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:
   - 3rd year entry open to all six JGSOM major programs and AB Management Economics.
   - Screening grade requirement: Minimum grade of B in any of the following:
     - 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

As of September 2, 2004