

INTERNATIONAL BUSINESS (BS)

Contacts

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Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-business/academic-programs/international-business.html>)

Program Description

Prepares students to become professionals with a distinct ability to understand and excel in the global marketplace. Students in this program have the opportunity to become bilingual through advanced study of another language, travel abroad extensively to experience cultural immersion in places like Paris and Shanghai, and broaden disciplinary experience by taking a minor from another business discipline. Students can earn their iMBA degree in one additional year. International business skills are increasingly valuable in our globalized world. Our students have gone to work at multinational companies including Aramark, Merrill Lynch and Citibank, just to name a few.

Learning Goals/Outcomes

In addition to the goals and outcomes outlined by the School of Business Administration, graduates from the international business program will be able to utilize financial, economic, management and marketing trends and tools to make global strategic decisions.

Curriculum: 4 years, 121-122 credits

Course	Title	Credits
First Year		
FYS 100	Pathways Seminar	1
WRIT 101	Writing Sem I: Written Comm.	3
ECON 206	Microeconomics	3
AVIS 101	American Visions	3
MATH 1xx	Mathematics	3-4
DECF 102	Finding & Shaping Opportunity	3
ECON 205	Macroeconomics	3
ACCT 101	Financial Accounting	3
ACCT 102	Managerial Accounting	3
MKTG 102	Principles of Marketing	3
MGMT 301	Principles of Management	3
Credits		31-32
Second Year		
ETHIC 2XX	Ethics	3
ADIV 2XX	American Diversity	3
GDIV 1xx	Global Diversity	3
WRIT 2xx	Multimedia Communication	3
DECS 2XX	Systems: Select one DECS	3
FIN 301	Financial Management	3
MGMT 307	International Management	3
BLAW 301	Business Law	3
ABA 201	Intro to Business Analytics	3
ABA 202	Statistical Data Analytics	3
Credits		30

Course	Title	Credits
Third Year		
GCIT 2XX	Global Citizenship	3
CGIS 300	Contemporary Global Issues	3
DECM 300	Research Methods	3
MKTG 324	International Marketing	3
FIN 318	International Finance & Dev	3
ECON 401	International Economics	3
LANG xxx	Language	6
ABA 301	Data Mining & Predic Analytics	3
General Elective		3
Credits		30
Fourth Year		
ABA 401	Operations and Data Analytics	3
MGMT 498N	Bus Capstone: Strategy Sim	3
MGMT 499N	Business Capstone: CSR	3
PHIL 499	Philosophies of the Good Life	3
Business Minor		12
General Electives		6
Credits		30
Total Credits		121-122