

International Business

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In the College of Arts and Letters and
the College of Business Administration

A member of AACSB—The International Association for Management Education.

Faculty

International Business is administered by the International Business Program Committee. The program draws on courses offered by faculty in the following areas: Accountancy, Africana Studies, American Indian Studies, American Studies, Anthropology, Art, Asian Studies, Chicana and Chicano Studies, Chinese, Communication, Comparative Literature, Economics, English, European Studies, Finance, French, Geography, German, History, Humanities, Information and Decision Systems, Italian, Japanese, Latin American Studies, Linguistics, Management, Marketing, Philosophy, Political Science, Portuguese, Public Administration, Religious Studies, Rhetoric and Writing Studies, Russian, Sociology, Spanish, and Women's Studies.

Chair: Loughrin-Sacco (European Studies)

Senior Academic Coordinator: Claudia Allen

Undergraduate Adviser: Mary Ann Dhuyvetter

Internship Director: Adler (Economics)

Committee: Adler (Economics), Butler (Management), Davies (History), Gerber (Economics), Higurashi (Japanese), Krentler (Marketing), Marino (Management), Padmanabhan (Finance), Rhyne (Management), Saghafi (Marketing), Salehizadeh (Finance), Schorr (European Studies)

Offered by International Business

Major in international business with the B.A. degree in liberal arts and sciences.

Emphases in language: Chinese, English, French, German, Italian, Japanese, Portuguese, Russian, and Spanish.

Emphases in regional/cultural studies: Africa, Asia, Latin America, Middle East, North America, Russia and Central Europe, and Western Europe.

The Major

International business is an interdisciplinary major that culminates in a Bachelor of Arts degree offered jointly by the College of Arts and Letters and the College of Business Administration. This program integrates coursework in business administration, foreign language, and regional/cultural studies. It offers students an opportunity to combine two emphases, one in a language and one in regional/cultural studies, and to create a focused program of study suited to their individual interests and career goals.

Students select one of nine emphases in foreign language (chosen from Chinese, English, French, German, Italian, Japanese, Portuguese, Russian, and Spanish) and one of seven emphases in regional/cultural studies (chosen from Africa, Asia, Latin America, Middle East, North America, Russia and Central Europe, and Western Europe). Students also complete the necessary business courses to meet accreditation standards of the AACSB for a major in business administration. A master plan of the courses taken to fulfill the major must be approved by the international business program adviser and filed with the Office of the Registrar one semester before graduation.

The international business program is one of the many activities sponsored by the SDSU Center for International Business Education and Research (CIBER). This Center is funded by the U.S. Department of Education and administered by SDSU's Colleges of Arts and Letters and Business Administration in order to promote international business education in the region and nationwide.

High school students who are planning to select this major are strongly advised to complete the following courses prior to admission to the University: four years of one foreign language; four years of mathematics; and courses in accounting, computer programming, economics, and world history.

Semester Abroad Requirement

All international business majors are required to complete a study abroad or internship abroad experience of at least one semester in length. One semester abroad consists of 180 hours of either coursework or internship. To complete the 180 hours abroad, international business majors studying abroad must complete an international business approved program (for the most current listing, consult the International Business Exchanges and Multiple Degree Programs office). **Study abroad programs not among approved international business study abroad programs will not be considered to meet the semester abroad requirement for the major.** International business majors interning abroad complete a 180-hour internship with the approval of the international business internship director. The internship abroad will also fulfill the International Business 495 course requirement for the major.

