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# International Business

In the College of Arts and Letters and  
the College of Business Administration

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A member of AACSB International—The Association to Advance  
Collegiate Schools of Business.

## Faculty

International Business is administered by the International Business Program Committee. The program draws on courses offered by faculty in the following areas: Accountancy, Africana Studies, American Indian Studies, Anthropology, Art, Asia Pacific Studies, Chicana and Chicano Studies, Chinese, Communication, Comparative Literature, Economics, English, European Studies, Finance, French, Geography, German, History, Humanities, Information and Decision Systems, Italian, Japanese, Latin American Studies, Linguistics, Management, Marketing, Philosophy, Political Science, Portuguese, Public Administration, Religious Studies, Rhetoric and Writing Studies, Russian, Sociology, Spanish, and Women's Studies.

*Chair:* Steven J. Loughrin-Sacco (European Studies)

## Offered by International Business

Major in international business with the B.A. degree in liberal arts and sciences.

Emphases in language: Chinese, French, German, Italian, Japanese, Portuguese, Russian, and Spanish.

Emphases in regional/cultural studies: Africa, Asia, Latin America, Middle East, North America, Russia and Central Europe, and Western Europe.

## The Major

International business is an interdisciplinary major that culminates in a Bachelor of Arts degree offered jointly by the College of Arts and Letters and the College of Business Administration. This program integrates coursework in business administration, foreign language, and regional/cultural studies. It offers students an opportunity to combine two emphases, one in a language and one in regional/cultural studies, and to create a focused program of study suited to their individual interests and career goals. All students are required to spend a semester abroad and to complete an international internship.

Students select one of eight emphases in foreign language (chosen from Chinese, French, German, Italian, Japanese, Portuguese, Russian, and Spanish) and one of seven emphases in regional/cultural studies (chosen from Africa, Asia, Latin America, Middle East, North America, Russia and Central Europe, and Western Europe). Students also complete the necessary business courses to meet accreditation standards of the AACSB for a major in business administration. A master plan of the courses taken to fulfill the major must be approved by the international business program adviser and filed with the Office of Advising and Evaluations one semester before graduation.

The international business program is one of the many activities sponsored by the SDSU Center for International Business Education and Research (CIBER). This center is funded by the U.S. Department of Education and administered by SDSU's Colleges of Arts and Letters and Business Administration in order to promote international business education in the region and nationwide.

High school students who are planning to select this major are strongly advised to complete the following courses prior to admission to the University: four years of one foreign language; four years of mathematics; and courses in accounting, computer programming, economics, and world history.

## Semester Abroad Requirement

All International Business majors are required to complete a semester abroad. Students may satisfy the requirement by studying abroad through one of our approved exchange programs. Students must complete 12 units of coursework. At least two out of the four courses must be upper division business courses. Students must successfully complete all four courses with a passing grade otherwise the study abroad requirement will not have been met. Students must be upper division in the major prior to submitting the application to go abroad. Exceptions may be made in Chinese, Japanese, and Russian. Unapproved study abroad programs will not meet the requirement.

As an alternative to studying abroad at an approved exchange program, students may choose to complete an internship abroad in the region and language of emphasis. In order to meet this requirement, students must complete a minimum of 250 hours of work abroad.

## Study Abroad Programs

The international business program currently has direct exchange agreements with: Bishop's University, Québec, Canada; Centro de Enseñanza Técnica y Superior (CETYS), Mexicali and Tijuana, Mexico; Ecole Supérieure des Practiciens de Commerce International (Groupe ESSEC), Cergy Pontoise, France; Fachhochschule Reutlingen, Reutlingen, Germany; Instituto Tecnológico 7 de Estudios Superiores de Monterrey (ITESM), 26 campuses throughout Mexico; Brazil: Pontificia Universidade Católica do Rio de Janeiro (PUC-RIO), Rio de Janeiro, and Universidade Federal do Parana, Curitiba; Simon Fraser University, Vancouver, B.C., Canada; Universidad Antonio de Nebrija, Madrid, Spain; Universidad Autónoma de Baja California (UABC), Tijuana, Mexico; Universidad de Barcelona, Barcelona, Spain; Universidad del CEMA, Buenos Aires, Argentina; Universidad de Guanajuato, Guanajuato, Mexico; Universidad de San Francisco, Quito, Ecuador; Universidad de Valladolid, Valladolid, Spain; Universidad de Valparaíso, Valparaíso y Viña del Mar, Chile; and Université du Québec at Chicoutimi, Québec, Canada. Qualified International Business majors participating in an exchange program make normal progress toward the degree while generally paying SDSU fees only.

