International Business Administration

Arvind Parkhe, Chair
215-204-6618
aparkhe@temple.edu

Bertrand Guillotin, Academic Director, IB Program
bertrand.guillotin@temple.edu
ciber@temple.edu

http://www.fox.temple.edu/departments/strategic-management-department/programs/international-business/

A major in International Business Administration is a great choice for students who:

• Want to have productive and enriching interactions with foreigners;
• Want to develop and leverage a foreign language proficiency;
• Want to be able to assess and hedge risks of doing business abroad for their employer;
• Will pursue international business opportunities (e.g. international procurement, foreign clients) for their employer;
• Want to become familiar with the practical techniques required by international trade;
• Would like to pursue a professional career that requires frequent travel abroad.

The U.S. News & World Report has regularly ranked the Fox School of Business and Management's undergraduate International Business (IB) major in the Top 15 in the nation.

A major in International Business Administration combines coursework in international business, geographical area studies, and foreign language. This educational experience is designed to equip students with the knowledge and global perspectives required to thrive in the global workforce of the twenty-first century. The IB major prepares students to understand the various challenges businesses face when they operate in an international environment. As the world is globalizing several emerging markets such as China, India, and Brazil have become important players in the international arena in the past two decades. The IB program emphasizes learning to do business in these emerging markets through elective courses such as Fundamentals of Asian Business, Fundamentals of Latin American Business, and Special Topics in IB.

Since an understanding of language and cultural differences plays an important role in international interactions, there is additional emphasis given to learning a second language. Students are required to demonstrate proficiency in a second language at the fourth semester level through coursework or examination. In addition, a cultural, historical, and geographic area of understanding is also essential. Students are encouraged to acquire this background through completion of a Certificate of Specialization in Spanish and Latin American Studies for Business, or Asian Business and Society facilitated by IGMS/CIBER, or elective courses offered by the College of Liberal Arts. See Spanish and Latin American Studies for Business (http://bulletin.temple.edu/undergraduate/liberal-arts/spanish-portuguese/certificate-specialization-spanish-latin-american-studies-business) and Asian Business and Society Certificate (http://bulletin.temple.edu/undergraduate/liberal-arts/asian-studies/asian-business-society-certificate) for information.

To further round out a student's education, experience abroad is required. Students are provided opportunities to intern or study for two weeks, a summer, a semester, or a year abroad in various countries where the university has established business programs or at partner institutions. See Temple CIBER Study Abroad (http://www.fox.temple.edu/institutes-and-centers/ciber/study-abroad-overview) for information.

International Business Administration majors are strongly encouraged to either double major or earn an Area Studies and Language Certificate, and become actively involved in the International Business Association. This student organization hosts the Global Lecture Series with guest speakers from international business disciplines, networking events, and career development activities. This organization is open to all FSBM majors. For more information, visit International Business Association (http://www.fox.temple.edu/student-professional-organizations/international-business-association) or contact the IBA officers at 215-204-6185.

Accelerated 3 Year BBA

Motivated students can accelerate their BBA program to finish in 3 years. Please contact the Strategic Management department for a suggested sequence.

Minor

The four-course minor in International Business Administration is designed to benefit students interested in embracing an increasingly international world without needing to be fully proficient in a foreign language.

Requirements (http://bulletin.temple.edu/undergraduate/fox-business-management/business-minors-certificates/international-business-administration-minor) for the minor must be completed prior to graduation. Courses cannot be used to meet minor requirements if already used to meet the requirements for a major or a different minor.
Certificates

Several interdisciplinary certificates are offered that will enhance international understanding: Asian Business & Society (http://bulletin.temple.edu/undergraduate/liberal-arts/asian-studies/asian-business-society-certificate) and Spanish & Latin American Studies for Business (http://bulletin.temple.edu/undergraduate/liberal-arts/spanish-portuguese/certificate-specialization-spanish-latin-american-studies-business).

