INTERNATIONAL BUSINESS MAJOR

The International Business Major offers courses in international management, marketing, and finance, as well as a capstone course in global strategic planning. The design of the international business (IB) program at SJU is interdisciplinary in nature. Students enroll in a variety of courses exploring the international dimensions of business, as well as other courses in the College of Arts and Sciences that enhance knowledge about other countries and cultures. In addition, students are encouraged to study abroad or participate in a study tour to gain direct exposure to an international experience. This versatile major can be paired with minors in foreign languages, international relations, economics or any other disciplines that will provide a well-rounded experience.

Learning Goals and Outcomes

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.

Requirements

The traditional undergraduate programs includes a minimum of 120 credits 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]:

1. *Diversity, Globalization or Non-western Area Studies,*
2. *Ethics Intensive*
3. *Writing Intensive, and*
4. *Diversity*

1

Overlay requirements are part of the 120 credit requirements

General Education Signature Courses

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

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:

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:

Code	Title	Hours
POL 115	Intro to Global Politics	3
POL 113	Intro to Comparative Politics	3
ECN 321	International Trade	3

Business Foundation

Ten courses, including:

Code	Title	Hours
ACC 101	Concepts of Financial Acct	3
ACC 102	Managerial Accounting	3
DSS 100	Excel Competency	1
DSS 200	Intro to Information Systems	3
DSS 210	Business Statistics	3
DSS 220	Business Analytics	3
FIN 200	Intro to Finance	3
or FIN 225	Fund of Quantitative Finance	
MGT 110	Essent'ls of Organzational Beh	3
or MGT 120	Essentials of Management	
MGT 360	Legal Environment of Business	3
MKT 201	Principles of Marketing	3
BUS 495	Business Strategy [1]	3
or ACC 423	Accounting Control Systems	
Total Hours		**31**

1

Accounting Majors can choose between ACC 423 and BUS BUS 495

Electives

Six courses

Major Requirements

Code	Title	Hours
Core Courses		
Take three (3) required international business core courses, three IBU electives (one of which can be an International Exposure - See below)		
IBU 210	Intro Internat. Business	3
IBU 310	Global & Multinational Firms (Junior status)	3
IBU 495	Global Strategic Planning (Senior status)	3
International Business Electives		**6**
ACC 307	Fin Acc Info Sys III	
ACC 430	International Accounting	
DSS 335	Found of Supply Chain Mgmt	
DSS 465	Supply Chain Analytics	
FIN 302	International Finance	
FMK 202	Overview of the Globl Food Ind	
FMK 314	International Food Marketing	
MGT 363	International Business Law	
IBU 270	International Bus Spec Topics	
or IBU 470	Spec Topics in Internat Busine	
IBU 490	International Bus Internship	
IBU 493/494	Internatnl Business Research I	
MGT 212	Organizational Sustainability	
MGT 321	International Talent Mgt	
MKT 315	Mkt in a Multicultural World	
MKT 331	International Marketing	
MKT 401	Marketing Strategy	
PMK 341	Pharm Channels & Pricing	
International Exposure [1]		
Select one of the following:		3
IBU 370	Intern'l Topics & Study Tour (or an international study tour offered in HSB (other study tours required 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		
Total Hours		**18**

1

May only count 1 International Exposure towards satisfying the International Business Electives