

NOTE: Courses designated by an underscore are offered on the Imperial Valley Campus. All courses are available at the San Diego Campus.

International Business

Faculty

Emeritus: Erzen
Professor: Fatemi
Assistant Professor: West

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.

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 foreign or domestic 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 approved program (for the most current listing, consult the International Business Exchanges and Multiple Degree Programs office). The study abroad experience **must be done in the language and region of the student's emphases**. Students must study at least two upper division business courses of the four courses (180 hours) that they must take abroad, all in the target language. Exceptions may be made in Chinese, Japanese, or Russian. **Unapproved study abroad programs will not meet the semester abroad requirement for the major.**

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.

International Business Major

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

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.

Admission Requirements. Completion of 56 transferable units. Overall grade point average of 2.0. 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.**

Currently on the San Diego campus, the program is impacted and the required overall grade point average has been raised to 2.90. There is no impact on the Imperial Valley Campus. The minimum overall grade point average for admission to the program on this campus is 2.0. No students will be allowed to transfer into the San Diego campus program without being admitted to that campus using the impacted grade point average in place at the time of transfer.

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

I. 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)

II. Language Emphasis (choose one language): The lower division 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.

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)

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)

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

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

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

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.
- 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.

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)

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 Exit Examination. Students are required to satisfy the Language Proficiency Exit Examination 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.

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 562; 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, 480, 550, 551, 552, 554, 555, 556, 558, 559^{*}; Latin American Studies 498, 530, 531, 560, 580; Political Science 393, 481⁺, 482, 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⁺.

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, 380, 400, 498^{*}; History 550, 551; Latin American Studies 575; Political Science 496⁺, 568; Spanish 342, 515^{*}.

* 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.

B. United States: Africana Studies 320, 321, 322, 471B; American Indian Studies 320, 400, 440; American Studies 580; Anthropology 444, 445, 446; Art 560; Chicana and Chicano Studies 301, 303, 310, 320, 335, 350B, 376, 480; Communication 371*; Economics 330, 338; English 494, 519, 525; Geography 321, 353+, 354, 358; History 409, 410, 450W, 442A, 442B, 444, 445, 455, 530, 532, 536, 540, 544A, 544B, 545A, 545B, 547A, 547B, 548A, 548B; Humanities 370; Linguistics 524; Political Science 305, 320, 321, 334, 335, 347A, 347B, 348, 422, 436, 478, 496+, 531; Public Administration 485; Religious Studies 385, 390A-390B; Sociology 320, 335, 355, 421, 430, 433, 531, 532, 537; Women's Studies 341A, 341B, 375.

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.

Courses

Economics (ECON)

UPPER DIVISION COURSES (Intended for Undergraduates)

365. Economics of Underdeveloped Areas (3)

Prerequisite: Six units of economics to include Economics 101.

The nature and causes of economic underdevelopment. Problems of and policies for the economic development of underdeveloped areas of the world.

464. Economic Problems of Latin America (3)

Prerequisites: Six units of economics to include Economics 101; and completion of the General Education requirement in Foundations II.B., Social and Behavioral Sciences. General Education prerequisite not required for Economics majors.

Economic development, institutions, and problems of Latin America in the context of a global economy.

Finance (FIN)

UPPER DIVISION COURSES (Intended for Undergraduates)

323. Fundamentals of Finance (3) I

Prerequisite: Approved upper division business major, business minor, or another major approved by the College of Business Administration. **Proof of completion of prerequisites required:** Copy of transcript. Change of major form or other evidence of acceptable major code.

Objectives of financial management. Financing the business enterprise. Internal financial management. Introduction to the cost of capital, valuation, dividend policy, leverage, international finance, and the techniques of present value and its applications. Sources of capital.

327. Investments (3) I

Prerequisite: Finance 323.

Measures of risk and return. Methods of security analysis, valuation, and capital asset pricing model. Portfolio theory and management; stocks, bonds, options, and futures; hedging; mutual funds and partnerships; and investment taxation.

