Global Management

BS in Management with a Concentration in Global Management
(effective Fall 2012)

During the last few decades, the US economy has become integrated into the world economy. In addition, the US is rapidly becoming a highly diverse, multi-ethnic country. These developments require individuals to be familiar with different cultures and nations. Whether you plan to work in marketing, human resource management, finance, MIS or any sub-discipline of management you will need to combine functional expertise with a broad global perspective.

The undergraduate concentration in Global Management allows students the opportunity to prepare for managing in a world dominated by global concerns. It is especially valuable when combined with a careful selection of courses from the liberal arts which focus on other countries and cultures.

Concentration Requirements
To complete the concentration in Global Management students must complete the standard core curriculum required of all management students plus four (4) courses focusing on the international business environment. One non-SOM course may be included in this total (see list at the end of this document). Relevant international experience is required as evidenced by a Study Abroad, a Travel Abroad course (see IBUS 480 courses) or an internship with a within the US or abroad where the student is exposed to issues relating to international business. In addition, proficiency in a second language is required. For non-native English speakers, English is considered to be the second language.

School of Management course descriptions for Global Management
Courses which fulfill the Global Management concentration follow with additional information about the international experience and language requirements:

IBUS 410: Negotiations
Introduces the fundamental concepts of negotiation such as BATNA, ZOPA, integrative vs. distributive bargaining. From this foundation the course expands by integrating the international dimension.

IBUS 480: Special Topics in International Business--As offered
Courses on current topics in the fields of international business and global management.

MKTG 470: International Marketing
Seminar on marketing problems in the international environment. Students will gain an understanding of scope of international marketing activities and impact of culture and environment on marketing programs.
Acceptable Non-SOM coursework

As part of the Global Management concentration, students may include one course from outside of the School of Management. The following courses from Harpur College have been evaluated by SOM faculty and approved for inclusion in the Global Management concentration. Not all are offered every semester and some courses may be special topics courses only offered once or only occasionally.

AFST 280A/LA&C 280A: Caribbean Economic Issues
AFST 282B/HIST 282B: The Modern Caribbean
AFST 287D/ANTH 287D/HIST 283B/SOC 280K: African Cultures and Civilizations
AFST 311/SOC 311/HIST 386E: Africa in World System Perspective
AFST 321/SOC 321: Race and Cultural Relations in the World Community
AFST 378: African Metaphysics
AFST 384F/ECON 381F: International Institutions and World Economy
ANTH 251: China: Its Culture and Society
ANTH 252: Peoples of the Pacific
ANTH 254: Peoples and Cultures of The Middle East
ANTH 258: Peoples & Cultures of Europe
ANTH 264 Cultures and Crisis
ANTH 277: Peoples and Cultures of Southern Africa
ANTH 363 Anthropology of Developing Nations
ANTH 380C/HIST 385C: Intro Arabic Civilization & Culture
ANTH 380W: Econ Underworlds & Globalization
CHIN 350: Business Chinese
COLI 280R/ RUSS 232: Russia and the World
ECON 313: International Political Economy
ECON 314: Economics of the Developing World
ECON 315: Comparative Economic Systems
ECON 317/AAAS 317: The Economy of China
ECON 381E: Economic Development in Africa
ECON 414: Economic Development: East Asia
ECON 436: International Trade
ECON 437: International Monetary Economics
GEOG 211: Cultural Geography: Society, Environment and Change
GEOG 253: People, Space and Environment in Latin America
GEOG 257: Geography of the Middle East
GEOG 259/MDVL 270J: Eastern Asia: Land and People
GEOG 347: Geography Of Globalization
HIST 212: 20th Century Europe
HIST 215: Modern Britain 1714 to present
HIST 218: Modern France 1815-1995
HIST 219: History of Spain
HIST 221: Making of Modern Germany
HIST 235: Muslim Peoples of the World
HIST 237: History of Human Behavior
HIST 272: Japan 1600-1945
HIST 274: Modern China
HIST 275: 20th Century Middle East
HIST 276/LA&C 276: Modern Latin America
HIST 277/AAAS 277: Modern South Asian History
HIST 286P: Making/Unmaking of the British Empire
HIST 317: 20th Century France
HIST 330: Modern European Thought
HIST 334: The Middle East & the US
HIST 341: China and the West
HIST 372: 20th Century Japan
HIST 374/.AAAS 374/SOC 374: China in the 20th Century
HIST 473: Imperialism in East Asia
HIST 486Q: Human Rights in 20th Century
LA&C 226/ANTH 226: Women in Latin America
LA&C 264/PLSC 264 Politics of Latin America
PLSC 319: Issues in World Politics
PLSC 356: Politics of the European Union
PLSC 375: International Law
PLSC 380: Special Topics in World Politics
PLSC 485H: Human Rights and World Politics
PLSC 486F/SOC 480C: World Political Economy
SOC 302: Sociology Of Latin America
SOC 311: African World Systems Perspective
SOC 321: Race and Cultural Relations in the World
SOC 328: Comparative Social Development
SOC 330: Latin American Women
SOC 359: Urban Sociology
SOC 369: Sociology Of Contemporary Asia
SOC 375: Economic Sociology
HDEV 380N: Cross-Cultural Perspectives: Senegal

