

INTERNATIONAL BUSINESS, B.S.

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Description

The International Business major prepares students to navigate the global business environment.

IB emphasizes the knowledge and skills that are needed to function effectively in a domestic or global setting while considering the impacts on both. Students must first learn that domestic business skills provide a foundation for successfully integrating international and domestic business strategies within an organization. Students will then be exposed to critical global issues to accomplish organizational objectives by coordinating human, material, information, and financial resources across trade organizations and national boundaries.

Students receive a broad introduction to the complexity of international business through coursework. At the same time, exposure to foreign ways of life will raise cultural sensitivity to build solid relationship skills for participation in global teams. Students must be proficient in a second world language, and a study experience outside their home country will be required. In addition to preparing students for an international business environment, the IB major aims to provide them with knowledge of a specific business discipline by completing all the requirements of a second business major.

Graduates of the IB major will possess the drive and curiosity to understand emerging trends and competitive activity in the global space while functioning effectively as employees of small businesses with developing international operations or as a members of larger business organizations with extensive global operations.

What is International Business?

We live in an increasingly interdependent world, one in which economic events happening halfway around the globe are as likely to affect us as those occurring in a neighboring state. Global interconnectedness creates demand for decision-makers with the knowledge to conduct business in an international setting. The study of international business teaches the skills needed to meet the challenges of accomplishing organizational objectives while coordinating human, financial, information, or material resources across national boundaries. To offer both depth and breadth of skills, Penn State Behrend's B.S. in International Business is a dual-degree program. Students pursue a second degree in Accounting, Business Economics, Economics, Finance, Interdisciplinary Business with Engineering Studies, Management Information Systems, Marketing, or Project and Supply Chain Management.

You Might Like This Program If...

- You are interested in business and curious about the wider world around you.
- You envision working in another country or for a multinational organization.
- You intend to study abroad during college.
- You like the idea of earning two undergraduate degrees.

Entrance to Major

Entry to the International Business major requires the successful completion of 5 entry-to-major courses: ACCTG 211, ECON 102, ENGL 15 or ENGL 30H, MATH 110 or MATH 140, STAT 200 or SCM 200. Each course requires a C or better grade for successful completion.

Degree Requirements

For the Bachelor of Science degree in International Business (in conjunction with a second business major), a minimum of 128 credits is required:

Requirement	Credits
General Education	45
Requirements for the Major	104

21 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GQ courses, 6 credits of GS courses, 9 credits of GWS courses.

Per Senate Policy 83.80.5, the college dean or campus chancellor and program faculty may require up to 24 credits of coursework in the major to be taken at the location or in the college or program where the degree is earned.

Requirements for the Major

Each student must earn at least a grade of C in each 300- and 400-level course in the major field.

To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

Code	Title	Credits
Prescribed Courses		
BA 241	Legal Environment of Business	2
BA 242	Social and Ethical Environment of Business	2
PSU 7	First-Year Seminar Behrend	1
<i>Prescribed Courses: Require a grade of C or better</i>		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4
CAS 100	Effective Speech	3
ECON 102	Introductory Microeconomic Analysis and Policy	3
ECON 104	Introductory Macroeconomic Analysis and Policy	3
ENGL 202D	Effective Writing: Business Writing	3
FIN 301	Corporation Finance	3
IB 303	International Business Operations	3
IB 404	Contemporary Issues in International Business	3
IB 464	International Logistics	3
MGMT 301	Basic Management Concepts	3
MGMT 471W	Strategic Management and Business Policy	3
MIS 204	Introduction to Management Information Systems	3
MKTG 301	Principles of Marketing	3
MKTG 445	Global Marketing	3
SCM 301	Supply Chain Management	3

Additional Courses

Additional Courses: Require a grade of C or better

ENGL 15	Rhetoric and Composition	3
or ENGL 30H	Honors Rhetoric and Composition	
MATH 110	Techniques of Calculus I	4
or MATH 140	Calculus With Analytic Geometry I	
SCM 200	Introduction to Statistics for Business	4
or STAT 200	Elementary Statistics	
Select 6 credits from the following:		6
ACCTG 461	International Accounting	
ECON 470	International Trade and Finance	
FIN 471	International Finance	
IB 350	International Business Law	

