

Business Administration, International Business Concentration, BS

The concentration in International Business (IB) is designed to prepare students for today's global business environment. IB as an interdisciplinary program builds capacity around key challenges and opportunities confronting all global businesses, including managing across borders, fostering innovation and entrepreneurship, and developing effective global strategies. In addition students may select an area of specialization, either a business functional area, an industry area, a geographic area of study, or language studies. Study abroad is required with one of three options: 1) a short-term faculty-led program; 2) a semester of study at a foreign university approved by CSU; or 3) an internship through AIESEC or other international internship program. The Director of the [School of Global Innovation and Leadership](#) can waive this requirement (e.g., international students need not study abroad). Study abroad courses that are regarded as equivalent can be substituted for IB program course requirements. This interdisciplinary approach provides a foundation for starting an international career. Graduates work in a variety of international areas and industries such as import/export, global operations, marketing, finance, hospitality and tourism, consulting, and project management, in both the private sector as well as governmental and non-governmental organizations.

- [Program Learning Outcomes](#)

Summary of Degree Units

University Graduation Requirements	38
Major Preparation	15
Major Core Requirements	43
Concentration Requirements	24
Total	120

Program Roadmaps

The 4-Year [Roadmap](#) is available online. Roadmaps should be used in consultation with the catalog and your advisor to identify additional requirements for completing the major (for example, course grade minimums).

Major-Specific Graduation Requirements

All courses in the Concentration Requirements for International Business must be completed with a grade of "C- or better". The following Preparation for the Major and Required for the Major courses must be completed with a grade of "C or better": [ENGL 2](#), [MATH 71](#), [BUS1 20](#), [BUS2 90](#).

University Requirements

Students must satisfy all of the major and [Undergraduate University Graduation Requirements](#), which includes unit, GPA, and residency requirements as well as the below identified [General Education](#), American Institutions, Graduation Writing Assessment and Physical Education requirements. Courses that meet Undergraduate University Graduation Requirements are noted with an area designation (see [Course Abbreviations](#)).

Core Lower Division General Education (27 units)

Of the 39 units required by the university, 12 units may be satisfied by coursework outlined below. Courses that meet GE Areas A1, A2, A3 or B4 must be passed with a "C-" or better to meet the requirement. Consult with major advisor for details.

Upper Division General Education (3 units)

Of the 9 units required by the university, 6 units may be satisfied by coursework outlined below. Consult with major advisor for details.

American Institutions (6 units)

Complete one 6 unit sequence of American Institutions (US123) courses, which also satisfies GE Area D. Students may also satisfy the [American Institutions Requirement](#) with other courses, but these may not satisfy other GE areas.

The American Studies ([AMS 1A](#)/[AMS 1B](#); 12 units) and Humanities Honors ([HUM 1A](#)/[HUM 1B](#)/[HUM 2A](#)/[HUM 2B](#); 24 units) sequences satisfy the American Institutions Requirement and additional GE Areas (see the course description for details).

Consult with a major advisor to select the appropriate sequence.

African American Studies (6 units)

- [AFAM 2A - African Americans and the Development of America's History and Government](#) 3 unit(s) (D)
- [AFAM 2B - African Americans and the Development of America's History and Government](#) 3 unit(s) (D+US123)

Asian American Studies (6 units)

- [AAS 33A - Asian Americans in U.S. History I](#) 3 unit(s) (D)
- [AAS 33B - Asian Americans in U.S. History II](#) 3 unit(s) (D+US123)

Chicana and Chicano Studies (6 units)

- [CCS 10A - Mexican Americans and the Development of U.S. History and Government](#) 3 unit(s) (D)
- [CCS 10B - Mexican Americans and the Development of U.S. History and Government](#) 3 unit(s) (D+US123)

U.S. History and Government (6 units)

- [HIST 15 - Essentials of U.S. History](#) 3 unit(s) (D+US1)
- [POLS 15 - Essentials of U.S. & California Government](#) 3 unit(s) (D+US23)

Physical Education (2 units)

All SJSU undergraduate students, regardless of major, have an opportunity to expand their knowledge and skills in physical activities. To accommodate students' needs and interests, the university offers a [diverse selection of activity courses](#).

Graduation Writing Assessment Requirement

At SJSU, students must pass both the SJSU [Writing Skills Test \(WST\)](#) and a 100W course. Exceptions to the GVAR may be found at [Graduation Writing Assessment Requirement \(GVAR\)](#).

A grade of C or better (C- not accepted) is required to meet graduation requirement.

Major Preparation (15 units)

- [ECON 1A - Principles of Economics: Macroeconomics](#) 3-4 unit(s)
- [ECON 1B - Principles of Economics: Microeconomics](#) 3-4 unit(s) (D)
- [ENGL 2 - Critical Thinking and Writing](#) 3 unit(s) (A3) (Or equivalent.)
- [MATH 71 - Calculus for Business and Aviation](#) 3 unit(s) (B4) (Transfer students with [MATH 30](#) (C or better) may use this in lieu of [MATH 71](#).)

