





## Area of Specialization:

An Area of Specialization requires a minimum of 9 units. An additional 3 units may be taken within the same area of specialization or from the above lists of required or additional concentration electives.

Choose from Business Functional Areas, Industry Areas, Area Studies, or Language Studies

Area of Specialization. requires a minimum of 9 units. Consult a business advisor in BBC008 for details on the Areas of Specialization.

\_\_\_\_\_ Business Functional Areas - A specialization may be taken in one of the following business functional areas: Finance, Global Management and Leadership, Global Operations Management, Management Information Systems, or Marketing.

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\_\_\_\_\_ Industry Areas - A specialization may be taken in the Hospitality Management, Tourism and Event Management industry.

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\_\_\_\_\_ Area Studies - A specialization may be taken in one of the following geographic regions: Africa and the Middle East, East and Southeast Asia, Europe, Latin America.

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\_\_\_\_\_ Language Studies - A specialization may be taken in one of the following languages: Chinese, French, German, Hebrew, Italian, Japanese, Portuguese, Spanish, or Vietnamese.

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**\*\*As of fall 2004, all required core concentration courses require grades of "C-" or better. A cumulative GPA of 2.0 is required in all business courses in order to graduate.**

## Areas of Specialization

Students in the International Business concentration may focus on one of the following areas of specialization: a business functional area, an industry, a geographic region, or a foreign language. To complete an area of specialization students must take a minimum of 9 units from the courses listed within that area. Students may take an additional 3 units within their chosen area of specialization or may instead take 3 units from the above lists of required or additional electives. Students are not required to complete an area of specialization and may, instead, take up to 12 units from the above lists of required and additional electives to satisfy the course requirements for the concentration.

*(For students who may wish to pursue a minor in Global Leadership and Innovation, or Hospitality, Tourism, and Event Management, or Area Studies, or Language Studies, please see a JHSSC advisor for details of additional units required for those minors.)*

\*Please note that courses listed in bold next to course titles are prerequisites that must be completed or in-progress to have Advanced Registration access to the course

### Business Functional Areas

#### Finance (9-12 units)

##### Required

\_\_\_\_\_BUS1 177 International Business Finance (**BUS1 170**)

##### Other Courses

\_\_\_\_\_BUS1 171A Financial Institutions and Markets (**BUS1 170**)

\_\_\_\_\_BUS1 171B Commercial Banking (**COMM 100W, ENGL 100WB, or LLD100WB, and BUS1 171A**)

\_\_\_\_\_BUS1 172A Investment Analysis (**BUS1 170**)

\_\_\_\_\_BUS1 172B Portfolio Management (**COMM 100W, ENGL 100WB, or LLD100WB, and BUS1 172A**)

\_\_\_\_\_BUS1 172C Futures and Options (**BUS1 170 and BUS1 172A**)

\_\_\_\_\_BUS1 173A Financial Managements: Theory & Policy (**BUS1 170**)

\_\_\_\_\_BUS1 173B Problems in Financial Management (**COMM 100W, ENGL 100WB, or LLD100WB, and BUS1 173A**)

\_\_\_\_\_BUS1 173C Entrepreneurial Finance (**BUS1 170**)

\_\_\_\_\_BUS1 174 Risk Management and Insurance (**BUS1 170**)

\_\_\_\_\_BUS1 179B Selected Topics in Business Finance (**BUS1 173A**)

#### Global Management and Leadership (9-12 units)

##### Required

\_\_\_\_\_BUS5 165A Global Leadership (**Any 100W and BUS5 162**)

##### Other Courses

- \_\_\_\_\_BUS3 156 International Issues in Human Resource Management **(BUS3 150)**
- \_\_\_\_\_BUS5 163A Negotiating Globally
- \_\_\_\_\_BUS5 163B Globalization and Innovation in Emerging and Developing Markets
- \_\_\_\_\_BUS5 165B Leadership & Innovation Practicum **(Any 100W, BUS5 016, and BUS5 165A)**

**Global Operations Management (9-12 units):**

Required

- \_\_\_\_\_BUS5 145 Global Operations Strategy

Other Courses

- \_\_\_\_\_BUS5 141 Procurement and Supply Management
- \_\_\_\_\_BUS5 142 Total Quality Management
- \_\_\_\_\_BUS5 144 Supply Chain Management
- \_\_\_\_\_BUS5 146 Global Project Management
- \_\_\_\_\_BUS5 147 Service Operations Management

