
International Business

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

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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, African Studies, Asian Studies, Chinese, Communication, Russian and Central European Studies, European Studies, Finance, French, German, Information and Decision Systems, Italian, Japanese, Latin American Studies, Linguistics, Management, Marketing, Middle East Studies, North America, Portuguese, Rhetoric and Writing Studies, Russian, Spanish.

Chair: Loughrin-Sacco (French)

Senior Academic Coordinator: Claudia Allen

Undergraduate Adviser: Mary Ann Dhuyvetter

Committee: Adler (Economics), Butler (Management), Christensen (Spanish), Davies (History), Gerber (Economics), Hergert (Management), Higurashi (Japanese), Padmanabhan (Finance), Rhyne (Management), Saghafi (Marketing), Salehizadeh (Finance), Schorr (French), Wilbur (Finance)

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, Spanish.

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

The Major

International business is an interdisciplinary major which culminates in a Bachelor of Arts degree offered jointly by the College of Arts and Letters and the College of Business Administration, a member of the American Assembly of Collegiate Schools of Business. 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, 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 American Assembly of Collegiate Schools of Business (AACSB) for a major in business administration.

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 partially 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.

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.

MEXUS

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.

Project North America

Project North America is a trinational consortium 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, Canada, and Mexico. In the United States participating universities are San Diego State University and the University of North Carolina. In Mexico are Centro de Enseñanza Técnica y Superior (CETYS) and Universidad de Guadalajara. In Canada are Bishop's University and Simon Fraser University. Students spend one semester in Canada and one in Mexico and take regular academic courses which focus on the means of 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; Simon Fraser University, Vancouver, B.C., Canada; Ecole Supérieure des Praticiens de Commerce International (Groupe ESSEC), Cergy Pontoise, France; Fachhochschule Reutlingen, Reutlingen, Germany; Centro de Enseñanza Técnica y Superior (CETYS), Mexicali and Tijuana, Mexico; Universidad Autónoma de Baja California (UABC), Tijuana, Mexico; Universidad de Guadalajara, Guadalajara, Mexico; and Universidad de Valladolid, Valladolid, Spain. These programs provide qualified International Business majors the opportunity for study abroad and make normal progress toward the degree while paying SDSU fees only.

Internships

International Business majors complete internships in "international" firms and organizations in the U.S. and abroad by enrolling in IB 495: International Business Internship.

Honors Courses

Honors courses in business which 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.

Impacted Program

The International Business major is designated as an impacted program and specific regulations related to admissions are imposed. Before enrolling in any upper division courses in business administration, students must be admitted into the International Business major code (05131). In order to be admitted, students must have satisfied the following supplementary admissions criteria:

- Have completed all Preparation for the Major courses in Business with a grade of C (2.0) or better in any course taken beginning Fall 1992;
- Have completed all Preparation for the Major courses in the Language Emphasis;
- Have completed a minimum of 56 units, and
- Have compiled a grade point average of 2.75 based on all courses attempted at SDSU and transferable courses at other universities, liberal arts colleges, and community colleges.
- Have passed the SDSU mathematics and writing competency examinations.

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.

Advising

All students admitted to the University with a declared major in international business are required to attend an advising meeting with the undergraduate 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 only during the months of August for the following spring semester and November for the following fall semester. Change of major and declaration of major will be accepted from continuing students only during August for the spring semester and January for the fall semester.

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 complete a minor in the College of Business Administration or in the language or regional/cultural study 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 business is C.**

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

- Business** (All preparation for the major in the business and language portions of this major must be completed before enrolling in any upper division courses in Business Administration):

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

- Language Emphasis** (choose one language): Students who have graduated from secondary school in these languages must complete coursework to meet higher language level criteria in the International Business major. Contact International Business for details.

†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)

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

German 100A, 100B, 200, 201, 202, 210. (22 units)

Italian 100A, 100B, 200A, 200B. (16 units)

†Japanese 111, 112, 211, 212. (24 units)

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; Spanish 282 replaces 202 and 212; and Spanish 381 replaces 301 and 302 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.

- Regional/Cultural Studies Emphasis** (choose one region):

Africa: History 100 and 101.

Asia: Asian Studies 106, 107.

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

Middle East: History 100 and 101.

North America: Six units selected from History 110A-110B or 115A-115B 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).

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 is required for graduation in each of the three areas.**

- 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.

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

II. Language Emphasis (choose one language): Students who have graduated from secondary school in these languages must complete coursework to meet higher language level criteria in the International Business major. Contact International Business for details.