Supporting Courses and Related Areas

Select 15 credits in world culture that is foreign to the home country of the student. Four of the fifteen credits may be fulfilled by the third level of a world language that is foreign to the student's home country.¹ 15

Select a minimum of 18 credits from one business supporting course group in consultation with adviser. Students must complete the requirements for a second School of Business major. 18

Select 3 credits from school-approved, non-business Education Abroad courses or approval from the Program Chair 3

¹ Students must attain third-level proficiency in a single world language (0-12 credits) and select 3-15 credits from the school-approved list of non-business international courses. See general information section of the *Bulletin* for the Penn State placement policy on world languages. Students receiving advanced placement in world language may substitute courses from school-approved world language and culture course list to complete the credits for this requirement.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits

- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements**First Year Engagement**

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- **United States Cultures:** 3 credits
- **International Cultures:** 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). For more information, check the Suggested Academic Plan for your intended program.

Program Learning Objectives

- **CRITICAL AND INTEGRATIVE THINKING:** Students will be able to think critically across business disciplines by considering different perspectives and using an integrated, holistic approach to perform

relevant analyses, construct valid arguments, and make appropriate conclusions.

- **ORAL COMMUNICATION:** Students will be able to execute the oral communication skills that they have learned in the interactive business courses to business situations where effective explanation, persuasion, exchanging information and ideas are essential.
- **WRITING COMPETENCE:** Students will be able to demonstrate effective business writing skills.
- **TEAMWORK:** Students will be positive contributors to an effective team functioning via application of their functional skills in addition to strong interpersonal skills.
- **ETHICS AND SOCIAL RESPONSIBILITY:** Students will be able to recognize ethical issues and apply ethical theories in business situations at individual and/or organizational levels.
- **FUNCTIONAL AREA KNOWLEDGE (ETS):** Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material across various business domains.
- **FUNCTIONAL AREA KNOWLEDGE (ACCOUNTING):** Students will be able to demonstrate a broad general knowledge of the principles of accounting, both managerial and financial.
- **FUNCTIONAL AREA KNOWLEDGE (ECONOMICS):** Students will be able to demonstrate a broad general knowledge of the principles of economics, both microeconomics and macroeconomics
- **FUNCTIONAL AREA KNOWLEDGE (FINANCE):** Students will be able to demonstrate a broad general knowledge of the principles of finance.
- **FUNCTIONAL AREA KNOWLEDGE (MIS):** Students will be able to describe the benefits and challenges of applying information technology in various organizations and functional areas.
- **FUNCTIONAL AREA KNOWLEDGE (INTERNATIONAL BUSINESS):** Students will be able to apply basic multidisciplinary knowledge needed to conduct international business and analyze the impact of globalization.
- **FUNCTIONAL AREA KNOWLEDGE (LEGAL ENVIRONMENT):** Students will be able to identify key terms, concepts, and theories of the law, evaluate how law affects business, analyze legal issues, and apply the law to business situations.
- **FUNCTIONAL AREA KNOWLEDGE (MANAGEMENT):** Students will be able to demonstrate a broad knowledge of the business discipline of management.
- **FUNCTIONAL AREA KNOWLEDGE (MARKETING):** Students will be able to demonstrate comprehensive knowledge in the field of marketing.
- **FUNCTIONAL AREA KNOWLEDGE (QUANTATIVE BUSINESS ANALYSIS):** Students will be able to demonstrate a broad knowledge of quantitative business analysis.
- **FUNCTIONAL AREA KNOWLEDGE (SUPPLY CHAIN MANAGEMENT):** Students will be able to demonstrate a broad knowledge of supply chain management.

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged

in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

Erie

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Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2025-26 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition.

