

INTERNATIONAL BUSINESS, B.S.B.A.

Learning Outcomes

1. Students will demonstrate...
2. In-depth capacity in a functional area of business.
3. Strong understanding of the global dimensions of business.
4. Excellent communication skills in more than one language.
5. Appreciation of the impact of culture on the conduct of business.
6. Exposure to living in a second culture.

Admissions

Entrance Requirements

In addition to the academic admission requirements of the Moore School of Business stated below, a limit on admission to the program may be imposed. An enrollment limit would become necessary if enrollment levels exceed school staffing capabilities and resources. The Undergraduate Admissions Committee, in consultation with the dean of the school, shall be responsible for adjusting undergraduate enrollment levels to ensure the quality of the undergraduate program. A student who meets admissions criteria will be favorably considered, but because of space limitations admission cannot be guaranteed. Once minimum criteria are met, all qualified applicants are placed into an admissions group and are ranked by academic credentials. Based on the number of available seats, students are admitted in ranked order until capacity is reached. The Moore School only considers new applicants for Fall Term admission.

Freshmen entering the USC Columbia Pre-Business division of the Moore School of Business must meet the campus requirements for admission. Freshmen applicants will only be considered for Fall Term admission.

Students from other USC campuses who have no work from colleges outside of USC must have a minimum cumulative Institution GPA of 3.25, must have taken at least 15 USC credit hours, and have completed calculus with a minimum grade of C. Additionally, those students who have fewer than 30 semester hours from colleges outside USC must also meet Columbia campus freshman admission requirements. Change of campus applicants will only be considered for Fall Term admission.

Students enrolled in other colleges on the Columbia campus must have a minimum cumulative Institution GPA of 3.25, must have at least 15 USC credit hour, and have completed calculus with a minimum grade of C. Internal transfers will only be considered for admission in the fall term.

Transfer students from other institutions must present a minimum cumulative GPA of 3.25 on all college work taken and have completed calculus with a minimum grade of C. Students who have taken fewer than 30 semester hours of college work must also meet Columbia campus freshman admission requirements. External transfers will only be considered for Fall Term admission.

Additional Admission Information

Admission to the International Business major is highly competitive, and enrollment is limited. Individual limits apply to language selections in the regional concentrations.

Degree Requirements (122-140 hours)

See Darla Moore School of Business (<https://academicbulletins.sc.edu/undergraduate/business/>) for progression requirements and other regulations.

Program of Study

Requirements	Credit Hours
1. Carolina Core	31-43
2. College Requirements	40
3. Program Requirements	0-24
4. Major Requirements	27-39

Founding Documents Requirement

All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (<https://academicbulletins.sc.edu/undergraduate/founding-document-courses/>).

1. Carolina Core Requirements (31-43 hours)

CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

must be passed with a grade of C or higher

- ENGL 101
- ENGL 102

ARP – Analytical Reasoning and Problem Solving (6-7 hours)

must be passed with a grade of C or higher

- MATH 122 or MATH 141
- STAT 206

SCI – Scientific Literacy (7 hours)

- Two approved Carolina Core Scientific Literacy courses (<https://academicbulletins.sc.edu/undergraduate/business/economics-minor/>), including one laboratory course

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

Students shall demonstrate in one Foreign Language the ability to comprehend the topic and the main ideas in written and, with the exception of Latin and Ancient Greek, spoken texts on familiar subjects. This ability can be demonstrated by achieving a score of two or better on a USC foreign language test. Those failing to do so must satisfactorily complete equivalent study of foreign language at USC.

- CC-GFL courses (<https://academicbulletins.sc.edu/undergraduate/business/economics-minor/>)

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)

- any CC-GHS course (<https://academicbulletins.sc.edu/undergraduate/business/economics-minor/>)

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)

- any CC-GSS course (<https://academicbulletins.sc.edu/undergraduate/business/economics-minor/>)

AIU – Aesthetic and Interpretive Understanding (3 hours)

- any CC-AIU course (<https://academicbulletins.sc.edu/undergraduate/business/economics-minor/>)

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component ¹ (0-3 hours)

- any overlay or stand-alone CC-CMS course (<https://academicbulletins.sc.edu/undergraduate/business/economics-minor/>)

INF – Information Literacy ¹ (0-3 hours)

- any overlay or stand-alone CC-INF course (<https://academicbulletins.sc.edu/undergraduate/business/economics-minor/>)

VSR – Values, Ethics, and Social Responsibility ¹ (0-3 hours)

- any overlay or stand-alone CC-VSR course (<https://academicbulletins.sc.edu/undergraduate/business/economics-minor/>)

¹ **Carolina Core Stand Alone or Overlay Eligible Requirements** – Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

2. College Requirements (40 hours)

must be passed with a grade of C or higher

Course	Title	Credits
ACCT 225	Introduction to Financial Accounting	3
ACCT 226	Introduction to Managerial Accounting	3
ACCT 324	Survey of Commercial Law	3
BADM 301	Business Careers in the Global Economy	1
ECON 221	Principles of Microeconomics	3
ECON 222	Principles of Macroeconomics	3
FINA 363	Introduction to Finance	3
MGMT 250	Professional Communication	3
MGMT 371	Principles of Management	3
MGMT 478	Strategic Management	3
MGSC 290	Computer Information Systems in Business	3
MGSC 291	Applied Statistics for Business	3
MGSC 395	Operations Management	3

MKTG 350	Principles of Marketing	3
Total Credit Hours		40

3. Program Requirements (0-24 hours*)

*Students who are not native speakers in approved languages and exempt from the 12-hour foreign language requirement will have a range of 12-24 hours of Program Requirements.