Language Proficiency Assessment Requirement. Students are required to satisfy the Language Proficiency Assessment Requirement during or immediately following the semester in which they complete the last course in the Language Emphasis in the major. Each student will receive an ACTFL (American Council on the Teaching of Foreign Language) proficiency rating in language of student's emphasis. For further information concerning test dates and fees, contact the International Business office.

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 301, 303, 310 or 501, 420. (12 units)

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

Japanese 311, 312, 321 or 322, 411. (16 units)

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, 307, 497. (12 units)

III. Regional/Cultural Studies Emphasis (Choose one region. Maximum five courses may be applied to the major.)

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; Comparative Literature 440; Economics 336, French 425; History 475A-475B; Humanities 460; Political Science 364; 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 458*, 459*, 560 596; Chinese 351@, 352, 431, 433@, 450@, 451@; Comparative Literature 455, 460, 530; Economics 330, 336, 360, 365, 465; History 420, 421, 480, 561, 564A, 564B, 565, 566, 567, 569, 570; Japanese 321, 322, 412#, 421, 422, 496*; Philosophy 351, 575*; Political Science 362, 393, 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*; Art 561, 562; Chicana and Chicano Studies 306, 310, 350A, 355, 375, 376, 400; Comparative Literature 445; Economics 336+, 360 (recommended), 365, 464, 565; Geography 323, 324, 353+; History 415A, 415B, 480, 551A, 551B, 552, 554, 555, 556, 557, 558, 559*; Latin American Studies 498, 530, 531, 560, 570, 575, 580; Political Science 393, 481+, 566, 567, 568, 575*; Portuguese 535; Public Administration 580**; Sociology 556**; Spanish 341, 342, 406A, 406B, 491*, 492*, 493*; Women's Studies 310+, 580*.

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; History 473A-473B, 488, 574; Political Science 363; Religious Studies 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, 340, 350A, 355, 375, 498*; History 551A-551B; Political Science 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 310A, 310B, 430W, 442A, 442B, 536, 537A, 537B, 540, 541A, 541B, 544A, 544B, 545A, 545B, 546A, 546B, 547A, 547B, 548A, 548B; Latin American Studies 575; Linguistics 524; Political Science 305, 320, 321, 338, 347A, 347B, 348, 422, 436, 530, 531; 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 three units selected from the following courses taught in English: Economics 330; Geography 337; History 518A, 518B; Humanities 330; Political Science 393*; Russian 305A, 305B; and six units selected from the following courses taught in Russian: Russian 304%, 430, 501%, 555, 563, 580%. Students who select the Russia and Central Europe Emphasis whose *language* emphasis is *other than* Russian: International Business 495, 498, and a minimum of nine units selected from Economics 330, Geography 337, History 518A, 518B, Humanities 330, Political Science 393, and Russian 305A, 305B.

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*; Comparative Literature 511, 512, 513, 514; Economics 330, 360; French 305A, 305B, 421, 424, 425; Geography 336, 353+; German 310, 320, 520*, 530*; History 407A, 407B, 480, 511A, 511B, 512A, 512B, 513B, 514*, 517A, 517B, 518A, 518B, 519, 522A, 522B, 526, 527, 528, 558; Humanities 310, 320, 330, 340, 401, 402, 403, 404; Italian 305A, 305B; Philosophy 411, 412, 413, 414; Political Science 356, 393+; 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 Chinese to satisfy the language emphasis of the major.

Required of students choosing Japanese to satisfy the language emphasis.

Certificat pratique de français commercial et économique

The Center for International Business Education and Research (CIBER) administers the *Chambre de Commerce et d'Industrie de Paris Certificat pratique de français commercial et économique* examination each semester at SDSU. Students who satisfy the French language requirement in International Business (31 units): French 100A, 100B, 201, 210, 220, 221, 301, 422, and 423 (with a minimum grade of B) or equivalent are eligible to sit for this examination.

Certificado de Español Comercial

The Center for International Business Education and Research (CIBER) administers the Cámara de Comercio e Industria de Madrid *Certificado de Español Comercial* examination each semester at SDSU. Students who satisfy the Spanish language requirement in International Business (31 units): Spanish 101, 102, 103, 202, 211, 212, 301, 307, and 497 (with a minimum grade of B) or equivalent are eligible to sit for this examination.

Courses

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, in U.S. and abroad, nonprofit organizations, and government agencies. 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. International Business 498 may be repeated with different language emphasis.

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.

