

INTERNATIONAL BUSINESS AND CULTURE at Arcadia University

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

Faculty

Dean

Dr. NJ Delener

Professors

Thomas M. Brinker Jr, Department Chair
Accounting, Finance & Business Law
Dr. Wayne A. Morra, Department Chair
Global Business Administration (adviser)

Assistant Professors

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

Instructor

Robert H. Kieserman

Adjunct Professors

Charles Corace
Glenn Cronin

Wick Hannan
Anna McAleer
Bud Rayca
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
Psychology

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 International Business and Culture program expects students spend a semester or year studying abroad. 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 generally fulfill Undergraduate Curriculum, including major, requirements. Arcadia's IB&C students have studied on every continent except Antarctica. Students have found a variety of programs in a wide array of locations, such as St. Andrew's School of Management, Universitat Pompeu Fabra in Barcelona or International Business in Shanghai.

Since most required School of Global 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.

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 Global Business and the Office of International Affairs.

About the B.A. in International Business and Culture

- Three-year degree program option
- 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

INTERNATIONAL BUSINESS AND CULTURE at Arcadia University

- Real-world experience through internships
- 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 proficiency 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 internship experiences.

The Bachelor of Arts in International Business and Culture, offered through the School of Global 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.

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.

Accreditation and Memberships: The Arcadia School of Global Business International Business & Culture program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

The Arcadia School of Global Business is a member of the Association to Advance Collegiate Schools of Business (AACSB International) and the Middle Atlantic Association of Colleges of Business Administration (MAACBA).

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

2. Business Fundamentals (18 credits)

BA 201	Financial Accounting
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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
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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 a minor in a Modern Language 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 Department Chair. These courses may concurrently satisfy an Undergraduate Curriculum requirement.

7. Study Abroad

Students are required to spend a semester or year abroad. Students with extenuating circumstances should do a summer internship abroad or an ID181 International Experience course. If none of the aforementioned options are possible, the Dean with recommendation from the Department Chair 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 in Business Administration
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.