



Georgia State University  
University Library Collection Development  
Policy



**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.

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

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	
<u>Graduate Coursework:</u>	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	4
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	4
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	4
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	4
Multinational Firms	4
Currency exposure	
Capital expenditure	
Capital structure decision	
Financing Strategy	
Multinational Banks	4
Funds procurement	
Offshore borrowing	
Foreign lending	
Syndicated loans	
Financial product design	

Investment banking	
Government regulations	
Offshore financial markets	
Global Operations Management	4
Global business strategy	
Improving global operations performance	
Supply-chain performance	
Production rationalization	
New limits of performance	
Philosophy and Methodology of International Management	3C
Historical and comparative approaches	
Contemporary challenges	
International Management	4
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	4
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	

Market Data	
Risks involved	
International Risk and Insurance	4
Risk management approaches	
Insurance market structures	