INTERNATIONAL BUSINESS, B.S.B.A.

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

Internationalization Requirement
The program also requires 9 hours of course work with international content that may be used to fulfill other degree requirements. Three hours must be taken from an approved list of courses offered by the Moore School of Business which contain international business or international economics content. The following course options can also be used to satisfy the 3 credit hours of this requirement: approved course work containing international business or international economics content, taken at a semester abroad program; an approved Maymester or summer overseas course containing international business or international economics content; an approved internship course in international business wherein a student would obtain discipline-related work experience in a foreign country; or an approved service-learning component. Students may choose from one of the following options to complete the remaining 6-hour requirement:

- **Language**: Two language courses at the 200 level or above or
- **Electives**: Two approved courses with international content taken either inside or outside the Moore School of Business from a list available in the undergraduate office.

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 UofSC 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 UofSC campuses who have no work from colleges outside UofSC must have a minimum cumulative Institution GPA of 3.25, must have taken at least 15 UofSC 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 UofSC 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 UofSC 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 (128-131 hours)
See Darla Moore School of Business (https://academicbulletins.sc.edu/undergraduate/business/) for progression requirements and other regulations.

Program of Study

<table>
<thead>
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<th>Requirements</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>1. Carolina Core</td>
<td>31-43</td>
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<td>2. College Requirements</td>
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<td>3. Program Requirements</td>
<td>21-30</td>
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<tr>
<td>4. Major Requirements</td>
<td>27-39</td>
</tr>
</tbody>
</table>

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*

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 225</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 226</td>
<td>Introduction to Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 324</td>
<td>Survey of Commercial Law</td>
<td>3</td>
</tr>
<tr>
<td>BADM 301</td>
<td>Business Careers in the Global Economy</td>
<td>1</td>
</tr>
<tr>
<td>ECON 221</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 222</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FINA 363</td>
<td>Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 250</td>
<td>Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 371</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 478</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>MGSC 290</td>
<td>Computer Information Systems in Business</td>
<td>3</td>
</tr>
<tr>
<td>MGSC 291</td>
<td>Applied Statistics for Business</td>
<td>3</td>
</tr>
<tr>
<td>MGSC 395</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 350</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 40

3. Program Requirements (21-30 hours)

Minor or Directed Coursework (minimum of 18 hours)

Directed course work 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. Students not selecting such a minor may submit an alternative program of study to their Moore School academic advisor to satisfy the approved course work requirement. All minor courses or courses approved as alternatives must be passed with a grade of C or better.

Electives (3-12 hours)

All students must complete 3 hours of electives, not to include coursework in PEDU or MATH/STAT below the Moore School minimum requirements (ex. MATH 111 or STAT 110). Students are strongly encouraged to take a business section of UNIV 101 to fulfill this elective. Additional electives may be needed if a student exempts the foreign language requirement or fulfills Carolina Core requirements with overlay courses. Those credit hours must be replaced with additional elective credits.

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 in 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)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBUS 310</td>
<td>Globalization and Business</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credit Hours**

3

**Major Electives (12 hours)**

**Functional Courses**

Select one of the following: 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 506</td>
<td>International Financial Reporting</td>
</tr>
<tr>
<td>IBUS 401</td>
<td>International Financial Management</td>
</tr>
<tr>
<td>IBUS 402</td>
<td>International Marketing</td>
</tr>
<tr>
<td>IBUS 403</td>
<td>International Entrepreneurship</td>
</tr>
<tr>
<td>IBUS 405</td>
<td>International Information Systems</td>
</tr>
<tr>
<td>IBUS 430</td>
<td>Research in International Business</td>
</tr>
<tr>
<td>IBUS 432</td>
<td>The Business Case for Offshoring</td>
</tr>
<tr>
<td>MGMT 406</td>
<td>International Human Resource Management</td>
</tr>
<tr>
<td>MGSC 405</td>
<td>International Information Systems</td>
</tr>
<tr>
<td>ECON 503</td>
<td>International Trade Economics</td>
</tr>
<tr>
<td>ECON 504</td>
<td>International Monetary Economics</td>
</tr>
<tr>
<td>ECON 505</td>
<td>International Development Economics</td>
</tr>
</tbody>
</table>

**Thematic Courses**

Select one of the following: 3

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

**Regional Courses**

Select one of the following: 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBUS 541</td>
<td>Business in Latin America</td>
</tr>
<tr>
<td>IBUS 542</td>
<td>Business in Asia</td>
</tr>
<tr>
<td>IBUS 543</td>
<td>Business in Europe</td>
</tr>
<tr>
<td>IBUS 544</td>
<td>Business in Africa</td>
</tr>
</tbody>
</table>

**Additional Functional or Thematic Course**

Select 3 hours 3

**Total Credit Hours**

12

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 Language**

The International Business major requires at least four advanced language courses numbered 300 and above in one foreign language. Students in specific concentrations must meet experiential language program participation requirements that do not equate to specific hours, credits, or course levels. Most students use language courses to fulfill their Minor or Directed Coursework Requirement in the Moore School.

**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 required directed coursework. The language requirement for Chinese Business is heavily dependent on incoming language level. If students enroll at USC 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 (6 hours)
  - IBUS 542
  - IBUS 490
The Eurasian Business concentration in the International Business major allows the student to focus on International Business activities centered on this region. Students in this concentration meet the foreign language requirement by selecting either Turkish or Russian as the language of study. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the required directed coursework.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses from the following (6 hours):
  - IBUS 542
  - IBUS 543
  - IBUS 490

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.

The European Business concentration in the International Business major allows the student to focus on International Business activities within a global context. Students in this concentration meet the foreign language requirement by selecting French, German, or Italian as the language of study. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the required directed coursework.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses (6 hours)
  - IBUS 543
  - IBUS 490

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.

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 required directed coursework.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses (6 hours)
  - IBUS 542
  - IBUS 490

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.

The Global Business concentration in the International Business major allows the student to focus on International Business activities within a global context. Students in this concentration meet the foreign language requirement by selecting a modern spoken language in the USC language department as the language of study. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the required directed coursework.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses (6 hours)
  - IBUS 542
  - IBUS 490

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.

The Global Business Innovation Concentration in the International Business major allows the student to focus on International Business activities within a global context. Students in this concentration meet the foreign language requirement by selecting a modern spoken language in the USC language department as the language of study. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the required directed coursework.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses (6 hours)
  - IBUS 542
  - IBUS 490

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.

The 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. Students in this concentration meet the foreign language requirement by selecting a modern spoken language in the USC language department as the language of study. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the required directed coursework.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses (6 hours)
  - IBUS 542
  - IBUS 490

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.
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. The foreign language placement test will determine at which level the student will begin. Foreign language courses may be included as part of the required directed coursework.

- IBUS 310
- One functional course from the list above (3 hours)
- One thematic course from the list above (3 hours)
- Two regional courses (6 hours)
  - IBUS 541
  - IBUS 490

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.

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