Programs

- International Economics Concentration (http://bulletin.temple.edu/undergraduate/fox-business-management/international-business-administration/international-economics)
- International Entrepreneurship Concentration (http://bulletin.temple.edu/undergraduate/fox-business-management/international-business-administration/international-entrepreneurship)
- International Finance Concentration (http://bulletin.temple.edu/undergraduate/fox-business-management/international-business-administration/international-finance)
- International Marketing Concentration (http://bulletin.temple.edu/undergraduate/fox-business-management/international-business-administration/international-marketing)
- International Supply Chain Management, Transportation & Logistics Concentration (http://bulletin.temple.edu/undergraduate/fox-business-management/international-business-administration/international-supply-chain-transportation-logistics)

Courses

IB 2501. Fundamentals of Asian Business. 3 Credit Hours.
This course is designed to enable students to grasp broad knowledge on Asian business practices. The semester will begin by surveying the wide array of national characteristics that corporate decision-makers must consider prior to making economic decisions on foreign investment. During this section of the course, we will also analyze economic, social, and political conditions in India in order to provide practical examples of how the national characteristics impact the decision-making process. It will then examine the similarities and dissimilarities among Japanese, Chinese, and Korean businesses and the special features of Japanese business, such as the network relationships among companies and groups called keiretsu. Given our understanding of the above issues, we will examine how American companies should compete in Asia.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
ECON 1001|Minimum Grade of C-|May not be taken concurrently
OR ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently
OR ECON 1102|Minimum Grade of C-|May not be taken concurrently
OR ECON 1902|Minimum Grade of C-|May not be taken concurrently
OR ECON 1103|Minimum Grade of C-|May not be taken concurrently.
IB 2502. Fundamentals of Latin American Business. 3 Credit Hours.
This course is designed to give students a solid basis to face a job assignment related to business in a Latin American country and to develop your ability to perceive the importance of cultural diversity and how it influences business activities across Latin American countries. Specifically, this course will help you understand the specific challenges of doing business in Latin America and enable you to perceive and understand the differences in the business environment, business customs, and business practices between countries of Latin America and of the rest of the world.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
ECON 1001|Minimum Grade of C-|May not be taken concurrently
OR ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently
OR ECON 1102|Minimum Grade of C-|May not be taken concurrently
OR ECON 1902|Minimum Grade of C-|May not be taken concurrently
OR ECON 1103|Minimum Grade of C-|May not be taken concurrently.

IB 2503. Fundamentals of European Business. 3 Credit Hours.
This course offers an overview of the European business environment, highlighting its specific challenges and business opportunities. This course analyzes the dual process of European integration and enlargement of the European Union, and the tensions between the two. While mostly focusing on the European Union country members, this course will also examine non-EU countries in Europe. You will understand when and how multinational firms must adapt their business policies and organizations to the specific needs of national environments in Europe. In-depth cases and recent articles from the business press serve as the basis for many class discussions.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
ECON 1001|Minimum Grade of C-|May not be taken concurrently
OR ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently
OR ECON 1102|Minimum Grade of C-|May not be taken concurrently
OR ECON 1902|Minimum Grade of C-|May not be taken concurrently
OR ECON 1103|Minimum Grade of C-|May not be taken concurrently.

IB 2509. Short Study Trip Abroad: Doing Business in a Foreign Country. 1 to 3 Credit Hour.
This is a for-credit course paired with a trip to a foreign country, in order to study in depth this country’s environment for doing business (cultural, social, economic, legal, political aspects), and how to navigate it successfully, both as a firm and as an individual. The in-country portion of the program will include mostly visits of companies and local organizations, as well as some touristic visits. The course aims to put the foreign country in the broader context of globalization, regional economic integration, and the mutual influence and relationships the country entertains with the rest of the world.

Repeatability: This course may be repeated for additional credit.
IB 3101. Fundamentals of International Business. 3 Credit Hours.
This course offers an introduction to the basic concepts and practices in international business. Topics to be covered include the economic, social, cultural, legal, and political environments of international trade and multinational corporations (MNCs), international institutions and agencies that impact on international business, the nature and characteristics of international business, strategy and structure of MNCs, problems of foreign direct investments, and conflicts between host countries and MNCs, and effects of MNCs on the economy. NOTE: Students taking this course at Temple Rome who do not have all of the prerequisites can seek permission of the instructor to take this course. Permission will be based on criteria set by the instructor at Temple Rome.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently)
AND (ECON 1102|Minimum Grade of C-|May not be taken concurrently
OR ECON 1902|Minimum Grade of C-|May not be taken concurrently)
AND (HRM 1101|Minimum Grade of C-|May not be taken concurrently
OR HRM 1901|Minimum Grade of C-|May not be taken concurrently)
AND (MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently)

IB 3551. International Finance. 3 Credit Hours.
The course surveys the theory and practice of international finance, as it relates to both markets and firms. Topics include issues in international financial systems, currency market and risk management, and international corporate finance.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
FIN 3101|Minimum Grade of D-|May not be taken concurrently
OR FIN 3901|Minimum Grade of D-|May not be taken concurrently
OR FIN 3503|Minimum Grade of C|May not be taken concurrently
OR FIN3 Y|May not be taken concurrently.