## Internship Requirement

All students in the major must complete an internship in international business by enrolling in the International Business 495 course. Students have to be upper division in the major prior to completing their internship. Students may choose to complete an internship abroad, though this is not required. Students who choose to complete an internship abroad may meet the Semester Abroad Requirement, but pre-approval must be obtained from the International Business office.

## Impacted Program

The international business major is an impacted program. To be admitted to the international business major, students must meet the following criteria:

- a. Complete with a grade of C or higher: Accountancy 220 and 230; Economics 101 and 102; Economics 201 or Statistics 119; Finance 240; and Information and Decision Systems 180. Courses cannot have been taken prior to Fall 1992. These courses cannot be taken for credit/no credit (Cr/NC);

- b. Complete or test out of one language sequence: Chinese 101, 102, 201, 202 (20 units); French 100A, 100B, 201, 210, 220, 221 (22 units); German 100A, 100B, 202, 205A, 205B (21 units); Italian 100A, 100B, 201, 210 (16 units); Japanese 111, 112, 211, 212 (24 units); Portuguese 101, 201 (10 units); Russian 100A, 100B, 200A, 200B (20 units); or Spanish 101, 102, 103, 202, 211, 212 (22 units);
- c. Complete with a grade of C or higher, the regional/cultural studies emphasis from *one* of the following regions: *Africa*: History 100 and 101; *Asia*: Six units selected from Asian Studies 100, 101, or 261; *Latin America*: Six units selected from History 115, 116 (recommended); Latin American Studies 101 (recommended); *Middle East*: History 100 and 101; *North America*: Six units selected from Chicana and Chicano Studies 141A-141B, History 109, 110, or 115, 116, or Political Science 101, 102; *Russia and Central Europe*: Six units selected from Classics 140; European Studies 101; History 105, 106 (recommended); *Western Europe*: Six units selected from Classics 140; European Studies 101; History 105, 106 (recommended). These courses cannot be taken for credit/no credit (Cr/NC);
- d. Complete a minimum of 60 transferable semester units;
- e. Have a cumulative GPA of 2.90 or higher.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment). After satisfying the above supplementary admissions criteria, students must submit documentation (unofficial transcripts, grade cards, etc.) to the program adviser before they can be admitted to the upper division major.

## Advising

All students admitted to the university with a declared major in International Business are required to attend an advising meeting with the program adviser during their first semester on campus.

## International Business Major

With the B.A. Degree in Liberal Arts and Sciences  
(Major Code: 05131)

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

A minor is not required with this major. International Business majors may not normally complete a minor in the College of Business Administration or in the language or regional/cultural emphases used to satisfy major requirements.

No courses in the preparation for the major may be taken for Cr/NC; **the minimum grade in each course in lower division business is C.**

**Preparation for the Major.** (Complete I, II, and III: 37-51 units)

- I. **Business:** Accountancy 220, 230; Economics 101, 102; Economics 201 or Statistics 119; Finance 240; and Information and Decision Systems 180. (21 units)
- II. **Language Emphasis** (choose one language): The lower division language course requirements may also be satisfied by successful results on certain standardized language examinations; contact the adviser of the appropriate language department for details. Students whose high school instruction was taught in a language other than English may not take that language as their emphasis in the major. (Exceptions can be made for students enrolled in dual or triple degree programs. Please see the International Business office for details.)