Impacted Program

The international business major is an impacted program. Students must apply to enter the University under the international business premajor code (80000). Before enrolling in any upper division courses in business administration, students must advance to the upper division international business major and be admitted into the international business major code (05131). To be admitted to the international business major, students must meet the following criteria:

- Complete with a grade of C or higher: Accountancy 201 and 202; Economics 101 and 102; Economics 201 or Statistics 119; Finance 140; and Information and Decision Systems 180. Courses cannot have been taken prior to Fall 1992. These courses cannot be taken for credit/no credit (Cr/NC);
- Complete or test out of one language sequence: Chinese 101, 102, 201, 202 (20 units); French 100A, 100B, 201, 210, 220, 221 (22 units); German 100A, 100B, 200, 205A, 205B (21 units); Italian 100A, 100B, 201, 210 (16 units); Japanese 111, 112, 211, 212 (24 units); Portuguese 101, 201 (10 units); Russian 100A, 100B, 200A, 200B, 211 (23 units); or Spanish 101, 102, 103, 202, 211, 212 (22 units). For English, Communication 103 and 204, Information and Decision Systems 290 Rhetoric and Writing Studies 100 or Linguistics 100, Rhetoric and Writing Studies 200 or Linguistics 200 (15 units).
- Complete a minimum of 56 semester units;
- Clear the competency requirements in mathematics and writing. (Refer to Graduation Requirements section of this catalog for details);
- Have a cumulative GPA of 2.90 or higher; and
- To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they

are accepted into the premajor at SDSU (assuming continuous enrollment). After satisfying the above supplementary admissions criteria, students must submit documentation (unofficial transcripts, grade cards, etc.) to the program adviser before they can be admitted to the upper division major.

MEXUS Dual Degree

MEXUS is a transnational dual degree program conducted in partnership with Southwestern College (SWC) in Chula Vista, California, and the Centro de Enseñanza Técnica y Superior (CETYS) and the Universidad Autónoma de Baja California (UABC) in Tijuana, Mexico. Students may enter the program at any of the four schools and must spend a minimum of two years of study each in the U.S. and Mexico.

Participants in the MEXUS program are enrolled in the International Business major at San Diego State University.

In addition to completing 49 units of General Education requirements at SDSU, students in the MEXUS program must complete 101 units of International Business courses. Approximately one-half of all of these requirements are completed in Spanish while attending school in Mexico. Successful participants earn both the Bachelor of Arts degree in Liberal Arts and Sciences with a major in International Business, Emphases in Spanish and Latin America from SDSU, and the *Licenciatura en Negocios Internacionales* from either UABC or CETYS.

SanDiQué Dual Degree

The SanDiQué program is a partnership between San Diego State University and the University of Quebec. Students may enter the program at either of the two universities and must spend a minimum of one year of study in both the United States and Canada.

Participants in the SanDiQué program are enrolled in the International Business major at San Diego State University.

In addition to completing 49 units of General Education requirements at SDSU, students in the SanDiQué program must complete 81 units of international business courses. Approximately one-quarter of all these requirements are completed in French while attending school in Canada. Students are also required to participate in an internship program, which provides SanDiQué students with the opportunity to work for an international institution and to develop a network of contacts in the private or public community, a vital step toward employment after graduation.

Project North America

Project North America is a trilateral program designed to increase the educational opportunities for university students to study abroad and participate as interns in the United States, Canada, and Mexico. Students are immersed in the culture and language of each of the NAFTA partners.

Project North America is a consortium of six universities, two each from the United States (San Diego State University and the University of North Carolina), Canada (Bishop's University and Simon Fraser University), and Mexico (Centro de Enseñanza Técnica y Superior (CETYS) and Universidad de Guadalajara). Students enroll for one semester each in Canada and in Mexico, taking regular academic courses on transacting business in the host countries. The training and exchange curriculum is integrated into the student's academic plan. Credit is received for all foreign coursework and normal progress toward the degree is maintained.