Written Communication (3 units)

- [ENGL 100WB - Written Communication: Business](#) 3 unit(s) (Z)
- [COMM 100W - Writing Workshop: Writing for Influence](#) 3 unit(s) (Z)

- [LLD 100WB - Writing Workshop for Business Students](#) 3 unit(s) (Z)

Major Requirements (67 units)

Core Courses (43 units)

Lower Division Courses (13 units)

- [BUS1 20 - Financial Accounting](#) 3 unit(s)
- [BUS1 21 - Managerial Accounting](#) 3 unit(s)
- [BUS3 80 - Legal Environment of Business](#) 3 unit(s)
- [BUS2 90 - Business Statistics](#) 3 unit(s) (Transfer students with [STAT 95](#) (C or better) may use this in lieu of [BUS2 90](#).)
- [BUS4 91L - Computer Tools for Business](#) 1 unit(s)

Upper Division Business Fundamentals Courses (15 units)

- [BUS1 170 - Fundamentals of Finance](#) 3 unit(s)
- [BUS2 130 - Introduction to Marketing](#) 3 unit(s)
- [BUS2 190 - Quantitative Business Analysis](#) 3 unit(s)
- [BUS3 160 - Fundamentals of Management and Organizational Behavior](#) 3 unit(s)
- [BUS5 140 - Fundamentals of Operations Management](#) 3 unit(s)

Upper Division Business Integration and Perspectives Courses (15 units)

- [BUS3 189 - Strategic Management](#) 3 unit(s)
- [BUS4 188 - Business Systems and Policy](#) 3 unit(s)
- [BUS5 187 - Global Dimensions of Business](#) 3 unit(s)
- [PHIL 186 - Professional and Business Ethics](#) 3 unit(s) (S)
- One non-business global perspectives course in Area V 3 unit(s)

Concentration Requirements (24 units)

Additional requirements for graduation: to qualify for a baccalaureate degree in business administration with an international business concentration all courses in the concentration must be completed with a grade of “C-” or better.

Required Courses (12 units)

- [BUS5 162 - International and Comparative Management](#) 3 unit(s)
- [BUS5 162A - International Business Strategy](#) 3 unit(s)
- [BUS5 183 - Global Entrepreneurship](#) 3 unit(s)

Complete One Course From:

- [BUS5 163A - Negotiating Globally](#) 3 unit(s)
- [BUS5 163B - Business and Innovation in Emerging Economies](#) 3 unit(s)
- [BUS5 164 - Doing Business Globally](#) 1-4 unit(s)
- [BUS5 164A - Doing Business in Japan](#) 3 unit(s)
- [BUS5 164B - Doing Business in India](#) 3 unit(s)
- [BUS5 164C - Doing Business in China](#) 3 unit(s)

Concentration Electives (12 units)

Select 12 units of concentration electives or an area of specialization

Do not take course if taken as part of required courses

- [BUS1 177 - International Business Finance](#) 3 unit(s)
- [BUS2 133A - International Marketing](#) 3 unit(s)
- [BUS3 156 - International Issues in Human Resource Management](#) 3 unit(s)
- [BUS3 169A - Honors Seminar](#) 3 unit(s)
- [BUS5 146 - Fundamentals of Project Management](#) 3 unit(s)
- [BUS5 163A - Negotiating Globally](#) 3 unit(s)
- [BUS5 163B - Business and Innovation in Emerging Economies](#) 3 unit(s)
- [BUS5 164 - Doing Business Globally](#) 1-4 unit(s)
- [BUS5 164A - Doing Business in Japan](#) 3 unit(s)
- [BUS5 164B - Doing Business in India](#) 3 unit(s)
- [BUS5 164C - Doing Business in China](#) 3 unit(s)
- [BUS5 169B - Honors Practicum in Organization and Management](#) 3 unit(s)
- [BUS5 186H - Entrepreneurship Laboratory](#) 3 unit(s)
- [BUS5 197 - Special Topics in International Business](#) 3 unit(s)

Area of Specialization

Students can choose a set of 12 units of concentration electives or an Area of Specialization from Business Functional Areas, Industry Areas, Area Studies, or Language Studies. In order to complete the Area of Specialization, a student requires a minimum of 9 units, however, one needs to complete a total of 12 units to fulfill the International Business concentration requirements. Hence, the additional 3 units may be taken from the same area of specialization thus making it 12 units. Alternatively, students can choose 3 units from the list of concentration electives as indicated in the course catalog. Consult a business advisor in BBC008 for details on the Areas of Specialization.

Total Units Required (120 units)

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.