- † Chinese 101, 102, 201, 202. (20 units)
- French 100A, 100B, 201, 210, 220, 221. (22 units)
- German 100A, 100B, 202, 205A, 205B. (21 units)

Italian 100A, 100B, 201, 210. (16 units)

† Japanese 111, 112, 211, 212. (24 units) **(Not open to speakers of Japanese who have completed compulsory education through junior high school in Japan.)**

Portuguese 101, 201. (10 units)

§ Russian 100A, 100B, 200A, 200B. (20 units)

Spanish 101, 102, 103, 202, 211, 212. Spanish 281 replaces 103 and 211; and Spanish 282 replaces 202 and 212 for U.S. Hispanics. See adviser in Spanish department. (22 units)

† Students choosing Chinese or Japanese language emphasis must complete the Asia regional/cultural emphasis.

§ Students choosing Russian language emphasis must complete the Russia and Central Europe regional/cultural emphasis.

### III. Regional/Cultural Studies Emphasis (choose one region):

*Africa*: History 100 and 101.

*Asia*: Six units selected from Asian Studies 100, 101, or 261.

*Latin America*: Six units selected from History 115, 116 (recommended); Latin American Studies 101 (recommended).

*Middle East*: History 100 and 101.

*North America*: Six units (one pair) selected from Chicana and Chicano Studies 141A-141B, History 109, 110, or 115, 116, or Political Science 101, 102.

*Russia and Central Europe*: Six units selected from Classics 140; European Studies 101; History 105, 106 (recommended).

*Western Europe*: Six units selected from Classics 140; European Studies 101; History 105, 106 (recommended).

**Language Requirement.** The language requirement is automatically fulfilled through coursework for preparation for the major.

**Graduation Writing Assessment Requirement.** Completing one of the approved upper division writing courses (W) with a grade of C (2.0) or better or passing the Writing Proficiency Assessment with a score of 10 or above. See page 73 in "Graduation Requirements" section for a complete listing of requirements.

**Major.** (Complete I, II, and III below: 53-57 units) **A minimum grade point average of 2.0 in each of the three areas is required for graduation.**

I. **Business.** (All preparation for the major in the business and language portions of this major must be completed, plus additional supplementary admissions criteria must be met, before enrolling in any upper division courses in Business Administration):

**Specialization:** A minimum of 28 upper division units to include Finance 323, 329; Information and Decision Systems 302; Management 350, 405; Marketing 370, 376, and completion of one of the following areas of specialization:

Finance: Two 300 or 400-level courses in finance.

Management: Two 300 or 400-level courses in management. (Recommended: Management 357.)

Marketing: Two 300 or 400-level courses in marketing.

II. **Language Emphasis** (choose one language):

Chinese 301, 302, 431, 434. (12 units)

French 301, 302, 422, and 423. (12 units)

German 300, 301, 400, 430. (12 units)

Italian: 12 units selected from Italian 301, 305A, 305B, 421, 422 or 424.

Japanese 311, 312, 321 or 322, 411. (16 units) **(Not open to speakers of Japanese who have completed compulsory education through junior high school in Japan.)**

Portuguese 301, 401, 443, 534 (for Western Europe Regional/Cultural Emphasis) or 535 (for Latin America Regional/Cultural Emphasis). (12 units)

Russian 301, 303, 430, 501. (12 units)

Spanish 301, 302 (or 381 and either 350, 491 or 493), 307, 497 (12 units). Spanish 381 replaces 301 and 302 for U.S. Hispanics; see adviser in Spanish department.

**Language Proficiency Assessment Requirement.** Students are required to satisfy the Language Proficiency Assessment Requirement during or immediately following the semester in which they complete their last language course. **To clear the language proficiency assessment requirement, students must achieve a passing score on a language examination approved by the international business program.**

**III. Regional/Cultural Studies Emphasis** (Choose one region. A maximum of five courses may be applied to the major.) All international business majors are required to complete a study abroad or internship abroad experience of at least one semester in length. See the international business study abroad adviser to arrange for the study abroad, and the internship adviser to contract for the internship. Students who choose the study abroad option are still required to complete an internship (International Business 495). Students who choose the internship abroad option may earn credit for International Business 495.

**Africa:** International Business 495, 498, and a minimum of nine units, with no more than six units from one department selected from African Studies 463, 465, 470; Art 569; Communication 371+; Comparative Literature 440; Economics 336, French 465; History 475, 476; Humanities 460; Political Science 364, 393+, 496+; Religious Studies 328; Women's Studies 580+.

