

## **MINOR PROGRAM IN INTERNATIONAL BUSINESS**

**Senen M. Perlada**  
Program Director

1. Complete Name of the Certificate/Minor Program offered:

***Minor in International Business***

Offered by the John Gokongwei School of Management

2. Required qualifications/ characteristics/ credentials of participants:

- 3<sup>rd</sup> year entry open to all six JGSOM major programs and AB Management Economics.
- **Screening grade requirement: Minimum grade of B in any of the ff:**
  - Mkt101 (Principles of Marketing)
  - Mkt102 (Opportunity-seeking and Marketing Analysis)
  - Mkt103 (Principles of Marketing and Market Research)
  - L&S10 (Philippine Business Environment).
- Grade requirement to obtain certificate of completion: Average of **3.00** in the five (5) courses taken under this program, with no grade lower than C.

3. Objectives:

- To provide 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.

- To introduce the student to transnational and cross-cultural tools and skills needed to successfully conduct business in an increasingly international setting, towards developing a competent global executive.

4. List of courses under the program:

The following three **core** subjects--all 3 units each--must be taken:

**Mkt171 International Business Opportunities**

**L&S142 Cross-Cultural Communication**

**L&S170 Strategies in the Global Business Environment**

In addition, the student must take any two (2) courses from the following list of **electives**--all 3 units each. List additions/deletions as well as equivalencies may be done from time to time as the Program Director sees fit.

- Mkt172 International Marketing
- Mkt173 Export Marketing
- Mkt175 Understanding International Trade and Competition
- Law 172 European Business Law
- L&S171 European Corporate Strategy
- L&S172 Strategic Issues in Doing Business in China

- L&S173 Strategic Issues in Doing Business in Japan
- L&S174 Strategic Issues in Doing Business in Indonesia
- L&S199.2 Special Topics: Developments in the International Business Environment and Implications on Philippine Industry
- Fin170 International Financial Management
- Fin171 International Finance and Foreign Exchange Markets
- PoS132 International Law
- Ec122 International Economics
- EU22 Policies and Institutions of the European Union
- EU131 European Business Environment
- EU132 European Marketing and Business Strategy
- EU133 Southeast Asian and European Business Relations
- EU151 Economics of European Integration