INTERNATIONAL BUSINESS MAJOR

Learning Goals and Objectives

Goal 1: Communication - Students in the IBU program will demonstrate competency in written and verbal communication aimed at facilitating, and reporting the results of, collaborative problem solving and decision making processes, using appropriate technology.

Goal 2: Critical Thinking and Inquiry – Students will think critically and construct reasoned arguments to support their positions using skills appropriate to the context, such as deductive reasoning, scientific inquiry, quantitative reasoning, aesthetic judgment, or critical examination in evaluating how actions managing an international company affect its performance.

Goal 3: Ethics, Social Justice, and Ignatian Values – Students will assess ethical issues and social justice within the framework of Ignatian values and will articulate theoretically informed responses to these issues within the context of International Business.

Goal 4: Diversity - Students will engage respectfully, in a local and global context, with diverse human beliefs, abilities, experiences, identities, or cultures.

Goal 5: Discipline or Program Specific Competencies - Students will acquire the essential knowledge and skills to succeed and make well-reasoned judgments personally, professionally, within the field of International Business that incorporates several business disciplines.

The traditional undergraduate programs include 40 courses distributed across three components: A General Education component divided into Signature Courses, Variable Courses, and an Integrative Learning requirement; a Major and Divisional component; and Free Electives. In addition to course requirements as specified in each area, students must complete one certified course in each of the following overlay areas:

1. Diversity, Globalization or Non-western Area Studies,
2. Ethics Intensive, and
3. Writing Intensive. Overlay requirements are part of the forty-course requirement.

General Education Signature Courses
See this page about Signature courses (https://academiccatalog.sju.edu/curricula/#signature). Six courses

General Education Variable Courses
See this page about Variable courses (https://academiccatalog.sju.edu/curricula/#variable). Six to Nine courses

General Education Overlays
See this page about Overlays (https://academiccatalog.sju.edu/curricula/#overlay).

General Education Integrative Learning Component
See this page about Integrative Learning Component (https://academiccatalog.sju.edu/curricula/#integrative-learning). Three courses:

Integrative Learning Courses
Three courses

1. ECN 102 Macroeconomics
2. Advanced Non-Native Modern Language. Take at least one non-native modern language course at the advanced level or higher in the target language beyond the General Education Program requirements in the target non-native modern language. The advanced level begins with course 202 for Western Languages (FRE, GRM, ITA and SPA), and with course 201 for other languages (CHN, JAP and RUS)
3. International Economics/Politics. Take one of the following courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL 115</td>
<td>Intro to Global Politics</td>
<td>3</td>
</tr>
<tr>
<td>POL 113</td>
<td>Intro to Comparative Politics</td>
<td>3</td>
</tr>
<tr>
<td>ECN 321</td>
<td>International Trade</td>
<td>3</td>
</tr>
</tbody>
</table>

Business Foundation
Ten courses, including:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 101EC</td>
<td>Excel Competency</td>
<td>1</td>
</tr>
<tr>
<td>ACC 101</td>
<td>Concepts of Financial Acct.</td>
<td>3</td>
</tr>
<tr>
<td>ACC 102</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>DSS 200</td>
<td>Intro to Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>DSS 210</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>DSS 220</td>
<td>Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 200</td>
<td>Intro to Finance</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 110</td>
<td>Essentials of Organizational Beh</td>
<td></td>
</tr>
<tr>
<td>MGT 120</td>
<td>Essentials of Management</td>
<td></td>
</tr>
<tr>
<td>MGT 121</td>
<td>Organizations in Perspc Honors (University Honors students)</td>
<td></td>
</tr>
<tr>
<td>MGT 360</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>MGT 361</td>
<td>Introduction to Law Honors (University Honors Students only)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 201</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUS 495</td>
<td>Business Policy</td>
<td>4</td>
</tr>
</tbody>
</table>

Electives
Six courses

Major Requirements

Major Concentration
Six required courses:

Beginning with Class of 2015 through Class of 2018

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBU 210</td>
<td>Intro Internat. Business</td>
<td>3</td>
</tr>
</tbody>
</table>
### International Business Major

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 302</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td>IBU 495</td>
<td>Global Strategic Planning (Senior standing)</td>
<td>3</td>
</tr>
</tbody>
</table>

#### International Business Electives

Select two of the following and one international exposure or three of the following:

- ACC 430  
  International Accounting
- FMK 314  
  International Food Marketing
- FMK 202  
  Overview of the Global Food Ind
- IBU 363  
  International Business Law
- IBU 310  
  Managing Foreign Direct Invest
- IBU 270/370/470  
  International Bus Spec Topics
- IBU 471/472  
  Intl Business Practicum
- IBU 493/494  
  Internatnl Business Research I
- LEO 212  
  Organizational Sustainability
- MHC 321  
  Human Capital and Talent Mgt
- MKT 331  
  International Marketing

#### International Exposure

Select one of the following:

- IBU 370  
  Intern'l Topics & Study Tour (or an international study tour offered in HSB (other study tours require pre-approval))
- An approved international course in one of the SJU Summer abroad programs
- A pre-approved course with an international focus while studying abroad
- IBU 490  
  International Bus Internship

#### Beginning with Class of 2019

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take three (3) required international business core courses, three IBU electives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IBU 210</td>
<td>Intro Internat. Business</td>
<td>3</td>
</tr>
<tr>
<td>IBU 310</td>
<td>Managing Foreign Direct Invest (Junior status)</td>
<td>3</td>
</tr>
<tr>
<td>IBU 495</td>
<td>Global Strategic Planning (Senior status)</td>
<td>3</td>
</tr>
</tbody>
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#### International Business Electives

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- IBU 490  
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1 May only count 1 International Exposure towards satisfying the International Business Electives