Why International Business?

A major in International Business Administration is often considered the best way to prepare for the global economy, whether you stay in a global city such as Philadelphia or move to Singapore. The International Business Major is a popular choice; it combines coursework in international business, geographical area studies, and foreign language.

Students who choose the IB Major pursue opportunities, according to 6 career tracks (e.g., international marketing or supply chain management). They want to differentiate themselves and become familiar with the techniques required by global trade (over $4,000 billion in the US). They may also study abroad at the TU Rome or the TU Tokyo campus, acquiring a global mindset to be competitive.

International Business Major Concentrations

- Economics
- Entrepreneurship
- Finance
- Marketing
- Sales & Business Development
- Supply Chain Management, Transportation & Logistics

International Business Major Courses

Major Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>IB 3101</td>
<td>Fundamentals of International Business</td>
</tr>
<tr>
<td>IB 3596</td>
<td>Global Entrepreneurship</td>
</tr>
<tr>
<td>IB 4587</td>
<td>International Business Practicum</td>
</tr>
<tr>
<td>IB/MKT 3553</td>
<td>International Marketing</td>
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</table>

Geographical Area Course

(Select One)

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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>IB 2501</td>
<td>Fundamentals of Asian Business</td>
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<td>IB 2502</td>
<td>Fundamentals of Latin Business</td>
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<tr>
<td>IB 2503</td>
<td>Fundamentals of European Business</td>
</tr>
<tr>
<td>IB 2504</td>
<td>Fundamentals of African &amp; Middle East Business</td>
</tr>
<tr>
<td>IB 2509</td>
<td>Short Study Abroad Trip</td>
</tr>
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</table>

- 65,000+ TEMPLE ALUMNI AROUND THE WORLD
- 400+ CURRENT IB STUDENTS
- 20+ FULL TIME IB FACULTY
- 300+ IB EMPLOYERS
- 1 STUDENT PROFESSIONAL ORGANIZATION
- 2 AWARD JOURNAL RANKINGS
Student Testimonials

"I owe the entirety of my success here at the Fox School to the International Business Association as well as the Center for Student Professional Development. The global mindset that I have learned through the International Business Program will enable me to be successful in any role I may enter."

*Future Leaders Program Sales & Marketing Associate, GSK*

"The faculty is world class and Fox offers many resources for students that are beneficial for professional and personal development. Student Professional Organizations, like the International Business Association, are great ways to network with other students and employers. I am grateful I chose Fox and International Business Program, which made confident in finding success in my career."

*Global Mobility Services Associate, KPMG*

"The International Business Program helped me greatly in preparing for a post graduate position. The IB Capstone gives you the opportunity to do a consulting and research project for a real company looking to expand into new markets. The entire International Business curriculum consists of many research projects that helped me learn about different markets and cultures of different parts of the world."

*Logistics Coordinator, BDP International*

Connect with us!

*Instagram: fox_ib*

*LinkedIn: International Business Programs*

Have any questions? Email us at foxib@temple.edu