Supporting Courses (0-12 hours)

Foreign Language (0-12 hours)

The International Business major requires at least four advanced language-based courses numbered 300 and above in one foreign language. Students in specific concentrations must meet experiential language program participation requirements that do not necessarily equate to specific hours, credits, or course levels. Students may fulfill minor or cognate requirements through completion of the foreign language requirement.

Note: Native speakers in approved languages may seek approval for this requirement to be waived.

Minor or Cognate (12-18 hours) *optional*

Minors (non-business) may be selected from a University-wide list of approved minors. The minor is normally a minimum of 18 hours of prescribed courses in one subject area. Minors are recognized on the transcript.

Cognates which consist of 4 related courses in a specific field. The cognate is intended to support the course work in the major. The cognate must consist of twelve (12) hours of courses at the advanced level, outside of but related to the major. Cognates do not earn an additional designation on the transcript.

Electives (0-24 hours)

The number of elective hours required depends upon the number of hours used to fulfill other degree requirements, including the optional minor or cognate. Minimum degree requirements must equal 122 hours. Selecting to pursue a minor or cognate, multiple business majors or the business analytics concentration may be used to reduce the total number of elective hours. No courses of a remedial, developmental, skill-acquiring, or vocational nature may apply as credit toward degrees in the Darla Moore School of Business.

Options to meet this requirement may include:

- Pre-Professional coursework can be applied for students seeking admission to a professional degree program after graduation.
- A maximum of 4 courses towards completion of an accelerated master's program if not counted elsewhere in the degree.
- Directed Electives: Students may select courses of interest with their advisor. Students are strongly encouraged to take a business section of UNIV 101. All directed coursework electives must be passed with a grade of C or better. Directed coursework may not include coursework in PEDU or MATH/STAT below the Moore School minimum requirements (ex. MATH 111 or STAT 110) or 1 credit performance classes.

4. Major Requirements (27-39 hours)

Students majoring in International Business are required to study outside the United States for a period of one semester, normally the spring semester of the academic year after which IBUS 310 is taken,

at an approved institution. Exceptions to this requirement will be granted in cases of hardship. Students in regional cohort tracks meet the overseas study requirement at the cohort partner institution. The curriculum of the International Business major satisfies the Moore School internationalization requirement.

A minimum grade of C is required in all major courses.

Major Courses (3 hours)

Course	Title	Credits
IBUS 310	Globalization and Business	3
Total Credit Hours		3

Major Electives (12 hours)

Course	Title	Credits
Functional Courses		

Select one of the following: 3

ACCT 426	International Financial Reporting	
IBUS 501	International Financial Management	
IBUS 502	International Marketing	
IBUS 503	International Entrepreneurship	
IBUS 405	International Information Systems	
IBUS 430	Research in International Business	
IBUS 432	The Business Case for Services Offshoring	
MGMT 406	International Human Resource Management	
MGSC 405	International Information Systems	
ECON 503	International Trade Economics	
ECON 504	International Monetary Economics	
ECON 505	International Development Economics	

Thematic Courses

Select one of the following: 3

IBUS 422	Foreign Market Entry and Growth	
IBUS 423	Cross-Cultural Behavior and Negotiations	
IBUS 424	Exporting and Importing	
IBUS 425	Competitive Strategies in Developing Countries	
IBUS 426	Global Competitive Analysis	
IBUS 427	Global Stakeholder Management	
IBUS 428	Islamic Economics and Finance	
IBUS 429	Comparative Innovation Systems	
IBUS 431	Intercultural Competencies for Working in International Teams	
IBUS 433	Economic Globalization: Leadership and the Transnational Mindset	
IBUS 434	Social Networks and Global Leadership	
IBUS 435	Market Development and Global Strategy	
IBUS 519	Social Networks and Global Leadership	
IBUS 521	Ethnographic Methods in International Marketing	

Regional Courses

Select one of the following: 3

IBUS 541	Business in Latin America ¹	
IBUS 542	Business in Asia ¹	
IBUS 543	Business in Europe ¹	
IBUS 544	Business in Africa ¹	

Additional Functional or Thematic Course

Select 3 hours	3
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Total Credit Hours	12
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¹ Because one or more of these courses may not be offered on campus during the two years that a student may be taking major-level courses, these courses are most appropriate for study abroad.

