

INTERNATIONAL BUSINESS, ASSOCIATE OF SCIENCE (AS)

Overview

The International Business program at Santa Barbara City College provides an introduction to the central aspects of international business, exclusive of any particular geographic emphasis. Topics include the economic and cultural environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, management, law, and personnel; and the principles associated with international exchange of goods, services, and investments. This program provides hands-on experience investigating market potential. It also prepares a student for transfer to a four-year institution. Students interested in transferring to four-year institutions should meet with a faculty advisor or counselor for transfer information. Main Competencies include: Strategic planning, international market entry/geopolitical forces, international business law (immigration), foreign direct investment/foreign currency analysis, funding and initial growth strategies.

Upon completion of the program, students may enter a variety of positions in the following fields: Entrepreneurship, Hospitality and Tourism, Economics, Banking and Finance, International Marketing, Import/Export (Operations).

The Associate of Science in International Business degree (AS of International Business) provides students with an introduction to the central aspects of international business. Topics include the economic, political, and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

Requirements

Associate Degree Graduation Requirements

Complete all of the following:

1. All Department Requirements listed below with a "C" or better or "P" in each course (at least 20% of the department requirements must be completed through SBCC).
2. One of the following three General Education options:
 - a. OPTION 1: A minimum of 18 units of SBCC General Education Requirements (<https://catalog.sbccc.edu/degrees-certificates-awards/#associatedegreeestext>) (Areas A-D) and Institutional Requirements (Area E) and Information Competency Requirement (Area F) OR
 - b. OPTION 2: IGETC (<https://catalog.sbccc.edu/transfer-curricula/#igetctext>) Pattern OR
 - c. OPTION 3: CSU GE Breadth (<https://catalog.sbccc.edu/transfer-curricula/#csugebtext>) Pattern
3. A total of 60 degree-applicable units (SBCC courses numbered 100 and higher).
4. Maintain a cumulative GPA of 2.0 or better in all units attempted at SBCC.

5. Maintain a cumulative GPA of 2.0 or better in all college units attempted.
6. A minimum of 12 units through SBCC.

Code	Title	Units
Department Requirements		
BUS/FP 240 or IBUS 211	The Business of Entertainment Legal Environment of International Business	3
IBUS 102	Introduction to International Business	3
IBUS 109	Basics of Importing and Exporting	3
IBUS 201	International Human Resource Management	3
MKT/MAT 164 or MKT 212 or FIN 211 or COMM 151	Online and Mobile Marketing Supply Chain Logistics Skills in Trade Finance Intercultural Communication	3
MKT 209	International Marketing	3
MKT/CIS 220	Introduction to Electronic Commerce	3
Total Units		21.00

Learning Outcomes

1. Explain general management functions, roles and responsibilities required to effectively manage today's contemporary organizations.
2. Recognize the ethical issues facing managers and apply decision-making techniques and ethical reasoning to resolve 21st century ethical dilemmas.
3. Work effectively in teams and appreciate the meaning of mutual responsibility.
4. Access and interpret information, respond and adapt to a dynamic business environment, make complex decisions, solve problems, and evaluate outcomes.

Recommended Sequence

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment (http://www.sbccc.edu/starfish/howtos/starfish_appt_how_to.pdf).