**INTRODUCTION**

The international business curriculum covers the fundamentals of business administration, with an emphasis on international business. Foreign language courses are required and stress the use of the applied language. This curriculum prepares students for entry level positions. Opportunities exist in contracts, distribution and sales and may lead to general management positions. Since Southern California is a major international business center, there are career opportunities with internationally oriented firms in this area. Other career opportunities may involve international travel or overseas assignments.

Language concentrations are offered in Chinese, French, German, Japanese, Portuguese and Spanish. Other concentrations may be developed in the future. The program is offered jointly by the Mihaylo College of Business Administration and Economics and the Department of Modern Languages and Literatures.

**LEARNING GOALS AND STUDENT LEARNING OUTCOMES**

The following goals and learning outcomes have been established for students pursuing a degree in International Business:

**Problem Solving and Critical Thinking Skills**

*Each student will use the following skills in a business situation*

- Quantitative/analytical reasoning
- Problem solving
- Critical thinking

**People Skills**

*Each student will work effectively with others in a business situation, demonstrating knowledge and skills in*

- Working with and through others
- Working in teams
- Leadership theories and models

**Ethical Awareness**

- Interpret ethical issues and responsibilities in a business organization

**Functional Knowledge**

*Each student will understand and apply*

- The principles and roles of international economics, finance and marketing
- The interrelationships of these disciplines within a strategic framework
Information Technology Skills

To support business analysis and operations each student will
- Have a working knowledge of information technology
- Demonstrate information technology skills

Economic and legal environment knowledge

- Understand the economic and legal environments in which business operates

Communication Skills

- Demonstrate the knowledge and skills needed to effectively communicate about business issues in both the written and oral form

Multi-cultural Awareness

Each student will become familiar with
- The cultural context of business
- The major industries and services in the countries using their target language

Global Awareness

Each student will interpret the impact of global issues on business organizations, including
- The theory, practice and institutions of the international economy
- Theories of international trade and the role of marketing decisions across national boundaries and markets
- Financing challenges of the multinational business

Foreign Language Competency

To provide students with the capability of dealing directly with business persons in the country of their designated language, students will develop
- Foreign Language Professional Vocabulary
- Foreign Language Knowledge and Abilities

Bachelor of Arts in International Business

Admission to the International Business major involves two steps. Students who apply to the major are initially classified as pre-international business. After completing the lower-division core requirements with grades of “C” (2.0) or better and demonstrating satisfactory progress toward intermediate competency in a foreign language, students may apply to the international business major. Pre-international business students may take lower-division business courses, but most upper-division courses are not open to pre-international business students. Students must attain a 2.0 (“C”) grade-point average or better in all university and concentration courses.

All courses in the major must be passed with a “C” (2.0) or better.

Lower-Division Core Courses (24 units)

- ACCT 201A Financial Accounting (3)
- ACCT 201B Managerial Accounting (3)
- BUAD 201 Business Writing (3)
- ECON 201 Principles of Microeconomics (3)
- ECON 202 Principles of Macroeconomics (3)
- MGMT 246 Business and Its Legal Environment (3)
- ISDS 265 Introduction to Information Systems and Applications (3)
- MATH 135 Business Calculus (3)
  OR MATH 130A Short Course in Calculus (4)
  OR MATH 150A Analytic Geometry and Calculus (4)

  Intermediate foreign language competency is a prerequisite to the concentrations in Chinese, French, German, Japanese, Portuguese and Spanish. Students in international business should consult an adviser in the Department of Modern Languages and Literatures as soon as possible in order to assess individual proficiency levels. Students may be required to take additional prerequisite courses.

Upper-Division Core Courses (33 units)

- BUAD 301 Advanced Business Communication (3)
- ECON 335 International Economy (3)
- FIN 320 Business Finance (3)
- FIN 370 International Business Finance (3)
- ISDS 361A Quantitative Business Analysis: Probability and Statistics (3)
- ISDS 361B Quantitative Business Analysis: Statistics and Management Science (3)
- MGMT 339 Principles of Management and Operations (3)
- MGMT 340 Organizational Behavior (3)
- MGMT 350 International Business and Management (3)
- MKTG 351 Principles of Marketing (3)
- MKTG 445 International Marketing Strategies (3)

Global Business Collateral Course (3 units)

Students must take an approved study-abroad course or one of the following:

- ECON 330, 331, 332, 333, 334, 336
- FIN 371, 373
- MKTG 475

Capstone Core Course (3 units)

- MGMT 480 Global Strategic Management (3)
Concentration (15 units)
Choose one of the following concentrations listed below.

**Concentration in Chinese**
CHIN 310 Chinese in the Business World (3)
CHIN 311 Chinese for International Business (3)
CHIN 315 Introduction to Chinese Civilization (3)
CHIN 325 Contemporary Chinese Culture (3)
MLNG 495 Internship in Foreign Languages (3)

**Concentration in French**
FREN 310 French in the Business World (3)
FREN 311 French for International Business (3)
FREN 315 Origins of Modern France (3)
FREN 325 Contemporary French Civilization (3)
MLNG 495 Internship in Foreign Languages (3)

**Concentration in German**
GRMN 310 German in the Business World (3)
GRMN 311 German for International Business (3)
GRMN 315 Introduction to German Civilization (3)
GRMN 325 Current Trends in Culture of German-Speaking Peoples (3)
MLNG 495 Internship in Foreign Languages (3)

**Concentration in Japanese**
JAPN 310 Japanese for Business (3)
JAPN 311 Japanese for International Business (3)
JAPN 315 Introduction to Japanese Civilization (3)
JAPN 316 Modern Japan (3)
MLNG 495 Internship in Foreign Languages (3)

**Concentration in Portuguese**
PORT 310 Portuguese in the Business World (3)
PORT 317 Advanced Conversation and Composition (3)
PORT 320 Introduction to Luso-Brazilian Culture and Civilization (3)
PORT 325 Contemporary Brazilian Civilization (3)
One of the following may be substituted for PORT 320 or 325:
SPAN 310, 311
MLNG 495 Internship in Foreign Languages (3)

**Concentration in Spanish**
SPAN 310 Spanish in the Business World (3)
SPAN 311 Spanish for International Business (3)
SPAN 315 Introduction to Spanish Civilization (3)
SPAN 316 Introduction to Spanish-American Civilization (3)
One of the following may be substituted for SPAN 315 or 316:
SPAN 415, 416
MLNG 495 Internship in Foreign Languages (3)

**Other Requirements**
Students must take all required core and concentration courses for a letter grade. The credit/no credit grading option may not be used for these courses, and a grade of CR (credit) will not satisfy the requirements of the degree. Exceptions: MATH 130, 135 or 150A and Internship may be taken for the credit/no credit option, although courses taken to meet general education requirements must be taken for a letter grade. At least 12 units of upper-division core courses, 6 units of upper-division concentration courses and 6 units of internships must be taken in residence at CSUF.