Study Abroad Programs

The international business program currently has direct exchange agreements with: Bishop's University, Québec, Canada; Centro de Enseñanza Técnica y Superior (CETYS), Mexicali and Tijuana, Mexico; Ecole Supérieure des Practiciens de Commerce International (Groupe ESSEC), Cergy Pontoise, France; Fachhochschule Reutlingen, Reutlingen, Germany; Instituto Tecnológico 7 de Estudios Superiores de Monterrey (ITESM), 26 campuses throughout Mexico; Northeastern University, Shenyang, P.R. China; Pontificia Universidade Católica do Rio de Janeiro (PUC-RIO), Rio de Janeiro, Brazil; Simon Fraser University, Vancouver, B.C., Canada; Universidad Antonio de Nebrija, Madrid, Spain; Universidad Autónoma de Baja California (UABC), Tijuana, Mexico; Universidad de Barcelona, Barcelona, Spain; Universidad del CEMA, Buenos Aires, Argentina; Universidad

de Concepción, Concepción, Chile; Universidad de Guadalajara, Guadalajara, Mexico; Universidad de Guanajuato, Guanajuato, Mexico; Universidad de San Francisco, Quito, Ecuador; Universidad Técnica Federico Santa María, Valparaíso, Santiago, Rancagua and Talcahuano, Chile; Universidad de Valladolid, Valladolid, Spain; Universidad de Valparaíso, Valparaíso y Viña del Mar, Chile; and Université du Québec at Chicoutimi, Québec, Canada. Qualified International Business majors participating in an exchange program make normal progress toward the degree while generally paying SDSU fees only.

Internships

Students in the major complete internships in international business in the U.S. and abroad by enrolling in International Business 495. Students are urged to enroll in this course no later than a year prior to their graduation date. Those completing the internship abroad should enroll in the course a semester prior to leaving the United States. Enrollment after the University's add deadline is not permitted.

Honors Courses

Honors courses in business that are independent of the University Honors Program are scheduled regularly. Students should consult the Class Schedule and contact the International Business Program office for information about participation in this program.

Advising

All students admitted to the University with a declared major in International Business are required to attend an advising meeting with the program adviser during their first semester on campus.

International Business Major

**With the B.A. Degree in Liberal Arts and Sciences
(Premajor Code: 80000U) (Major Code: 05131)**

Applications from new students will be accepted by the University only during the months of August for the following spring semester and November for the following fall semester. Declaration of the preinternational business major will be accepted from continuing students only during August and January.

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

A minor is not required with this major. International Business majors may not normally complete a minor in the College of Business Administration or in the language or regional/cultural emphases used to satisfy major requirements.

Preparation for the major courses in business and language may **not** be taken for Cr/NC; **the minimum grade in each course in lower division business is C.**

Preparation for the Major. (Complete I, II, and III: 38-51 units)

I. Business: Accountancy 201, 202; Economics 101, 102; Economics 201 or Statistics 119; Finance 140; and Information and Decision Systems 180. (21 units)

II. Language Emphasis (choose one language): The lower division language course requirements may also be satisfied by successful results on certain standardized language examinations; contact the adviser of the appropriate language department for details. Native speakers are strongly encouraged to avoid emphasizing their first language.

†Chinese 101, 102, 201, 202. (20 units)

English (**Not open to native speakers of English nor to students who graduated from secondary school where English was the principal language of instruction nor to students with native-like fluency in English.**) Communication 103 and 204; Information and Decision Systems 290; Rhetoric and Writing Studies 100 or Linguistics 100; Rhetoric and Writing Studies 200 or Linguistics 200. (15 units)

† Students choosing Chinese or Japanese language emphasis must complete the Asia regional/cultural emphasis.

French 100A, 100B, 201, 210, 220, 221. (22 units)

German 100A, 100B, 200, 205A, 205B. (21 units)

Italian 100A, 100B, 201, 210. (16 units)

† Japanese 111, 112, 211, 212. (24 units) **(Not open to speakers of Japanese who have completed compulsory education through junior high school in Japan.)**

Portuguese 101, 201. (10 units)

§ Russian 100A, 100B, 200A, 200B, 211. (23 units)

Spanish 101, 102, 103, 202, 211, 212. Spanish 281 replaces 103 and 211; and Spanish 282 replaces 202 and 212 for U.S. Hispanics. See adviser in Spanish Department. (22 units)

† Students choosing Chinese or Japanese language emphasis must complete the Asia regional/cultural emphasis.