Second Major (12-24 hours)

The International Business major must be taken in combination with a second major in business.

Regional Cohort Concentrations (15 hours)

Students in each regional concentration of the International Business major meet the regional course requirements with courses dealing primarily in that region.

Competitive Admission

Admission to each concentration of the international business major is highly competitive, and enrollment is limited. Individual limits apply to language selections in the regional concentrations.

Double Major

All students selecting international business as a major, regardless of concentration, are required to complete a second major in business.

Foreign Study

Students are placed at partner schools through a competitive application process. Students in regional cohort concentrations meet the overseas study requirement at the cohort partner institution and spend a minimum of two semesters abroad depending on cohort concentration. Experiential program requirements are outlined in the Program Expectations for each cohort concentration.

Conduct

Regional Cohort Concentrations have specific behavioral requirements. Those requirements are outlined in the Program Expectations for each cohort.

Chinese Business (15 hours)

The Chinese Business concentration in the International Business major allows the student to focus on International Business activities with China. Students in this concentration meet the foreign language requirement by selecting Chinese as the language of study. The Chinese language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the student's selected minor, cognate, or elective hours. The language requirement for Chinese Business is heavily dependent on incoming language level. If students enroll at UofSC with C7 on their Chinese placement test, they may not be required to participate in the summer language institutes.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses with Asian focus while abroad (6 hours)

European Business (15 hours)

The European Business concentration in the International Business major allows the student to focus on International Business activities with this region. Specific languages and functional majors may be required based on study abroad location and partner university. The foreign language placement test will determine at which level the student will

begin. Foreign language courses may be included as part of the student's selected minor, cognate, or elective hours.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses with a European focus (6 hours)

Global Business (15 hours)

The Global Business concentration in the International Business major allows the student to focus on International Business activities within a global context. Specific languages and functional majors may be required based on study location and partner university. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the student's selected minor, cognate, or elective hours.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses with focus on the specific study abroad region (6 hours)

Global Business Innovation (15 hours)

The Global Business Innovation Concentration in the International Business major allows the student to focus on International Business activities within a global context. Specific languages and functional majors may be required based on study location and partner university. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the student's selected minor, cognate, or elective hours.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses with focus on the specific study abroad region (6 hours)

Middle East and North Africa (MENA) Business (15 hours)

The Middle East and North Africa (MENA) Business concentration in the International Business major allows the student to focus on International Business activities with this region. Students in this concentration meet the foreign language requirement by selecting Arabic as the language of study. The Arabic language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the student's selected minor, cognate, or elective hours. The language requirement for the MENA program is heavily dependent on incoming language level. If students enroll at UofSC with A4 on their Arabic placement test, they are not required to participate in both summer language institutes. Only one may be required based on evaluation of proficiency.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses with focus on the MENA region (6 hours)

South American Business (15 hours)

The South American Business concentration in the International Business major allows the student to focus on International Business activities with this region. Students in this concentration meet the foreign language requirement by selecting Portuguese or Spanish as the language of study. Specific languages and functional majors may be required based on study location and partner university. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the student's selected minor, cognate, or elective hours.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses with focus on South America (6 hours)

Sustainability in Business Concentration (12 hours) *optional*

Please consult with your Academic Advisor or department on the courses recommended for individual majors. The sustainability concentration must be taken in conjunction with a major. The department may add additional electives to the Sustainability in Business Concentration, subject to the approval of the Sustainability Curriculum and research Faculty Committee.

Course	Title	Credits
MKTG 472	Business, Markets and Sustainability	3
IBUS 427	Global Stakeholder Management	3
Select three to six hours from the following:		3-6
MGMT 407	Corporate Social Responsibility and Stakeholder Management	
MGMT 408	Diversity and Inclusion	
FINA 462	Climate Change Risk Management, Insurance, and Finance	
FINA 473	Corporate Governance and Agency Conflicts	
ECON 500	Urban Economics	
ECON 505	International Development Economics	
ECON 548	Environmental Economics	
MGSC 489	Sustainable Operations & Supply Chain	
MKTG 479	Marketing for Nonprofit Organizations	
Select zero to three hours from the following:		0-3
ENVR 321	Environmental Pollution and Health	
ENVR 322	Environmental Ethics	
ENVR 331	Integrating Sustainability	
ENVR 533	Sustainability Projects Course	
GEOG 321	Sustainable Cities	
HTMT 485	Sustainable Tourism	
POLI 478	Environmental Policy	

Note: Courses applied in the major may not also fulfill concentration requirements.

Major Map

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.

Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.

International Business, B.S.B.A. No Concentration

International Business, B.S.B.A. Chinese Business Concentration

International Business, B.S.B.A. European Business Concentration

International Business, B.S.B.A. Global Business Concentration

**International Business, B.S.B.A. Global Business Innovation
Concentration**

**International Business, B.S.B.A. Middle East & North Africa (MENA)
Business Concentration**

International Business, B.S.B.A. South American Business Concentration