Students wishing to recommend a course for addition to this list should submit a request to SOM Advising attaching a course description or syllabus. The course request will be reviewed by an appropriate faculty member and may be added to the list of acceptable courses if appropriate.
International Experience Requirement:
Students must complete a travel abroad course, a study abroad or an international or domestic internship where the student is exposed to issues relating to international business. For assistance in finding study abroad programs or international internships, contact the Office of International Programs (NAR-G1). For assistance with domestic internships with an international component, contact the Career Development Center or the SOM Career Services Office (AA-G16). Two travel abroad courses are currently offered by SOM during winter and summer sessions. See course descriptions above for IBUS 480: Doing Business in India (winter) and Doing Business in China (summer).

Language Proficiency Levels for the Global Management Concentration
All students need to fulfill minimum second language requirements at Binghamton, namely either 3 semesters in one language or two semesters each in two languages. For the Global Management concentration this is insufficient; we expect a higher level of proficiency. Furthermore, language skills need to be practiced otherwise the learner will forget. Therefore, SOM requires that language proficiency evidence is of recent date, i.e. no more than 3 semesters old upon graduation.

At SOM we recognize that our students earning a Bachelor’s degree will not work as interpreters nor negotiate supply contracts their foreign language. Given this, for the second, third, etc. language proficiency level thresholds are as follows based on the 2012 definitions of the American Council of Foreign Languages (ACTFL):
1. Speaking – 2nd Language: Advanced low, Any additional language(s): Intermediate mid
2. Writing – 2nd Language: Intermediate mid, Any additional language(s): Novice high
3. Listening -- 2nd Language: Advanced low, Any additional language(s): Intermediate mid
4. Reading -- 2nd Language: Advanced low, Any additional language(s): Intermediate mid

Frequently Asked Questions
1. I’m a native English speaker and I have taken 4 semesters of Spanish at BU. Do I qualify for the 2nd language proficiency requirement?
Yes, SOM will accept your 4 semesters of Spanish as fulfilling the requirement as long as the last language course was taken after the 2nd semester of your sophomore year.

2. I’m a native English speaker and I have taken the required 3 semesters of Spanish at BU. Do I qualify for the 2nd language proficiency requirement?
No. You need to take one more semester during your Junior or Senior year to satisfy the requirement. Alternatively, you can sit for the proficiency exam and if you pass at the minimum level SOM will accept this without any additional semesters of language instruction.

3. I’m a native English speaker and I have taken the required 2 semesters each of Spanish and Hebrew at BU. Do I qualify for the 2nd language proficiency requirement?
No. You have two choices to qualify for the language proficiency requirement: (a) You can take two more semesters of either Spanish or Hebrew with the last course in the Junior year. (b) You can sit for the proficiency exam and if you pass at the minimum level SOM will accept this without any additional semesters of language instruction.
4. I’m a native English speaker. I came to Binghamton as a freshman with advanced credit in French and needed to take only one semester during my freshman year. Do I qualify for the 2nd language proficiency requirement?
No, you won’t. Your language instruction is too dated. SOM wants to be sure that students upon graduation still retain their 2nd language skills. You have two choices to qualify for the language proficiency requirement: (a) You can take an upper level French course during or after your junior year as a refresher course. (b) You can sit for the proficiency exam and if you pass at the minimum level SOM will accept this without any additional semesters of language instruction.

5. I’m an international student and want to have global management as (one of) my concentration(s). What do I need to do for my second language?
As an international student you needed to provide proof of adequate English language skills in order to study at BU. This is your second language and therefore you are qualified.

6. I’m a Korean American and I speak Korean at home. I have not taken any 2nd language beyond the BU requirement of 2 semesters in Mandarin and Spanish. Do I qualify for the 2nd language proficiency requirement?
No, you don’t. For you the same rules need to be applied as spelled out in the answer to Question #3.

7. I am a native English speaker and in addition to English I speak Polish at home since my parents emigrated from Poland and I visit my family in Poland every summer. Polish is not offered at BU. I have taken the required 2 semesters in French and German. What do I need to do for my language proficiency?
You can do two things: Either you add two more semesters in French or German as specified in the answer to Question #3 or you can sit for a proficiency exam in Polish and if you pass at the specified level you satisfy the requirement.

Note: Language proficiency exams will either be administered by faculty in Harpur College or by the Language testing International Testing Office (oral and written). The cost for the LTI test is to be borne by the student. Currently the cost is $85 for the Speaking test (via telephone) and $45 for the Writing test.