**Asia:** International Business 495, 498, and a minimum of nine units, with no more than two courses from one department selected from Anthropology 450, 452, 582+; Asian Studies 330, 458\*, 459\*, 570; Chinese 351@, 352, 431, 433@, 451@; Communication 371+; Comparative Literature 460, 530; Economics 330, 336\*, 360, 365, 465; History 420, 421, 422, 480, 566, 567, 570; Japanese 321, 322, 412\*, 421, 422, 496+; Philosophy 351, 575+; Political Science 362, 393+, 496+, 575+; Religious Studies 339\*, 345+; Women's Studies 331.

**Latin America:** International Business 495, 498, and a minimum of nine units, with no more than six units from one department, selected from Anthropology 442, 582+; Art 562; Chicana and Chicano Studies 306, 310, 350A, 355, 375, 376, 380, 400; Communication 371+; Economics 336+, 360 (recommended), 365, 464, 565; Geography 323, 324, 353+; History 415, 416, 480, 550, 551, 552, 558; Latin American Studies 560, 580; Political Science 393, 482, 496+, 566, 567, 568, 575+; Portuguese 535; Public Administration 580+; Spanish 341, 342, 406A, 406B, 491\*, 492\*, 493\*; Women's Studies 310+, 512, 580+.

**Middle East:** International Business 495, 498, and a minimum of nine units, with no more than six units from one department, selected from Art 596+; Communication 371+; History 473, 474, 488, 574; Political Science 363, 496+; Religious Studies 320, 328; Women's Studies 580+.

**North America:** International Business 495, 498, Economics 565, and a minimum of six units, one course (three units) each from section *A. Mexico and Mexico-U.S. Border* and section *B. United States*.

**A. Mexico and Mexico-U.S. Border:** Chicana and Chicano Studies 306, 340, 350A, 355, 375, 380, 400, 498\*; History 550, 551; Political Science 496+, 568; Public Administration 485; Spanish 342, 515\*.

**B. United States:** African Studies 320, 321, 322, 471B; American Indian Studies 320, 400, 440; Anthropology 444, 445, 446; Art 560; Chicana and Chicano Studies 301, 303, 310, 320, 335, 350B, 376, 480; Communication 371+; Economics 330, 338; English 494, 519, 525; Geography 321, 353+;

354; History 450W, 442A, 442B, 445, 532, 536, 540, 544B, 545; Humanities 370; Linguistics 524; Political Science 305, 320, 321, 334, 335, 347A, 347B, 348, 422, 436, 478, 496+, 531; Public Administration 485; Religious Studies 385, 390A-390B; Sociology 320, 335, 355, 421, 430, 433, 531, 532, 537; Women's Studies 341A, 341B, 375.

**Russia and Central Europe:** International Business 495, 498, and a minimum of nine units with no more than six units from one department, selected from Communication 371+; Economics 330; History 518; Humanities 330; Political Science 359, 393+, 496+; Russian 311, 441, 470.

**Western Europe:** International Business 495, 498, and a minimum of nine units, with no more than six units from one department, selected from Anthropology 582+; Art 558; Communication 371+; Comparative Literature 512, 513, 514; Economics 330, 360; European Studies 301, 424, 501; French 305A, 305B, 421, 424; Geography 336, 353+; German 320, 430, 520\*; History 407, 408, 480, 504, 505, 506, 507, 512A, 512B, 514\*, 517, 528; Humanities 310, 320, 340, 401, 402, 403, 404; Italian 305A, 305B; Philosophy 411, 412, 413, 414; Political Science 356, 393+, 496+; Portuguese 534; Spanish 340, 405A, 405B, 491\*, 492, 493\*; Women's Studies 340.

A maximum of six units of courses numbered 496 and 596 may be applied to the major with the approval of the International Business adviser.

\* Indicates courses with prerequisites not included in requirements listed above.

+ These courses may be included in the major only with the prior written approval of the undergraduate adviser for international business.

@ Two of these courses are required of students choosing Chinese to satisfy the language emphasis of the major.

# Required of students choosing Japanese to satisfy the language emphasis.

## Courses (IB)

Refer to *Courses and Curricula and University Policies* sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

### LOWER DIVISION COURSES

#### IB 296. Topics in International Business (1-3)

Selected topics in international business. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit six units.

