

**Specialization in International Business, revised – Applicable to Students Assigned to Curriculum Versions 2018 and Later**

The Specialization in International Business provides an overview of the nature and intricacies of international business through course work in regional- and global-oriented courses in Marketing, Strategy, Finance, Economics, Law, and Culture. The program introduces students to transnational and cross-cultural tools and skills needed to successfully conduct business in an increasingly international setting toward developing a competent global executive.

Eligibility Requirements (Majors Which Cannot Qualify for the Minor)	Open to JGSOM majors only
Admission Requirements (e.g., Pre-requisite Courses)	<p>Minimum grade of B in any of the following courses:</p> <p>LAS 20- Phil Business Environment: Policies and Programs on Enterprise Development  MKTG 111 – Marketing Management  MKTG 111.03 – Entrepreneurial Marketing (Mgt)  MKTG 111.04 – Entrepreneurial Marketing (MAC)</p>
Minimum Grade Requirement	<p>No Grade lower than a C from all subjects qualified for the Specialization.  Average of at least a 3.00 from all subjects qualified for the Specialization.</p>
Program of Study (List of Courses to be Taken)	<p><u>Required Course (3 units)</u> – One of the following:  LAS 20- Phil Business Environment: Policies and Programs on Enterprise Development  MKTG 111 – Marketing Management  MKTG 111.03 – Entrepreneurial Marketing (Mgt)  MKTG 111.04 – Entrepreneurial Marketing (MAC)</p> <p><u>Electives (12 units):</u></p> <ol style="list-style-type: none"> <li>1. LAS 123 International Business and Trade (3 units)</li> <li>2. LAS 123.74 Strategic Issues in Doing Business in China (3 units)</li> <li>3. LAS 123.75 Strategic Issues in Doing Business in Japan (3 units)</li> <li>4. LAS 123.73 Strategic Issues in Doing Business in the ASEAN Context (3 units)</li> <li>5. LAS 144.70 Cross-Cultural Communication (3 units)</li> <li>6. MKTG 125 International Marketing (3 units)</li> <li>7. MKTG 125.03 International Business Opportunities (3 units)</li> <li>8. MKTG 125.04 Export Marketing (3 units)</li> <li>9. MKTG 125.06 Understanding International Trade and Competition (3 units)</li> <li>10. FINN 141 International Financial Management (3 units)</li> <li>11. FINN 142 International Finance and Foreign Exchange Market (3 units)</li> </ol> <p>And other International Business-related electives, approved by the Program Director</p>
Total Number of Units in the Minor	15 units
Other Information	N/A
Approved by the Curriculum Committee:	25 September 2020
Submitted to the School Forum:	26 May 2020
Submitted to the School Council:	28 May 2020