



Bachelor of Arts in International Business

College of Business and Economics

Why pursue a Bachelor of Arts in International Business?

Today, we all live and work in a global economy! All businesses—large and small—are directly or indirectly affected by international, political and economic events. Here in Southern California, many companies are expanding internationally through exports, joint ventures, strategic alliances and other marketplace avenues. Even a small retailer or service provider is affected by global economic developments, when it merely purchases materials, parts or finished products from abroad.

What's special at Cal State Fullerton?

Of America's 1,400 collegiate business programs, we are one of the few accredited programs that offer an undergraduate degree in international business with a foreign language concentration. This is important because commerce across the borders is increasing. Currently, the European Union is emerging as an integrated market; Brazil is becoming an important economy in South America; the markets of Southeast Asia and China are evolving and the North American Free Trade Agreement (NAFTA) of Mexico, Canada and the U.S. is now in place. Cal State Fullerton offers the language concentrations that represent these vital economic regions: Chinese (Mandarin), French, German, Japanese, Portuguese and Spanish.

The international business program was created from a unique blend of faculty members and programs from the College of Business and Economics and the Department of Foreign Languages. The specialized degree provides students with a body of knowledge common to all students in the field of business, informs them of specific knowledge related to the global practice of business, and enhances foreign language skills, history and an understanding of the culture of the country or countries where the language is used.

Specific international business courses and the student's facility with another language and culture contribute greatly to the value of an employee and can provide graduates with a wider variety of career opportunities.

While on this unique learning path, all students participate in internships throughout the world in such places as France, Switzerland, Egypt,

Philippines, Nigeria, Peru, Russia, Hungary, Indonesia and in many other countries.

Over 1,200 students have graduated from this program. Many Cal State Fullerton graduates move on to achieve responsible positions in business, excelling both in the U.S. and abroad—including positions in global operations overseas.

What types of career opportunities are available?

If you like to interact with people from different cultures, converse in languages, travel and conduct business around the world – this major is for you!

Graduating with a degree in international business does not necessarily mean living outside the U.S. Available entry-level positions in international business are for specialists in finance, marketing, personnel, product production, purchasing, management information systems and accounting. Entry-level positions in the global market start within the U.S. Mid-level positions might involve travel to other countries. Eventually, experienced and highly-skilled Cal State Fullerton graduates are often relocated to work and live abroad.

What are the program requirements?

The program leads to a Bachelor of Arts in International Business. To earn the degree, all students are required to complete the university's general education requirements, as well as the following three areas of the international business major.

Business Administration Core Courses (57 units)

All students in international business are required to complete a common body of core requirements covering the foundation areas of business administration and global business.

Lower-Division Courses

Accounting 201A Financial Accounting (3 units)

Accounting 201B Managerial Accounting (3 units)

Business Admin 201 Business Writing (3 units)

Economics 201 Principles of Microeconomics (3 units)

Economics 202 Principles of Macroeconomics (3 units)

Information Systems/Decision Sciences 265 Introduction to Computing and Application Software (3)

Management 246 Business and its Legal Environment (3 units)

Math 130 Short Course in Calculus (4 units)

OR Math 135 Business Calculus (3 units)

OR Math 150A Analytic Geometry and Calculus (4 units)

Upper-Division Courses

Business Admin 301 Advanced Business Communication (3 units)

Economics 335 International Economy (3 units)

Finance 320 Business Finance (3 units)

Finance 370 International Business Finance (3 units)

Info Systems/Decision Sci 361A Quantitative Business Analysis: Probability and Statistics (3)

Management 339 Principles of Management and Operations (3 units)
Management 340 Organizational Behavior (3 units)
Marketing 351 Principles of Marketing (3 units)
Marketing 445 Multinational Marketing Strategies (3 units)
Approved Collateral Elective (3 units)
Business Admin 495 Business Internship (3 units)

Required Capstone Course (3 units)

After completing all lower- and upper-division core courses, students complete Management 480 Global Strategic Management (3 units).

Foreign Language Courses (15 units)

Students are required to attain intermediate competency in the appropriate foreign language before entering their language concentration courses. Students choose one of the language areas for their concentration.

Concentration in Chinese

Chinese 310 Chinese in the Business World (3 units)
Chinese 311 Chinese for International Business (3 units)
Chinese 315 Introduction to Chinese Civilization (3 units)
Chinese 325 Contemporary Chinese Culture (3 units)
Chinese 495 Internship (3 units)

Concentration in French

French 310 French in the Business World (3 units)
French 311 French for International Business (3 units)
French 315 Origins of Modern France (3 units)
French 325 Contemporary French Civilization (3 units)
French 495 Internship (3 units)

Concentration in German

German 310 German in the Business World (3 units)
German 311 German for International Business (3 units)
German 315 Introduction to German Civilization (3 units)
German 325 Current Trends in Culture of German-Speaking Peoples (3 units)
German 495 Internship (3 units)

Concentration in Japanese

Japanese 310 Japanese for Business (3 units)
Japanese 311 Japanese for International Business (3 units)
Japanese 315 Introduction to Japanese Civilization (3 units)
Japanese 316 Modern Japan (3 units)
Japanese 495 Internship (3 units)

Concentration in Portuguese

Portuguese 310 Portuguese in the Business World (3 units)
Portuguese 317 Advanced Conversation and Composition (3 units)
Portuguese 320 Introduction to Luso-Brazilian Culture and Civilization (3 units)
Portuguese 325 Contemporary Brazilian Civilization (3 units)
Portuguese 495 Internship (3 units)

One of the following courses may be substituted for Portuguese 320 or 325: Spanish 310 Spanish in the Business World (3 units) or Spanish 311 Spanish for International Business (3 units).

Concentration in Spanish

Spanish 310 Spanish in the Business World (3 units)

Spanish 311 Spanish for International Business (3 units)

Spanish 315 Introduction to Spanish Civilization (3 units)

Spanish 316 Introduction to Spanish-American Civilization (3 units)

Spanish 495 Internship (3 units)

Students may substitute one of the following courses for Spanish 315 or 316: Spanish 415 Contemporary Spanish Culture (3 units) or Spanish 416 Contemporary Spanish-American Culture (3 units).

What kind of financial aid is available?

International business majors are eligible for scholarships sponsored by the Friends Marketing Association and the Women in World Trade. Students in the college are also eligible for a number of scholarships offered by the College of Business and Economics. For further information, please call the assistant dean for Student Affairs at (714) 278-4577.

In addition, the university offers many types of financial aid, including loans, grants and scholarships. To learn more, call the Office of Financial Aid at (714) 278-3125.

How can I get involved?

AIESEC (International Association of Students in Economics and Business Management) is a campus organization that promotes international awareness and cooperation through an exchange program. AIESEC members interact with the local business community to create traineeship opportunities for foreign students. For each traineeship generated within Orange County for a foreign student, one Cal State Fullerton-AIESEC member can choose from 64 participating countries for a paid traineeship lasting from six to 18 months. For more information about AIESEC, call the Department of Marketing at (714) 278-2223.

Where can I get more information?

Academic advisement and information regarding admission requirements, courses and graduation requirements can be obtained in the Business Advising Center located in Langsdorf Hall 731. The Center is open Monday through Thursday on a walk-in basis. For further information and specific hours, call (714) 278-2211, or e-mail at bizdoc@fullerton.edu.

To learn more about our program, visit the Department of Marketing, located in University Hall 313, or call (714) 278-2223. You can also visit our website: www.business.fullerton.edu/marketing.