**Management Information Systems (9-12 units):**

Required

- \_\_\_\_\_BUS4 092 Introduction to Business Programming **(BUS4 91L)**

Other Courses

- \_\_\_\_\_BUS4 110A Fundamentals of Management Information Systems **(BUS4 092)**
- \_\_\_\_\_BUS4 110B Systems Analysis and Design **(BUS4 092)**
- \_\_\_\_\_BUS4 111 Networking & Data Communications
- \_\_\_\_\_BUS4 112 Database Management Systems **(BUS4 092)**

**Marketing (9-12 units):**

Required

- \_\_\_\_\_BUS2 133A International Marketing **(BUS2 130)**

Other Courses

- \_\_\_\_\_BUS2 133B Relationship Marketing: Pacific Rim **(BUS2 130)**
- \_\_\_\_\_BUS2 133C International Marketing: Developing Nations **(BUS2 130)**
- \_\_\_\_\_BUS2 133E Marketing to Eastern/Western Europe **(BUS2 130)**
- \_\_\_\_\_BUS2 134A Customer Behavior **(Any 100W and BUS2 130)**
- \_\_\_\_\_BUS2 134B Integrated Marketing Communications **(Any 100W and BUS2 130)**
- \_\_\_\_\_BUS2 134C Social Media Marketing **(BUS2 130)**
- \_\_\_\_\_BUS2 138 Marketing Research **(Any 100W, BUS2 090 and BUS2 130)**

**Industry Areas**

## Hospitality Management, Tourism, and Event Management (9-12 units):

### Required

\_\_\_\_\_HSPM 001 Introduction to Hospitality Management

### At Least One of the Following

\_\_\_\_\_HSPM 011 Restaurant Management (**HSPM 001**)

\_\_\_\_\_HSPM 102 Hotel & Lodging Operations (**HSPM 001**)

\_\_\_\_\_HSPM 130 Hospitality Event Production (**HSPM 001**)

### Other Courses\*

\_\_\_\_\_HSPM 101 Multicultural & International Issues in Hospitality (**HSPM 001**)

\_\_\_\_\_HSPM 140 Meeting, Convention and Event Industry (**HSPM 001 and BUS1 020**)

\_\_\_\_\_HSPM 141 Resort and Club Management (**HSPM 001**)

\_\_\_\_\_HSPM 142 Tradeshow, Event & Meeting Management (**HSPM 140**)

\_\_\_\_\_HSPM 152 Hotel Catering and Banquet Management (**HSPM 001**)

\_\_\_\_\_HSPM 154 Revenue Management (**HSPM 001; BUS1 020**)

\_\_\_\_\_HSPM 161 Cruise Management (**HSPM 001**)

**\*Note:** Most upper-division courses require HSPM 065 as an additional prerequisite. However, HSPM 065 is required only for students pursuing a major in the department.

