

STUDY INTERNATIONAL BUSINESS

WHY MAJOR IN INTERNATIONAL BUSINESS?

A major in International Business Administration is a great way to prepare for the global economy, whether you live in Philadelphia or move to Singapore. The international business major is a popular choice and combines coursework in international business, geographical area studies, and foreign language.

Students who choose the major pursue opportunities along 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. 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 (REQUIREMENTS)

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

GEOGRAPHICAL AREA COURSES (SELECT ONE)

IB 2501	Fundamentals of Asian Business
IB 2502	Fundamentals of Latin American Business
IB 2503	Fundamentals of European Business
IB 2504	Fundamentals of Business in Africa & the Middle East Doing
IB 2509	Business in a Foreign Country-Short Study Abroad Trip

INTERNSHIPS

The internship program offers a 3-credit course, which counts as a free elective for students, except those pursuing the IB professional concentrations in selected IBA undergraduate majors. The course can also be pursued through the IB minor. For more information or to begin your internship application, visit fox.temple.edu/intern_portal.

Interns gain:

- Real-world industry experience
- Enhanced skills and industry knowledge
- Network of experienced professional connections
- Resume-building project experience
- Potential employment opportunities
- A challenging yet fun experience



MINOR IN INTERNATIONAL BUSINESS

Boost your career and salary potential by joining the International Business Program at the Fox School of Business. Demand is rising for graduates with skills in international sales, marketing, finance, accounting, supply chain management, and more.

INTERNATIONAL BUSINESS MINOR COURSES (SELECT TWO)

IB 3101	Fundamentals of International Business (for non-business students only)
IB 2501	Fundamentals of Asian Business
IB 2502	Fundamentals of Latin American Business
IB 2503	Fundamentals of European Business
IB 2504	Fundamentals of Business in Africa & the Middle East
IB 2509	Doing Business in a Foreign Country- Short Study Abroad Trip

ELECTIVE COURSES (SELECT TWO)

IB 3581/IB 3585	SCM 3515
IB 3596	SCM 3516
SGM 3002	MKT 3504
SGM 3501	MKT 3505
SGM 3503	MKT 3508

STUDENT TESTIMONIALS



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



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

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