



International Business Concentration

International Business is any business activity that occurs between people or organizations from different nations. The international business concentration provides excellent grounding in international business and prepares students for the global 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.

International Business courses provide you with the unique perspective of how to conduct business on a global scale. The core courses are designed to prepare you for future professional management roles in many different cultures in a broad variety of business positions in companies at home and overseas. International business graduates have also been successful in the non-profit and governmental sectors. You will develop an understanding of the impact of globalization on international business, the cultural dimensions in marketing, the role of interdependency on international finance and trade through policy analysis and case studies. Developing your cross-cultural communication and leadership skills and being proficient in a second language are also very important for success in this field.

International Business students can take advantage of the University's global positioning in the San Francisco Bay Area, a border of the dynamic Asia-Pacific region. Students will have the opportunity to intern in and work with world-class businesses on corporate projects in the United States and abroad. The School of Business and Leadership currently has study-abroad and student-exchange agreements with universities in Europe and Asia, and is developing more such educational partnerships.

International Business Concentration Requirements

One required 3-unit course:			
BUS 4064		International Business	3

Functional Area Electives

Complete 3-units from the following:			3
BUS 4027		International Corporate Finance	
BUS 4058		International Marketing	
BUS 4071		International Human Resource Management	

Thematic Area Electives

Complete at least 9-units from the following:			9
BUS 4065		International Business in Emerging Economies	
BUS 4066		MNEs, SMEs and Global Crises	
BUS 4077		International Management & Global Cultures	

BUS 4923		Special Topics in International Business	
BUS 4200/4996/4912/4914		Study Abroad/Executive Study Abroad/International Internship/Senior Project/Thesis	
<i>Total International Business Concentration</i>			<i>15-27 units</i>
Total Business Administration BA Major with International Business Concentration			65-77 units

Foreign Language Proficiency: Complete 12 units of non-native language(s) at the college level or equivalent.

International students whose native language is not English, must demonstrate written and oral proficiency in English as a second language.

Reminder: 124 units required to graduate. 48 of the 124 must be "Upper Division" (3000-4000).