International Business, B.S. at Erie Campus

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year

Fall	Credits Spring	Credits
ENGL 15 or 30H ^{†††}	3 CAS 100A, 100B, or 100C ^{††}	3
MATH 110 or 140 ^{†††}	4 General Education Course (GN) ³	3
General Education Course (GH) ³	3 General Education Course (GA) ³	3
General Education Course (GN) ³	3 General Education Course (GHW) ³	1.5
General Education Course (GHW) ³	1.5 MIS 204 [*]	3
PSU 7	1 ECON 102 ^{**†}	3
	15.5	16.5

Second Year

Fall	Credits Spring	Credits
ACCTG 211 ^{*#}	4 ENGL 202D ^{††}	3
BA 241 & BA 242	4 FIN 301 [*]	3
ECON 104 ^{*†}	3 MGMT 301 [*]	3

SCM 200 or STAT 200 ^{*†#†}	4 MKTG 301 [*]	3	
	SCM 301 [*]	3	
	15	15	
Third Year			
Fall	Credits Spring	Credits Summer	Credits
IB 303 [*]	3 MKTG 445 [*]	3 Education Abroad Experience ⁴	3
IL/US or Language	3 General Education Course (Inter- Domain) ³	3	
Supporting Course (Second Major) [*]	3 International Business Course (IL) [*]	3	
Supporting Course (Second Major) [*]	3 IL/US or Language	3	
General Education Course (GA/ GH/GS/GN/ Interdomain) ³	3 Supporting Course (2nd Business Major) [*]	3	
	Supporting Course (2nd Business Major) [*]	3	
	15	18	3
Fourth Year			
Fall	Credits Spring	Credits	
IB 464 [*]	3 MGMT 471W [*]	3	
International Business Course [*]	3 IB 404 [*]	3	
IL/US or Language	3 IL/US or Language	3	
Supporting Course (2nd Business Major) [*]	3 IL/US or Language	3	
Supporting Course (2nd Business Major) [*]	3 General Education Course (Inter- Domain) ³	3	
	15	15	
Total Credits 128			

* Course requires a grade of C or better for the major

‡ Course requires a grade of C or better for General Education

Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

¹ Please see your academic adviser for approval before scheduling your course.

² In order for a course to be eligible for an Approved Elective, the course can not be a lower level ENGL (1-6) or MATH (2-41) OR a GHW

designated course. Please see your academic adviser if you have a question on a specific course.

³ All students are required to fulfill 45 credits of General Education courses. More information about this requirement can be found on the Baccalaureate Degree General Education Requirements page in the Bulletin (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>).

⁴ This major has an Education Abroad requirement of at least three credits. These credits do not necessarily have to be taken during the summer, but they are a graduation requirement. School-approved fall and spring semester courses that have an embedded study abroad component also qualify. Contact Ms. Ruth Pflueger (rcp1@psu.edu) or Dr. Diane Parente (dhp3@psu.edu) for more information.

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

Career Paths

The ability to graduate with two business degrees and demonstrated skill in a specific business discipline makes Penn State Behrend's B.S. in International Business degree particularly attractive to employers. Positions held by new graduates include foreign exchange settlement analyst, marketing representative, sales and marketing specialist, financial analyst, research and database coordinator, retail planning manager, and economist. Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers

Employers of recent Behrend B.S. in International Business graduates include Alliance Bernstein, Ameridrives International, CMI Group, Daido Corp. of America, Eaton, Coca-Cola, Gap Inc., the U.S. Bureau of Labor Statistics, and General Electric.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE INTERNATIONAL BUSINESS PROGRAM (<https://behrend.psu.edu/school-of-business/academic-programs/international-business/>)

Opportunities for Graduate Studies

International Business graduates are well-prepared to pursue master's- or doctoral-level education in international business, in their concurrent degree discipline, or in Penn State Behrend's master's degree programs in Business Administration (M.B.A.), Project Management (M.P.M.) or Manufacturing Management (M.M.M.).

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES
(<https://behrend.psu.edu/admissions-financial-aid/graduate-programs/>)

Professional Resources

- AACSB International (<https://www.aacsb.edu/>)

Accreditation

The Black School of Business is accredited by AACSB International—The Association to Advance Collegiate Schools of Business. As the world's largest business education alliance, AACSB connects educators, students, and business to achieve a common goal: to create the next generation of great leaders. Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, and professional development services to over 1,500 member organizations and more than 785 accredited business schools worldwide. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education.

MORE INFORMATION ABOUT THE ASSOCIATION TO ADVANCE
COLLEGIATE SCHOOLS OF BUSINESS (<https://www.aacsb.edu/>)

Contact

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<https://behrend.psu.edu/school-of-business> (<https://behrend.psu.edu/school-of-business/>)