§ Students choosing Russian language emphasis must complete the Russia and Central Europe regional/cultural emphasis.

III. Regional/Cultural Studies Emphasis (choose one region):

Africa: History 100 and 101.

Asia: Asian Studies 106, 107.

Latin America: Six units selected from History 115, 116 (recommended); Latin American Studies 101 (recommended).

Middle East: History 100 and 101.

North America: Six units selected from Chicana and Chicano Studies 141A-141B, History 109, 110 or 115, 116, or Political Science 101, 102.

Russia and Central Europe: Six units selected from Classics 140; History 105, 106 (recommended).

Western Europe: Six units selected from Classics 140; History 105, 106 (recommended).

Foreign Language Requirement. The language requirement is automatically fulfilled through coursework for preparation for the major.

Upper Division Writing Requirement. Passing the University Writing Examination or completing one of the approved writing courses with a grade of C (2.0) or better.

Major. (Complete I, II, and III below: 53-57 units) **A minimum grade point average of 2.0 in each of the three areas is required for graduation.**

I. Business. (All preparation for the major in the business and language portions of this major must be completed, plus additional supplementary admissions criteria must be met, before enrolling in any upper division courses in Business Administration):

Specialization: A minimum of 28 upper division units to include Finance 323, 329; Information and Decision Systems 302; Management 350, 405; Marketing 370, 376, and completion of one of the following areas of specialization:

Finance: Two 300 or 400-level courses in finance.

Management: Management 357 and one 300 or 400-level course in management, except Management 457.

Marketing: Two marketing courses at the 300-level or above.

II. Language Emphasis (choose one language): Students who have graduated from a secondary school whose primary language of instruction is the same as the language emphasis chosen in this major must still complete the upper division language courses. Contact International Business for details.

Chinese 301, 302, 431, 434. (12 units)

English **(Not open to native speakers of English nor to students with native-like fluency in English.)** Communication 307, 371; Linguistics 305W or Rhetoric and Writing Studies 305W or 500W; Information and Decision Systems 396W or Rhetoric and Writing Studies 503W. (12 units)

French 301, 302, 422, and 423. (12 units)

German 300 or 310, 301, 303, 420. (12 units)

Italian 301; 305A, 305B, 421. (12 units)

Japanese 311, 312, 321 or 322, 411. (16 units) **(Not open to speakers of Japanese who have completed compulsory education through junior high school in Japan.)**

Portuguese 301, 401, 443, 534 (for Western Europe Regional/Cultural Emphasis) or 535 (for Latin America Regional/Cultural Emphasis). (12 units)

Russian 301, 303; and two courses selected from 304, 501, 580. (12 units)

Spanish 301, 302 (or 381 and either 350, 491 or 493), 307, 497 (12 units). Spanish 381 replaces 301 and 302 for U.S. Hispanics; see adviser in Spanish Department.

Language Proficiency Assessment Requirement. Students are required to satisfy the Language Proficiency Assessment Requirement during or immediately following the semester in which they complete their last language course. To clear the language proficiency assessment, students must achieve a passing score on a language examination approved by the international business program. For further information concerning test dates and fees, contact the International Business office.

III. Regional/Cultural Studies Emphasis (Choose one region. A maximum of five courses may be applied to the major.) All international business majors are required to complete a study abroad or internship abroad experience of at least one semester in length. See the international business adviser to arrange for the study abroad, and the internship adviser to contract for the internship. Students who choose the study abroad option are still required to fulfill International Business 495. Students who choose the internship abroad option may earn credit for International Business 495.