#### IB 299. Special Study (3-6)

Prerequisite: Pre-International Business major.

Individual study. Maximum credit six units.

### UPPER DIVISION COURSES (Intended for Undergraduates)

#### IB 490. Senior Honors Thesis (3) Cr/NC I, II

Prerequisites: Senior standing and consent of honors thesis adviser.

Directed research or project on a topic related to international business chosen in consultation with the honors adviser and completion of a senior honors thesis. Required of students wishing to graduate with an Honors Certificate of Recognition in International Business.

**I B 495. International Business Internship (3) Cr/NC/RP I, II**

Prerequisites: Consent of instructor; upper division standing in the major.

Internships with international business firms, nonprofit organizations, and government agencies in U.S. and abroad. Work done under joint direction of activity sponsor and instructor. Project report and internship conferences required. Maximum credit three units.

**I B 498. Doing Business Internationally (1) Cr/NC**

Prerequisite: Upper division status in the major.

Required business customs and protocol course pertinent to all regions.

**I B 499. Special Study (1-6)**

Prerequisite: International business major.

Individual study. Maximum credit six units.

**UPPER DIVISION COURSE  
(Also Acceptable for Advanced Degrees)**

**I B 596. Topics in International Business (1-3)**

Prerequisite: Upper division standing.

Selected topics in international business. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit six units.

**Language Proficiency Assessment Requirement**

For information regarding the Language Proficiency Assessment Requirement for Chinese, Italian, Japanese, Portuguese, and Russian, contact the International Business office.

**Certificat professionnel**

The International Business office administers the *Chambre de Commerce et d'Industrie de Paris Certificat de français professionnel* examination each May at SDSU. Students normally sit for the *Certificat* examination during or immediately following the semester they take French 423. **Passage of this examination is required to clear the Language Proficiency Assessment Requirement for the French language emphasis in international business.**

**Examen Internacional de Negocios en Español**

The International Business office administers the *Examen Internacional de Negocios en Español (EXIGE)* each semester at SDSU. Students sit for the *EXIGE* examination during or immediately following the semester they take Spanish 497. **Passage of this examination is required to clear the Language Proficiency Assessment Requirement for the Spanish language emphasis in international business.**

**Zertifikat Deutsch für den Beruf**

**Passage of the Zertifikat Deutsch für den Beruf examination is required to clear the Language Proficiency Assessment Requirement for the German language emphasis in international business.**

**International Business Major Honors**

The international business major offers high achieving undergraduates the opportunity to participate in an international business honors program leading to special recognition upon graduation. Honors candidates must achieve a 3.25 grade point average in the major upon entrance and upon exit, complete one year of study abroad, an internship abroad, and a minor or equivalent proficiency in a third language not already emphasized in the international business major.

The final criteria for graduating with honors in the major is completion of International Business 490, Senior Honors Thesis, which is open to those who have met all other honors requirements. Interested students should consult the academic adviser in the International Business Program office.

**MEXUS Dual Degree**

MEXUS is a transnational dual degree program between San Diego State University and universities in Mexico. Students have the option of choosing among three universities in Mexico: 1) CETYS University; 2) Universidad Autonoma de Baja California (UABC); and 3) Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM). Students may enter the program at any one of these schools and must spend a minimum of one-and-one-half years of study each in the U.S. and in Mexico.

Participants in the MEXUS program are enrolled in the International Business major at San Diego State University.

In addition to completing 49 units of General Education requirements at SDSU, students in the MEXUS program must complete between 91-123 units in International Business courses.

Approximately one-half of all of these requirements are completed in Spanish while attending a school in Mexico. Successful participants earn both the Bachelor of Arts degree in liberal arts and sciences with a major in International Business, emphases in Spanish and Latin America from SDSU, and a equivalent degree from one of the three universities in Mexico.

**SanBrazil Dual Degree**

San Brazil is a transnational dual degree program between San Diego State University and Pontificia Universidade Catolica Do Rio de Janeiro (PUC-Rio). Students may enter the program at either of the two schools and must spend a minimum of one-and-one-half years of study each in the U.S. and in Brazil.

