offshore borrowing
Foreign lending
Syndicated loans
Financial product design
Investment banking
Government regulations
Offshore financial markets

Global Operations Management
- Global business strategy
- Improving global operations performance
- Supply-chain performance
- Production rationalization
- New limits of performance

Philosophy and Methodology of International Management
- Historical and comparative approaches
- Contemporary challenges

International Management
- Policy and operational questions for international firms
- Interrelationship of external environment and internal resources
- Broad corporate policies
- Specific operational practices
- Multinational firms
- International competitive models
- International firm strategy
- Negotiation simulation

Management and Cross-National Environments
- Cultural, economic, societal, and related influences on management practice
- Organizing
- Motivating employees
- Labor/management relations

International Marketing
- Multinational firm
- Interrelationships between marketing and environment
- Marketing mix to local conditions vs. global standardization of marketing strategy

Acquisition, Development, and Management of Real Estate in International Business
- Site selection
- Brokerage
- Risk management
  - Asset maintenance
  - Systems of ownership
  - Customs
  - Roles of public/private sectors
  - Taxation
  - Finance
  - Development Controls
  - Development Patterns