IB 3552. International Financial Management. 3 Credit Hours.
The course provides a theoretical and practical analysis of the financing and investment decisions of multinational firms operating in international financial markets. Topics include: international asset valuation, international financing and investments, foreign exchange risk exposure, and country risk management.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
FIN 3503|Minimum Grade of C|May not be taken concurrently
OR FIN3 Y|May not be taken concurrently.

IB 3553. International Marketing. 3 Credit Hours.
This course identifies and addresses the challenges of marketing and analysis of the internal marketing system of countries with various types of political-economic structures. The strategic impact of economic, cultural, political, and legal differences on marketing are emphasized while issues of international product, price, promotion, and distribution issues are also considered. NOTE: Marketing Majors must earn a grade of C or better in this course to be eligible to take the capstone Marketing course 4501.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.
IB 3562. International Law. 3 Credit Hours.
Fifty percent of the net profits of most large corporations are generated through international transactions. This course will explore the legal considerations that apply to U.S. businesses abroad and will explore issues of contract negotiations, enforcement of judgments, international conventions, sovereign immunity, and current multinational business issues such as dumping, products liability, and patents and copyrights.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

IB 3563. International Trade. 3 Credit Hours.
An examination of the basic theories of international trade, commercial policy, and factor movements. Topics may include the relation between trade and economic growth, global aspects of U.S. trade policy, international trade agreements, and protectionism.

Repeatability: This course may not be repeated for additional credits.

IB 3564. International Monetary Economics. 3 Credit Hours.
The analysis of the balance of payments and foreign currency markets. Topics include the international payments system, foreign investment and debt, and exchange rate regimes.

Repeatability: This course may not be repeated for additional credits.

IB 3565. International Human Resource Management. 3 Credit Hours.
Focuses on the role of the manager in international organizations and creates awareness of differing legal environments and societal attitudes. Relates national differences to functional areas of human resource management - staffing, compensation, training, and labor relations.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
HRM 1101|Minimum Grade of C-|May not be taken concurrently
OR HRM 1901|Minimum Grade of C-|May not be taken concurrently.

IB 3580. Special Topics in International Business. 1 to 6 Credit Hour.
Special topics in current developments in the field of international business.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may be repeated for additional credit.

IB 3581. International Business Internship. 3 Credit Hours.
The International Business internship is designed to provide experiential learning to students enrolled in the course. Students will apply what they have learned in the classroom to a project to be implemented within an international business environment. Students will engage a business owner or manager in defining and developing a project for mutual benefit and learning. This project will include an objective, a goal, and a work plan to implement work towards achieving that goal. Further, the project will be supervised by the business owner/manager and will be implemented by the student. The project will acquaint the students with a global business mindset and international business operations.

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
IB 3101|Minimum Grade of C|May not be taken concurrently
OR IB 3901|Minimum Grade of C|May not be taken concurrently
OR FIN 3551|Minimum Grade of C|May not be taken concurrently
OR IB 3551|Minimum Grade of C|May not be taken concurrently
OR MKTG 3553|Minimum Grade of C|May not be taken concurrently
OR IB 3553|Minimum Grade of C|May not be taken concurrently
OR RMI 3567|Minimum Grade of C|May not be taken concurrently
OR ECON 3563|Minimum Grade of C|May not be taken concurrently
OR ECON 3564|Minimum Grade of C|May not be taken concurrently.
IB 3582. Independent Study. 1 to 6 Credit Hour.
Readings and/or papers under supervision of a faculty member. The student should pursue a topic of interest by getting a faculty member to agree to supervise the student's study. Possible topics of interest to the faculty in the department include: cross-border mergers and acquisitions, foreign direct investment, and global sourcing, among others.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may be repeated for additional credit.