(pages 7-8)

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

(page 9)

_____ 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.

(pages 9-12)

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

(page 12)

****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)

Business Administration, International Business Concentration, BS (2021-2022)

The following roadmap is a sample advising map to complete the degree program in four years. Please consult your [MyPlanner](#) and [major advisor](#) as you develop your individualized academic plan. Students must have completed 60+ units in order to enroll in SJSU Studies courses.

[Year 1](#) | [Year 2](#) | [Year 3](#) | [Year 4](#)

Year 1

Fall Semester (13 units)


- [ECON 1B - Principles of Economics: Microeconomics](#) 3 unit(s) (D) ¹
- [ENGL 1A - First Year Writing](#) 3 unit(s) (A2)
- [GE Area A1](#) 3 unit(s)
- Physical Education 1 unit(s)
- [BUS3 12 - Managing My life](#) 3 unit(s) (E)

Spring Semester (15 units)

- [ECON 1A - Principles of Economics: Macroeconomics](#) 3 unit(s) ¹
- [ENGL 2 - Critical Thinking and Writing](#) 3 unit(s) (A3) ²
- [MATH 71 OR MATH 71X - Calculus for Business and Aviation](#) 3 unit(s) (B4) ²
Note: MATH 71X requires enrollment in [MATH 71W](#).
- [GE Area C2](#) 3 unit(s)
- [GE Area C1](#) 3 unit(s)

Year 2

Fall Semester (16 units)

- [BUS3 80 - Legal Environment of Business](#) 3 unit(s)
- [BUS1 20 - Financial Accounting](#) 3 unit(s) ⁴
- [GE Area D+US123](#) 3 unit(s) ³
- [GE Area B1+B3](#) 3 unit(s) *
- [BUS4 91L - Computer Tools for Business](#) 1 unit(s)
- [GE Area F](#) 3 unit(s)
- [Writing Skills Test](#) () - Taken and Passed

Spring Semester (16 units)

- [BUS2 90 - Business Statistics](#) 3 unit(s) ⁴
- [BUS1 21 - Managerial Accounting](#) 3 unit(s)

- [GE Area D+US123](#) 3 unit(s) ³
- [GE Area B2+B3](#) 3 unit(s) *
- [GE Area C1 or C2](#) 3 unit(s)
- Physical Education 1 unit(s)

Note: Complete 60 units to reach Upper Standing Division.

Year 3

Fall Semester (15 units)

- [COMM 100W - Writing Workshop: Writing for Influence](#), [ENGL 100WB - Written Communication: Business](#), **OR** [LLD 100WB - Writing Workshop for Business Students](#) 3 unit(s) (Z) ⁵
- [BUS2 130 - Introduction to Marketing](#) 3 unit(s)
- [BUS5 140 - Fundamentals of Operations Management](#) 3 unit(s)
- [BUS5 187 - Global Dimensions of Business](#) 3 unit(s)
- [SJSU Studies Area V](#) 3 unit(s) ⁶

Note: Area V also fulfills Non-Business Global Perspectives (a major requirement).

Spring Semester (15 units)

- [BUS3 160 - Fundamentals of Management and Organizational Behavior](#) 3 unit(s)
- [BUS5 162 - International and Comparative Management](#) 3 unit(s) ⁷
- [BUS1 170 - Fundamentals of Finance](#) 3 unit(s)
- [BUS4 188 - Business Systems and Policy](#) 3 unit(s)
- [BUS3 186/PHIL 186 - Professional and Business Ethics](#) 3 unit(s) (S) ⁶

Note: BUS3/PHIL 186 is a major requirement.

- [Apply to Graduate](#)

Note: Meet with [advisor](#) to declare Area of Specialization.

Year 4

Fall Semester (15 units)

- [BUS5 183 - Global Entrepreneurship](#) 3 unit(s) ⁷
- [BUS2 190 - Quantitative Business Analysis](#) 3 unit(s)
- International Business Elective **OR** Area of Specialization 3 unit(s) ⁷
- International Business Elective **OR** Area of Specialization 3 unit(s) ⁷
- [SJSU Studies Area R](#) 3 unit(s) ⁶

Spring Semester (15 units)

- [BUS5 162A - International Business Strategy](#) 3 unit(s) ⁷
- [BUS3 189 - Strategic Management](#) 3 unit(s)
- International Business Required Course 3 unit(s) ⁷
- International Business Elective **OR** Area of Specialization 3 unit(s) ⁷
- International Business Elective **OR** Area of Specialization 3 unit(s) ⁷

Roadmap Notes

- ¹ Preparation for the Major
- ² Preparation for the Major and a “C” grade or better
- ³ Consult an advisor to determine your best option
- ⁴ Course requires a “C” grade or better
- ⁵ Prerequisite Pass WST and a “C” grade or better is required
- ⁶ Prerequisite Pass WST
- ⁷ Course requires a “C-” grade or better
- * Either B1 or B2 must be taken with a [B3 - Laboratory](#).

L = Lab; X = supplemental workshop required; W = Writing; WB = Writing for Business
