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)
Minimum grade of B in any of the following courses:
- 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)

### Minimum Grade Requirement
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.

### Program of Study (List of Courses to be Taken)
**Required Course (3 units)** – 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)

**Electives (12 units):**
1. LAS 123 International Business and Trade (3 units)
2. LAS 123.74 Strategic Issues in Doing Business in China (3 units)
3. LAS 123.75 Strategic Issues in Doing Business in Japan (3 units)
4. LAS 123.73 Strategic Issues in Doing Business in the ASEAN Context (3 units)
5. LAS 144.70 Cross-Cultural Communication (3 units)
6. MKTG 125 International Marketing (3 units)
7. MKTG 125.03 International Business Opportunities (3 units)
8. MKTG 125.04 Export Marketing (3 units)
9. MKTG 125.06 Understanding International Trade and Competition (3 units)
10. FINN 141 International Financial Management (3 units)
11. FINN 142 International Finance and Foreign Exchange Market (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