Africa: International Business 495, 498, and a minimum of nine units, with no more than six units from one department selected from Africana Studies 463, 470; Anthropology 449; Communication 371+; Comparative Literature 440; Economics 336, French 425; History 475, 476; Humanities 460; Political Science 364, 496+; Religious Studies 340; Women's Studies 580+.

Asia: International Business 495, 498, and a minimum of nine units, with no more than two courses from one department selected from Anthropology 450, 452, 453, 582+; Asian Studies 331, 458*, 459*, 483, 560, 581, 596; Chinese 351@, 352, 431, 433@, 450@, 451@; Communication 371+; Comparative Literature 455, 460, 530; Economics 330, 336, 360, 365, 465; History 420, 421, 480, 561, 563, 564, 565, 566, 567, 569, 570; Japanese 321, 322, 412#, 421, 422, 496+; Philosophy 351, 575+; Political Science 362, 393, 496+, 562*, 575*; Religious Studies 401*, 403*.

Latin America: International Business 495, 498, and a minimum of nine units, with no more than six units from one department, selected from Anthropology 442, 582+; Chicana and Chicano Studies 306, 310, 350A, 355, 375, 376, 380, 400; Communication 371+; Comparative Literature 445; Economics 336+, 360 (recommended), 365, 464, 565; Geography 323, 324, 353+; History 415, 416, 550, 551, 552, 554, 555, 556, 558, 559*; Latin American Studies 498, 530, 531, 560, 575, 580; Political Science 393, 481+, 496+, 566, 567, 568, 575*; Portuguese 535; Public Administration 580*+; Sociology 556*+; Spanish 341, 342, 406A, 406B, 491*, 492*, 493*; Women's Studies 310+, 512, 580+.

* Indicates courses with prerequisites not included in requirements listed above.

+ These courses may be included in the major only with the written approval of the undergraduate adviser for international business.

% Indicates courses that may be used to satisfy the major requirement in regional/cultural studies emphasis when not used to satisfy the language emphasis.

@ Two of these courses are required of students choosing Chinese to satisfy the language emphasis of the major.

Required of students choosing Japanese to satisfy the language emphasis.

Middle East: International Business 495, 498, and a minimum of nine units, with no more than six units from one department, selected from Art 596⁺; Communication 371⁺; History 473, 474, 488, 574; Political Science 363, 496⁺; Religious Studies 320, 330, 331, 340; Women's Studies 580^{*}.

North America: International Business 495, 498, Economics 565, and a minimum of six units, one course (three units) each from section A. *Mexico and Mexico-U.S. Border* and section B. *United States*.

A. *Mexico and Mexico-U.S. Border:* Chicana and Chicano Studies 306, 324, 340, 350A, 355, 375, 498^{*}; History 550, 551; Political Science 496⁺, 568; Spanish 342, 515^{*}.

B. *United States:* Africana Studies 320, 321, 322, 471B; American Indian Studies 320, 400, 440; American Studies 580; Anthropology 444, 445, 446; Chicana and Chicano Studies 301, 303, 310, 320, 335, 350B, 376, 380, 480; Communication 371⁺; Economics 330, 338; English 494, 519, 525; Geography 321, 353⁺, 354, 358; History 409, 410, 450W, 442A, 442B, 444, 445, 455, 536, 540, 544A, 544B, 545A, 545B, 547A, 547B, 548A, 548B; Latin American Studies 575; Linguistics 524; Political Science 305, 320, 321, 334, 335, 347A, 347B, 348, 422, 436, 496⁺, 531; Public Administration 485; Religious Studies 390; Sociology 320, 335, 355, 421, 430, 433, 531, 532, 537; Women's Studies 341A, 341B, 375.

Russia and Central Europe: International Business 495, 498, and a minimum of nine units with no more than six units from one department, selected from Communication 371⁺; Economics 330; Geography 337; History 518A, 518B; Humanities 330; Political Science 393⁺, 496⁺; Russian 304[%], 305A, 305B, 430[§], 501[%], 555[§], 563[§], 580[%].

