

International Business Administration Major



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


 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

International Business Major Courses

Major Requirements

IB 3101	Fundamentals of International Business
IB 3596	Global Entrepreneurship
IB 4587	International Business Practicum
IB/MKT 3553	International Marketing

Geographical Area Course (Select One)

IB 2501	Fundamentals of Asian Business
IB 2502	Fundamentals of Latin Business
IB 2503	Fundamentals of European Business
IB 2504	Fundamentals of African & Middle East Business
IB 2509	Short Study Abroad Trip

International Business Administration

Major

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!

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