

International Business, Areas of Specialization

Students in the International Business concentration may focus on one of the following areas of specialization: a business functional area (p 1-2), an industry (p 2-3), a geographic region (p 3-5), or a foreign language (p 5-6).

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 required and additional electives to satisfy the course requirements for the concentration.

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)