INTERNATIONAL BUSINESS AND CULTURE at Arcadia University

Global Perspective…Personal Attention…Real-World Integrative Learning Experiences

Faculty

Professors

Thomas M. Brinker Jr
Dr. Wayne A. Morra, Department Chair and Coordinator for Economics and International Business and Culture

Assistant Professors

Dr. Zaneta Chapman
Dr. Annette L. Halpin
Joel Wagoner
Dr. Michelle Washington

Full-Time Adjunct Professor

Robert H. Kieserman

Adjunct Professors

Christopher Cerski
Charles Corace
Glenn Cronin
Jane Hartman-Frankel
Wick Hannan
Anna McAleer
Linda S. Moonblatt
Mary L. Sims

Degree

Bachelor of Arts in International Business and Culture

Related Fields of Study

Chemistry and Business
Corporate Communications
Health Administration
International Studies Minor
Psychology (Human Resources)

Related Graduate Study at Arcadia University

Master of Business Administration (M.B.A.) with a Global Perspective (See Graduate Catalog.)

Master of Arts in International Peace and Conflict Resolution (See Graduate Catalog.)

Pathways to Study Abroad in International Business and Culture

The program requires that students spend a semester or year studying abroad unless there are extenuating circumstances. Exciting opportunities are relatively easy to arrange through the Arcadia University College of Global Studies. Courses taken at foreign universities through the College receive Arcadia University credit and may fulfill Undergraduate Curriculum, including major, requirements.

Since most required School of Business courses are offered in Fall and Spring semesters, study abroad is all about planning. You can schedule study abroad in any semester, except spring of the senior year, which is when the Capstone course is taken. It is possible to schedule multiple consecutive or non-consecutive semesters abroad and still graduate on time. It is also possible to do an internship abroad in the Fall, Spring or Summer. If you are unable to do a long-term study abroad, there are numerous one-week study opportunities that can be done in any semester.

Since it is important that students plan ahead for study abroad, they should consult with their advisers as early as possible to make their intentions known to the School of Business and the Associate Dean of International Affairs.

About the B.A. in International Business and Culture

- Preparation for careers in business, industry and not-for profits
- Preparation for graduate programs in law, business, public administration or economics
- Experiential, hands-on integrative learning through case studies and computer simulations
- Real-world experience through internships and student organizations

- Opportunities to study abroad at some of the top universities around the world

A major mission of the University is to prepare students to function effectively in an increasingly global environment. Even organizations that operate in a single country are influenced by international events and decisions made by companies based in other countries. To be successful, it is imperative that organizations and their employees understand the international environment and the various issues that confront these business organizations.

The Bachelor of Arts in International Business and Culture focuses on the following four goals:

- Provide students with an international perspective.
- Offer students functional business skills, knowledge and abilities to effectively operate in an international environment.
- Give students background in a foreign language and an understanding of other cultures to facilitate their ability to adapt internationally.
- Combine these areas by having students participate in international activities through study abroad and international internships experiences.

The Bachelor of Arts in International Business and Culture, offered through the School of Business, provides the necessary background for students to function effectively in both domestic and international organizations. The program combines liberal arts, business, language and international study.

First-year students (freshmen) and transfer students admitted to the University can apply for and be accepted directly into the program. To continue in the program, a student admitted as first-year student must have a cumulative GPA of 2.80 or higher after the third semester (i.e., end of the first semester of the sophomore year). A transfer students with more than 30 credits in transfer will be accepted into the program if he or she has a cumulative transfer GPA of 2.80 or higher. To continue in the program, a transfer student would have to achieve a cumulative GPA of 2.80 or higher in his or her first 15 credits completed at Arcadia University.

The School of Business strongly recommends the completion of a minor in another field of study. Minors in Accounting and Business Administration are for students from outside the School of Business and are not open to students majoring in the Department. The program requires that students spend a semester or year studying abroad unless there are extenuating circumstances.

Senior Capstone Experience: All majors complete a Senior Thesis. This project involves integrating prior knowledge, preparing written reports, and making a public presentation. For majors in International Business and Culture, this requirement is satisfied by successful completion of BA 471 Internship and BA 495 Policy Formulation and Administration, both of which are required courses for the major.

Requirements for the B.A. in International Business and Culture

(Credits as listed below, with Undergraduate Curriculum and credit requirements as set forth.)

1. International Perspective (22–23 credits)

BA	101	International Business
BA	232	International Environment and Legal Issues for Business
EC	350	International Economics
AN	361	Social Change: Globalization and Culture
BA	363	International Organizational Behavior
BA	344	International Marketing
or BA	349	Marketing: An International Experience
BA	471	International Internship in Business and Culture
or ML	370	Career Internship in Modern Language

2. Business Fundamentals (18 credits)

BA	201	Financial Accounting
BA	202	Managerial Accounting
BA	340	Principles of Marketing
BA	367	Operations Management
BA	369	Management Information Systems
BA	380	Principles of Finance

3. Two courses in Economics (6 credits)

EC	210	Principles of Macroeconomics
EC	211	Principles of Microeconomics

4**. English** (3-4 credits)

EN	218	Business Writing

5. Language Proficiency (0–24 credits)
Advanced level proficiency in at least one modern language other than English, as measured by written or oral examination or completion of four courses beyond the University's Undergraduate Curriculum requirement in this area is required. Students who can demonstrate mastery of English and one additional language can waive this requirement.

6. Geographical/Cultural Area Studies
(6–8 credits)
Two additional courses designed to provide insight into the culture of a specific geographic area. The courses are selected by the student and approved by the program Coordinator. These courses may concurrently satisfy an Undergraduate Curriculum requirement.

7. Study Abroad
Students are expected to spend a semester or year abroad. Students unable to spend a full semester abroad should do a summer internship abroad or an ID181 International Experience course. If none of the aforementioned options are possible, the Dean may approve a domestic internship with a foreign-owned firm that does business in the United States or in an international division of a U.S. firm doing business internationally to satisfy this requirement.

8. Two courses in Mathematics (7–8 credits)

MA	141	Elementary Statistics
MA	145	Quantitative Models for Decision Making
or MA	201/207	Calculus I/Applied Calculus I

9. Capstone Experience (6 credits)

BA	471	Internship
BA	495	Policy Formulation and Administration

10. Recommended Electives

BA	362	Human Resources Administration
PL	165	Occupational Ethics

Courses that have a substantial International and/or cultural component.