INTERNATIONAL BUSINESS AND CULTURE at Arcadia University

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

Faculty

Professors
- **Dr. William D. Biggs, Chair**
- **Thomas M. Brinker Jr., Coordinator of Accounting**

Associate Professors
- **Dr. Wayne A. Morra, Adviser for Economics**
- **Dr. Tony Muscia, (M.B.A. Executive Director**

Assistant Professors
- **Dr. Zaneta Chapman**
- **Dr. Annette L. Halpin**
- **Dr. Sassan Hejazi, Coordinator for MIS and POM**
- **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

Minors
- **International Studies**

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.

Generally, the sophomore and junior years are the most convenient times for Arcadia students to study abroad. The freshman year and the first semester of the senior year also are possibilities.

Visit the University's website for Pathways to Study Abroad (www.arcadia/edu/pathways). 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 Department Chair 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
- Computer simulations in first-, third-, and fourth-year courses
- Experiential, integrative learning through case studies
- Real-world experience through internships and co-ops
- Opportunities to spend a semester, a year or an internship at some of the top universities around the world

- Preparation for certification examination

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 managers 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 or Cooperative Education experiences.

The Bachelor of Arts in International Business and Culture, offered through the Department of Business, Health Administration and Economics, 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 Department strongly recommends the completion of a minor in another field of study. Minors in Accounting and Business Administration are for students from outside the Department of Business, Health Administration and Economics and are not open to students majoring in the Department. The program requires that students spend a semester or year studying overseas 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 the Department, 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 majors.

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

(Credits as listed below, with Undergraduate Curriculum and credit requirements as set forth for day programs and for evening programs)

1. International Perspective (21–23 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 (21 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
EN	218	Business Writing

3. Two courses in Economics (6 credits)

EC	210	Principles of Macroeconomics
EC	211	Principles of Microeconomics

4. 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.

5. 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.

6. 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. If neither of the aforementioned options is possible, the 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.

7. 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

8. Capstone Experience (6 credits)

BA	471	Internship
BA	495	Policy Formulation and Administration

9. Recommended Electives

BA	362	Human Resources Administration
PL	165	Occupational Ethics

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