329. International Business Finance (3) II

Prerequisite: Finance 323.

Foreign exchange markets and instruments; international financial institutions; trade and balance of payments; exchange rate behavior and currency-risk hedging; cross-border investment; applications to management of international business.

496. Selected Topics in Finance (1-4)

Prerequisite: Consent of department chair.

Selected areas of concern in finance. See Class Schedule for specific content. May be repeated with new content with consent of department chair. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit six units.

UPPER DIVISION COURSE

(Acceptable for a graduate degree only with **PRIOR** approval of the graduate adviser.)

589. Personal Financial Planning (3) II

Prerequisite: Finance 323.

Financial planning process including data gathering, cash flow and debt considerations, goal programming (including retirement and education funding), integration, plan formulation, and implementation. Practice management considerations including establishment of ethical and legal, client and professional relationships.

Information and Decision Systems (IDS)

UPPER DIVISION COURSE (Intended for Undergraduates)

302. Introduction to Operations Management (3) I

Prerequisites: Mathematics 120; Economics 201 or Statistics 119. Approved upper division business major, business minor, or another major approved by the College of Business Administration. **Proof of completion of prerequisites required:** Copy of transcript.

Production and operations management. Master scheduling, material requirements planning, inventory management, capacity planning, production activity control, location analysis, automation, computerized systems, layout planning, linear programming, decision making, queuing, simulation, quality control, project planning.

International Business (I B)

**UPPER DIVISION COURSES
(Intended for Undergraduates)**

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

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 II

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.

UPPER DIVISION COURSE

(Acceptable for a graduate degree only with **PRIOR** approval of the graduate adviser.)

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.

Management (MGT)

**UPPER DIVISION COURSES
(Intended for Undergraduates)**

350. Management and Organizational Behavior (3) I

Prerequisite: Approved upper division business major, business minor, or another major approved by the College of Business Administration. **Proof of completion of prerequisite required:** Copy of transcript. Change of major form or other evidence of acceptable major code.

Human behavior at individual, interpersonal, and group levels including effect of organization structure on behavior. Emphasis on managerial roles, historical evolution of management, ethics, and behavior in multicultural contexts.

352. Human Resource Management (3) I

Prerequisite: Management 350. Recommended: Information and Decision Systems 301.

The employment relationship. Functions and techniques; role of government, unions, behavior, and environmental variables in human resource management.

357. Multinational Business and Comparative Management (3) II

Prerequisite: Management 350.

Context of international business, environment, institutions, and business practices. Cultural awareness, sensitivity, interpersonal, and leadership skills needed in an international context.

405. International Business Strategy and Integration (3) II

Prerequisites: Management 350, Finance 323, Information and Decision Systems 301 or 302, Marketing 370. **Proof of completion of prerequisites required:** Copy of transcript.

Integration of business administration principles and concepts for strategy design, implementation, and control in domestic, international, and global markets. Establishment of top management policy emphasized through case studies, experiential exercises, and simulations.

Marketing (MKTG)

**UPPER DIVISION COURSES
(Intended for Undergraduates)**

370. Marketing (3) I

Prerequisite: Approved upper division business major, business minor, or another major approved by the College of Business Administration. **Proof of completion of prerequisites required:** Copy of transcript. Change of major form or other evidence of acceptable major code. Marketing majors must complete this course with a minimum grade of C (2.0).

Function of marketing in the organization and in society. Topics include market analysis and consumer behavior, product planning, pricing, promotion, distribution, and international marketing.

376. Global Marketing Strategy (4) II

Prerequisite: Marketing 370 with a minimum grade of C (2.0). **Proof of completion of prerequisites required:** Copy of transcript. Copy of transcript.

International marketing and trade principles; comparative economic and sociocultural systems; entry, counter-trading, transfer pricing, and promotion.