

## International Business

College of Business ■ Undergraduate Programs

### Degrees and Programs Offered

Bachelor of Science in  
 Business Administration:  
 Concentration in  
 International Business  
 Minor in International Business  
 Master of Business Administration  
 Master of Science in  
 Business Administration

### Career Options

The undergraduate and graduate International Business programs of the Department of International Business prepare students for careers in international commerce, finance, transportation, world business operations or international development with private business, governmental agencies or international organizations.

With a functional specialization in import/export management, marketing, finance, logistics or general management, encouraged by International Business advisors, students may be employed in the international aspects of almost any business career alternative.

Specific employment alternatives are extremely varied. They include positions with exporting and importing middlemen, export or international departments of producers, foreign subsidiaries of American companies, foreign companies, international departments of banks, various service organizations such as foreign freight forwarders, custom house brokers and marine insurance companies, inter-national agencies of the government or agencies of the United Nations

The International Business program fulfills the overall objectives of the College of Business. These include: 1) to provide students majoring in world business management with a foundation in the basic concepts and practices of business as it is conducted anywhere in the world; 2) to provide a particular expertise in one or more functional specialties as it relates to world business, to prepare students to think creatively and to exercise critical judgment in making decisions; 3) to provide non-majors with a general understanding of the foundations and philosophies of international business; and 4) to provide opportunities for study and research that will lead to the advancement of worldwide business management.

The International Business program is becoming more important as an increasing number of American business organizations engage in activities outside the United States. Many U.S. firms do more than fifty percent of their business in other countries, and the number of multi-national firms is constantly increasing. In addition, the value of United States exports is growing substantially each year.

The program is designed both to acquaint students with the philosophies, methods and environmental influences on business in other countries, and to provide practical in-depth education in one or more of the necessary functional activities. The objective is to prepare individuals for entry-level positions described in the career options section.

Students from every part of the United States, as well as from many foreign countries, are enrolled in SFSU's International Business program. As evidence of the importance of international business in today's world, an international field must be included in the program of all students majoring in business, according to a well-established requirement of the American Assembly of Collegiate Schools of Business, the nationwide organization that accredits business school programs.

The major includes core courses required of all business students, plus seven concentration courses. Core courses are designed to provide a foundation in the basic concepts and practices of the business community. The core is sufficiently broad to prepare graduates to understand and function effectively in the many types of entry-level positions available. Further, it is designed to provide graduates with the analytical tools and increased capacity for creative thought and critical judgment needed with advancement to more senior positions.

The concentration courses are designed to provide additional in-depth knowledge needed for decision-making in more specialized areas of work. Thus the program combines a broad view of business with specialization in one field. Courses within the program contain a combination of theoretical concepts, state-of-the-art information and case-problem analysis.

### Program Requirements

The Bachelor of Science in Business Administration requires a minimum of 120 units for graduation. All majors in business are required to complete 63 lower- and upper-division units in business and economics, including work in the major field and elective courses, as well as six units of prerequisite courses.

Approved community college courses may be substituted for the courses marked with an asterisk (\*). Lists of acceptable courses from nearby community colleges may be obtained by visiting the College of Business Student Services Web site: [www.sfsu.edu/~cobssc](http://www.sfsu.edu/~cobssc) and [www.assist.org](http://www.assist.org). For colleges not included on the list, a detailed description of the course must be submitted to an advisor in the College of Business for evaluation. Community college courses are not accepted to meet the requirements of any upper division course (numbered 300 or above).

### Bachelor of Science in Business Administration: Concentration in International Business

Prerequisites to Core Courses		Units	Core Courses (42 units)	
DS 110	Mathematical Analysis for Business		ECON 101	Introduction to Microeconomic Analysis
or			ACCT 100	Principles of Financial Accounting
MATH 110	Business Calculus		ACCT 101	Principles of Managerial Accounting
ECON 100	Introduction to Macroeconomic Analysis		DS 212	Business Statistics I
ISYS 263	Introduction to Information Systems		IBUS 330	International Business and Multicultural Relations
			FIN 350	Business Finance



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## FOR MORE INFORMATION

### Department of International Business

SCI 300  
415-338-1107  
E-mail: [ib@sfsu.edu](mailto:ib@sfsu.edu)  
Web: <http://www.sfsu.edu/~ib/>

### How to apply

Apply online through CSUMentor: [www.csumentor.edu](http://www.csumentor.edu). It's the easiest and fastest way to apply. For more information about SFSU admissions, visit the SFSU Prospective Student Web site: [www.sfsu.edu/prospect](http://www.sfsu.edu/prospect).

