



Global Business Concentration

Global business is any business activity that occurs between people or organizations from different nations. The global business concentration prepares students for the international challenges facing business leaders. Students will demonstrate understanding of the global context in which most organizations now compete, and have an in-depth knowledge of the political, environmental, and social/cultural features. In addition, students will be competent in a number of professional skills such as conflict resolution, negotiation, team leadership, and personal career management that are normally associated with professionals who already have substantial work experience.

Global business students can take advantage of the University's strategic positioning in the San Francisco Bay Area, a border of the dynamic Asia-Pacific region. Barowsky School of Business currently has study-abroad and student-exchange agreements with universities around the world.

Global Business Concentration Requirements

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| Three required 4-unit courses: | | |
| BUS 4058 | International Marketing | 4 units |
| BUS 4067 | GIE Practicum | 4 units |
| BUS 4081 | Global Human Resources | 4 units |
| Total Global Business Concentration | | 12 units |
| Total Business Administration BA major with Global Business Concentration | | 60 units |