Participants in SanBrazil are enrolled in the International Business major at San Diego State University.

In addition to completing 49 units of General Education requirements at SDSU, students in the SanBrazil program must complete 88 units in International Business courses.

Approximately one-half of all of these requirements are completed in Portuguese while attending school in Brazil. Successful participants earn the Bachelor of Arts degree in liberal arts and sciences with a major in International Business, emphases in Portuguese and Latin America from SDSU, and the Graduação em Administração de Empresas from PUC-Rio.

**SanDiQué Dual Degree**

The SanDiQué program is a partnership between San Diego State University and the University of Quebec. Students may enter the program at either of the two universities and must spend a minimum of one year of study in both the United States and Canada.

Participants in the SanDiQué program are enrolled in the International Business major at San Diego State University.

In addition to completing 49 units of General Education requirements at SDSU, students in the SanDiQué program must complete 81 units of international business courses. Approximately one-quarter of all these requirements are completed in French while attending school in Canada. Students are also required to participate in an internship program, which provides SanDiQué students with the opportunity to work for an international institution and to develop a network of contracts in the private or public community, a vital step toward employment after graduation.

### San Paraíso Dual Degree

San Paraíso is a transnational dual degree program between San Diego State University (SDSU) and the Universidad de Valparaíso (UV). Students may enter the program at either of the two schools and must spend a minimum of one year of study each in the United States and in Chile.

Participants in San Paraíso are enrolled in the International Business major at San Diego State University.

In addition to completing 49 units of General Education at SDSU, students in the San Paraíso program must complete 76 units of international business courses. Approximately a quarter of all of these requirements are completed in Spanish while attending school in Chile. Successful participants earn both the Bachelor of Arts degree in liberal arts and sciences with a major in international business, emphases in Spanish and Latin America from SDSU and the Licenciatura en Negocios Internacionales from UV.

### CaMexUS Triple Degree

CaMexUS is a transnational triple degree program between San Diego State University (SDSU), the Université du Québec à Chicoutimi (UQAC), and the Universidad Autónoma de Baja California (UABC). Students may enter the program at any of the three schools and must spend a minimum of one year of study in Canada, Mexico, and the United States.

Participants in CaMexUS are enrolled in the International Business major at San Diego State University.

In addition to completing 49 units of General Education requirements at SDSU, students in the CaMexUS program must complete 85 units of international business courses. Approximately a quarter of all of these requirements are completed in French while attending school in Canada, and another quarter of these requirements are completed in Spanish while attending school in Mexico. Successful participants earn three degrees: 1) the Bachelor of Arts degree in liberal arts and sciences with a major in International Business, emphases in French and North America from SDSU; 2) the Baccalaureat en Administration from UQAC; and 3) the Licenciatura en Negocios Internacionales from UABC.

### PanAmerica Triple Degree

PanAmerica is a transnational triple degree program between San Diego State University (SDSU), Universidad de Valparaíso (UV), and Universidad Autónoma de Baja California (UABC). Students may enter the program at any of the three schools and must spend a minimum of one year of study in the Chile, Mexico, and the United States.

Participants in PanAmerica are enrolled in the International Business major at San Diego State University.

In addition to completing 49 units of General Education requirements at SDSU, students in the PanAmerica program must complete 88 units in International Business courses.

Approximately one-half of all of these requirements are completed in Spanish while attending school in Chile and Mexico. Successful participants earn the Bachelor of Arts degree in liberal arts and sciences with a major in International Business, emphases in Spanish and Latin America from SDSU, a Licenciatura en Negocios Internacionales from UV, and a Licenciatura en Negocios Internacionales from UABC.

### Project North America

Project North America is a trilateral program designed to increase the educational opportunities for university students to study abroad in the United States, Canada, and Mexico. Students are immersed in the culture and language of each of the NAFTA partners.

Students enroll for one semester each in Canada and in Mexico, taking regular academic courses on transacting business in the host countries. The training and exchange curriculum is integrated into the student's academic plan. Credit is received for all foreign coursework and normal progress toward the degree is maintained.

### Montpellier Diploma Program

Students must study one year at the University of Montpellier, France in order to receive the diploma in international business management.

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