

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

The Minor 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 non-JGSOM majors only
Admission Requirements (e.g., Pre-requisite Courses)	Minimum Grade of B in the Required Course for the Minor: LAS 20 Phil Business Environment: Policies and Programs on Enterprise Development OR MKTG 111 Marketing Management
Minimum Grade Requirement	No Grade lower than a C and an average of at least a 3.00 on all subjects taken within the minor program
Program of Study (List of Courses to be Taken)	<u>Required course (3 units):</u> LAS 20 Phil Business Environment: Policies and Programs on Enterprise Development or MKTG 111 Marketing Management <u>Electives (12 units):</u> 1. MKTG 125.03 International Business Opportunities 3 units 2. LAS 144.70 Cross-Cultural Communication 3 units 3. LAS 123 International Business and Trade 3 units 4. MKTG 125 International Marketing 3 units 5. MKTG 125.04 Export Marketing 3 units 6. MKTG 125.06 Understanding International Trade and Competition 3units 7. LAS 123.74 Strategic Issues in Doing Business in China 3 units 8. LAS 123.75 Strategic Issues in Doing Business in Japan 3 units 9. LAS 123.73 Strategic Issues in Doing Business in ASEAN Context 3 units And other International Business-related electives, approved by the Program Director
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