## Area Studies

### **Africa and the Middle East (9-12 units)**

#### Required

\_\_\_\_\_COMM 174 Intercultural Comm & Structural Inequality

#### Other Courses

\_\_\_\_\_AFAM 111 African Nations

\_\_\_\_\_FREN 102B Francophone Cultures

\_\_\_\_\_HIST 103 History of the Modern Middle East

\_\_\_\_\_HIST 105B History of Africa

\_\_\_\_\_HIST 106 History of the Holy Land

\_\_\_\_\_POLS/AFRS 142 African Politics

\_\_\_\_\_POLS/MDES 144 Middle Eastern Politics

\_\_\_\_\_RELS/MDES 145 Middle Eastern Traditions

\_\_\_\_\_RELS/MDES 153 Jewish Cultures

\_\_\_\_\_RELS/MDES/POLS 156 Islam, Politics & the West

\_\_\_\_\_RELS/MDES 157 Islamic Cultures

\_\_\_\_\_WOMS/RELS 189 Islamic Perspectives on Gender

## East and Southeast Asia (9-12 units)

### Required

\_\_\_\_\_ COMM 174 Intercultural Comm & Structural Inequality

### Other Courses

\_\_\_\_\_ ANTH 177 Anthropology of Asia  
\_\_\_\_\_ CHIN 102 Chinese Culture  
\_\_\_\_\_ CHIN 120A Modern Chinese Literature (1900-1949)  
\_\_\_\_\_ CHIN 132 Special Topics in Chinese for Careers  
\_\_\_\_\_ CHIN 140 Chinese Culture and Politics through Literature  
\_\_\_\_\_ GEOG 160 East and South Asia  
\_\_\_\_\_ HIST 107 History of Southeast Asia  
\_\_\_\_\_ HIST 109A History of China (earliest times to 1800)  
\_\_\_\_\_ HIST 109B History of China (since 1800)  
\_\_\_\_\_ HIST 110A History of Japan (prehistoric to 1750)  
\_\_\_\_\_ HIST 110B History of Japan (since 1750)  
\_\_\_\_\_ HUM 114 Legacy of Asia  
\_\_\_\_\_ JPN 102 Japanese Culture  
\_\_\_\_\_ JPN 107 Japanese for Business Professionals  
\_\_\_\_\_ JPN 120 Japanese Literature and Translation  
\_\_\_\_\_ JPN 130 Readings in Japanese Culture  
\_\_\_\_\_ JPN 160 Special topics in Japanese Studies  
\_\_\_\_\_ PHIL 104 Asian Philosophy  
\_\_\_\_\_ POLS 145 Asian Politics  
\_\_\_\_\_ RELS 142 Contemporary Buddhism and its Roots  
\_\_\_\_\_ RELS 144 Chinese Traditions

## Europe (9-12 units)

### Required

\_\_\_\_\_ COMM 174 Intercultural Comm & Structural Inequality

### Other Courses

\_\_\_\_\_ FREN 102C French Culture  
\_\_\_\_\_ GERM102B German Culture from 1871 to the Present  
\_\_\_\_\_ HIST/ECON 113B Economic History of Europe  
\_\_\_\_\_ HIST 143 Europe, 1750-1900  
\_\_\_\_\_ HIST 144 Europe, 1900-1945  
\_\_\_\_\_ HIST 145 Europe and the World since 1945  
\_\_\_\_\_ HIST 146 Advanced Topics in European History

_____	HIST	153	History of Women in Europe
_____	HUM	128	Perspectives on the Twentieth Century: The West in a Global Context
_____	ITAL	102	Italian Culture
_____	POLS	140	European Union
_____	POLS	141	Eurasian Politics
_____	SPAN	102A	Spanish Culture

## **Latin America (9-12 units)**

### Required

\_\_\_\_\_ COMM 174 Intercultural Comm & Structural Inequality

### Other Courses

_____	ANTH	178	Anthropology of Latin America
_____	ANTH	179	Anthropology of Mexico
_____	GEOG	150	Central and South America and the Caribbean
_____	HIST	163	Modern Latin America, 1800-Present
_____	HIST	167	Advanced Topics in Latin American History
_____	POLS	146	Latin American Politics
_____	PORT	102B	Brazilian Culture
_____	SPAN	102B	Hispanic American Culture
_____	SPAN	140A	Spanish American Literature
_____	SPAN	140B	Spanish American Literature II
_____	SPAN	160A	Hispanic Culture

## **Language Studies (9-12 units)**

Students may satisfy the area of specialization requirement in the International Business concentration through the study of a modern foreign language. To fulfill this requirement, students must take a minimum of 9 units of study in a foreign language at the elementary, intermediate, or advanced level, and may take up to 12 units of language study within the concentration. Depending on their level of language competency, students may also take upper division courses in culture, literature, and the arts provided that the courses require, as a prerequisite, at least an intermediate level of foreign language competency (courses taught in English do not qualify).

*The following languages taught at San Jose State University offer at least 9 units of instruction at the elementary and intermediate level:*

_____	Chinese (CHIN 001A, 001B, 010A, 010B, 025A, 025B, 101A, 101B, and 111)
_____	French (FREN 001A, 001B, 025A, 025B, 025C, 101A, 101B, and 101C)
_____	German (GERM 001A, 001B, 025A, 025B, 101A, and 101B)
_____	Hebrew (HEBR 010A, 010B, 015A, 015B, 102A, and 102B)
_____	Italian (ITAL 001A, 001B, 002, 101A, and 101B)



\_\_\_\_\_Japanese (JPN 001A, 001B, 025A, 025B, 101A, 101B, and 107)

\_\_\_\_\_Portuguese (PORT 001A, 001B, 020A, 020B, 101A, and 101B)

\_\_\_\_\_Spanish SPAN (001A, 001B, 003, 004A, 004B, 020A, 020B, 025A, 025B, 101A, 101B, and 111)

\_\_\_\_\_Vietnamese (VIET 001A, 001B, 020A, and 020B)