Western Europe: International Business 495, 498, and a minimum of nine units, with no more than six units from one department, selected from Anthropology 582⁺; Communication 371⁺; Comparative Literature 511, 512, 513, 514; Economics 330, 360; European Studies 301, 424, 501; French 305A, 305B, 421, 424, 425; Geography 336, 353⁺; German 310, 320, 520^{*}, 530^{*}; History 407, 408, 480, 504, 505, 506, 507, 510, 511A, 511B, 512A, 512B, 513B, 514^{*}, 517, 518A, 518B, 519, 522, 526, 528; Humanities 310, 320, 330, 340, 401, 402, 403, 404; Italian 305A, 305B; Philosophy 411, 412, 413, 414; Political Science 356, 393⁺, 496⁺; Portuguese 534; Spanish 340, 405A, 405B, 491^{*}, 492, 493^{*}; Women's Studies 340.

A maximum of six units of courses numbered 496 and 596 may be applied to the major with the approval of the International Business adviser.

* Indicates courses with prerequisites not included in requirements listed above.

+ These courses may be included in the major only with the written approval of the undergraduate adviser for international business.

% Indicates courses that may be used to satisfy the major requirement in regional/cultural studies emphasis when not used to satisfy the language emphasis.

§ Two of these courses are required of students choosing Russian to satisfy the language emphasis of the major.

Certificat professionnel

The Center for International Business Education and Research (CIBER) administers the *Chambre de Commerce et d'Industrie de Paris Certificat professionnel* examination each May at SDSU. Students normally sit for the *Certificat* examination during or immediately following the semester they take French 423. **Passage of this examination is required to clear the Language Proficiency Assessment Requirement for the French language emphasis in International Business.** Examination intended for non-French nationals.

Examen Internacional de Negocios en Español

The Center for International Business Education and Research (CIBER) administers the *Examen Internacional de Negocios en Español (EXIGE)* each semester at SDSU. Students sit for the *EXIGE* examination during or immediately following the semester they take Spanish 497. **Passage of this examination is required to clear the Language Proficiency Assessment Requirement for the Spanish language emphasis in international business.**

Zertifikat Deutsch für den Beruf

The German program administers the *Zertifikat Deutsch für den Beruf* examination at the end of each spring semester. Students taking German 303 normally sit for the *Zertifikat* examination as a part of the course. **Passage of this examination is required to clear the Language Proficiency Assessment Requirement for the German language emphasis in international business.** Examination not available to native speakers of German.

Courses (I B)

LOWER DIVISION COURSES

296. Topics in International Business (1-3)

Selected topics in international business. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit six units.

299. Special Study (3-6)

Prerequisite: Pre-International Business major.
Individual study. Maximum credit six units.

UPPER DIVISION COURSES

(Intended for Undergraduates)

495. International Business Internship (3) I, II Cr/NC

Prerequisites: Consent of instructor; upper division standing in the major.

Internships with international business firms, nonprofit organizations, and government agencies in U.S. and abroad. Work done under joint direction of activity sponsor and instructor. Project report and internship conferences required. Maximum credit three units.

498. Doing Business Internationally (1) Cr/NC

Prerequisites: Upper division status in the major and one 300-level foreign language course in the language of the student's emphasis.

Business customs and protocol pertinent to a foreign language and the regions in which that language is spoken. Taught in Chinese, French, German, Italian, Japanese, Portuguese, Russian, and Spanish. Course is waived for students completing an approved study program or internship abroad and for students completing the language emphasis in English.

499. Special Study (1-6)

Prerequisite: International business major.
Individual study. Maximum credit six units.

UPPER DIVISION COURSE

(Also Acceptable for Advanced Degrees)

596. Topics in International Business (1-3)

Prerequisite: Upper division standing.

Selected topics in international business. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit six units.