### Reaching SFSU by mail

To reach any SFSU department or program by mail, write to the specific office, followed by:  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132

### By phone

University Information  
415/338-1111

### Admissions Office

415/338-1113  
E-mail: [ugadmit@sfsu.edu](mailto:ugadmit@sfsu.edu)

### SFSU on the Internet

For access to the University Bulletin (catalog), Class Schedule, and other campus information, visit SFSU on the Web: [www.sfsu.edu](http://www.sfsu.edu)

BUS 360	Business Communication
ISYS 363	Information Systems for Management
MGMT 405	Introduction to Management and Organizational Behavior
MGMT 407	Economics for Managers
or	
DS 411	Decision Modeling with Spreadsheets
DS 412	Operations Management
MKTG 431	Marketing
BUS 682	Seminar in the Environment of Business
BUS 690	Seminar in Business Policy and Strategic Management

### Concentration Course Requirements

Students must have a minimum grade point average of 2.0 in all concentration courses. Undergraduate majors may not take departmental concentration courses on a CR/NC basis (unless that is the only grading option available).

### Concentration Requirements (9 units)

IBUS 590	International Environmental Analysis
IBUS 681	Seminar in Comparative Management
IBUS 690	Global Strategic Management

### Geographic Area (3 units)

Selected from the following:

IBUS 591	Doing Business in Latin America
IBUS 592	Doing Business in Greater China
IBUS 593	Doing Business in Europe
IBUS 594	Doing Business in Asia-Pacific Countries
IBUS 596	Doing Business in Japan

9 units selected from the courses listed below or three specific courses upon adviser recommendation

IBUS 331	Cross-Cultural Creativity in Business
IBUS 430	Small Business Import/Export Management
IBUS 431	Value Creation in the Transnational Enterprise
IBUS 517	Legal Environment of World Business
IBUS 582	Information Systems Issues for Global Business
IBUS 591	Doing Business in Latin America
IBUS 592	Doing Business in Greater China
IBUS 593	Doing Business in Europe
IBUS 594	Doing Business in Asia-Pacific Countries
IBUS 596	Doing Business in Japan
IBUS 618	International Human Resource Management
IBUS 620	Research in International Business and the Global Market
IBUS 659	Introduction to International Business Negotiation
FIN 535	International Trade and Finance
FIN 536	International Corporate Finance
MKTG 680	International Marketing Management

**Total for Major**

**63**

## Minor in International Business

A minimum 2.0 GPA is required for the International Business minor and at least 50 percent of courses must be taken in residence. Except in cases of credit by examination, no more than six units of the International Business minor may be offered on a CR/NC basis.

### Required Courses (21 units)

ACCT 300	Accounting and Finance Reporting
ECON 305	Economic Analysis for Non-majors
IBUS 330	International Business and Multicultural Relations
IBUS 590	International Environmental Analysis
IBUS 681	Seminar in Comparative Management
IBUS 690	Global Strategic Management
MGMT 405	Introduction to Management and Organizational Behavior
or	
MKTG 431	Marketing

### Elective Courses (3 units)

Selected from the following with the approval of an international business adviser:

FIN 535	International Trade and Finance
IBUS 331	Cross-cultural Creativity in Business
IBUS 430	Small Business Import/Export Management
IBUS 431	Value Creation in the Transnational Enterprise
IBUS 517	Legal Environment of World Business
IBUS 582	Information Systems Issues for Global Business
IBUS 591	Doing Business in Latin America
IBUS 592	Doing Business in Greater China
IBUS 593	European Business
IBUS 594	Doing Business in Asia-Pacific Countries
IBUS 596	Japanese Managerial System and International Competition
IBUS 618	International Human Resource Management
IBUS 620	Research in International Business and the Global Market
IBUS 659	Introduction to International Negotiation
MKTG 680	International Marketing Management

**Total for Minor**

**24**

### Special International Business Concentrations:

Students studying abroad in California State University International Programs or in an SFSU Exchange Program may develop a special international business concentration with their advisers before going abroad.