IB 3585. International Business Internship. 3 Credit Hours.
The course objective is to enable students to gain practical work experience on a project of relevance to their academic program, while providing the latest best practices and international business concepts on projects for employers. Course consists of an internship with a company involved in international business either in the U.S. or abroad. Students are encouraged to apply for currently developed programs as well as select from a reputable organization of their interest. The result is a project paper based on student assignments within the organization. NOTE: Arrangements are made through the Institute of Global Management Studies. A minimum of a 2.5 GPA and final approval by Dr. Arvind Phatak required.

Repeatability: This course may be repeated for additional credit.

IB 3596. Global Entrepreneurship. 3 Credit Hours.
This course is based on a hands-on semester-long global entrepreneurship project that will require you to work through the whole process of setting up an import/export venture, from identifying a trade lead and foreign country to conduct business in, all the way to organizing the delivery of your imported or exported good to the final customer and choosing an appropriate payment method. This course will help you develop practical knowledge in the areas of international market research, cross-cultural negotiations, customs and trade regulations, global logistics, international pricing and payment methods in a foreign country. The course consists of lectures and videos, class discussions and exercises, as well as a group project.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
IB 3101|Minimum Grade of C-|May not be taken concurrently
OR IB 3901|Minimum Grade of C-|May not be taken concurrently.

IB 3682. Independent Study. 1 to 6 Credit Hour.
Readings and/or papers under supervision of a faculty member. The student should pursue a topic of interest by getting a faculty member to agree to supervise the student's study. Possible topics of interest to the faculty in the department include: cross-border mergers and acquisitions, foreign direct investment, and global sourcing, among others.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may be repeated for additional credit.

IB 3901. Honors Fundamentals of International Business. 3 Credit Hours.
This course offers an introduction to the basic concepts and practices in international business. Topics to be covered include the economic, social, cultural, legal, and political environments of international trade and multinational corporations (MNCs), international institutions and agencies that impact on international business, the nature and characteristics of international business, strategy and structure of MNCs, problems of foreign direct investments, and conflicts between host countries and MNCs, and effects of MNCs on the economy. NOTE: Honors section of International Business Administration 3101.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

Course Attributes: HO

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently)
AND (ECON 1102|Minimum Grade of C-|May not be taken concurrently
OR ECON 1902|Minimum Grade of C-|May not be taken concurrently)
AND (HRM 1101|Minimum Grade of C-|May not be taken concurrently
OR HRM 1901|Minimum Grade of C-|May not be taken concurrently)
AND (MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently)
IB 3999. Honors Thesis I. 1.5 Credit Hour.
The first of a two-part sequence of courses in which independent research is conducted under the supervision of a thesis advisor from the International Business Administration department resulting in a substantial piece of original research, roughly 30 to 50 pages in length upon completion of International Business Administration 4999. The student must publicly present his/her findings at a Temple University Research Forum session or the equivalent during one of the two semesters during which these courses are undertaken.

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

**Cohort Restrictions:** Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

**Course Attributes:** HO

**Repeatability:** This course may be repeated for additional credit.

IB 4587. International Business Practicum. 3 Credit Hours.
This is the capstone senior course for the IBA major. This course covers strategic-level international business issues, such as choosing between local adaptation and international standardization of operations, HQs-subsidiaries relationships, design and coordination of an international supply chain. This course offers opportunities for practical applications of IB knowledge and techniques acquired across the IBA curriculum through two main assignments: an online international business simulation running a multinational corporation; as well as a consulting project requiring an in-depth analysis of an international business situation and practical recommendations. NOTE: This course is open only to IBA majors and must be taken by Senior students in their graduating semester.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: International Business.

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:**
(MKTG 3553|Minimum Grade of D-|May not be taken concurrently
OR IB 3553|Minimum Grade of D-|May not be taken concurrently)
AND (IB 3596|Minimum Grade of C-|May not be taken concurrently)

IB 4999. Honors Thesis II. 1.5 Credit Hour.
Independent research conducted under the supervision of a thesis advisor from the International Business Department resulting in a substantial piece of original research, roughly 30 to 50 pages in length. Student must publicly present his/her findings at a Temple University Research Forum session or the equivalent if this was not done in International Business 3999.

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

**Cohort Restrictions:** Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

**Course Attributes:** HO

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**
IB 3999|Minimum Grade of C-|May not be taken concurrently.