SCHILLER
INTERNATIONAL UNIVERSITY

Bachelor of Science in International Business





The Bachelor of Science in International Business degree program provides the essential skills, practices and specialization for students seeking a future as an international business executive. Rapid globalization of businesses result in companies expanding operations internationally to remain competitive. Successful modern companies constantly seek highly skilled executives competent in the implementation of management and organizational strategies to answer the complexities of business and maintain an advantage at the international level.

In addition to high-quality academics, Schiller International University offers its students the freedom to transfer to any of its campuses worldwide without penalty. This unique opportunity allows Schiller International University's international business students to interact with people from around the world and experience first-hand how different cultures affect global business.

Foundation Courses
YEAR ONE + TWO

GEB 1350	International Business	*EN 111*	English Composition
MAR 2011	Principles of Marketing	*EN 112*	Persuasive Skills in English
IR 221	International Relations	*BA/EN 200*	Cross-Cultural Communication
PS 221	Political Science	*IT 103*	I.T. Applications
PSY 1021	General Psychology		
BA 261	Principles of Business Law	*HI 225*	European History I
		HI 226	European History II
MGF 1107	College Mathematics	*AR 222*	Art History
MA 172	Applied Mathematics	*SO 137*	Science and Society
ECO 2013	Macroeconomics	*ACG 2001*	Accounting I
ECO 2023	Microeconomics	*ACG 2011*	Accounting II

Language Courses
Foreign Language Prerequisite

Levels I - IV

German
French
Spanish

Four campus specific levels (12 credits) of foreign language courses.

My degree was business and marketing. While it helped with the basics of business, the biggest benefit I received from Schiller was the international exposure. Working with people from all cultures, backgrounds, is invaluable. Language helps and may be the foundation to understanding other cultures but living with, befriending those people, brings it to a level of real understanding. I know why the Catalan resent Spain, why the Spanish appear to always be late, why Germans are direct and lack (on some level) sarcasm, the difference between Guatemalan culture and Mexican (which not many Americans can explain). What makes a liberal great even though I disagree with them more often than I agree with them. Why Farsi is awesome and Iran the one country I want to visit more than any other yet currently lack the ability to realize. I see the Israeli and Palestinian perspectives, yet at the end of the day need to choose what I think is right and wrong. I think Schiller students more than most others look for the underlying reasons for a thought process, not simply "why don't they understand me" attitudes of many others. It helps in business more than dollars and cents can easily explain.



Christopher Foster
BS International Business
Heidelberg Campus - 1989

Focus Courses
YEAR THREE + FOUR

- *BA 322* - International Marketing
  Focus on the application of principles of marketing on a global stage.
- *BA 427* - Marketing Management
  Learning the skills involved in developing and managing marketing strategies.
- *BA 370* - Business Communication
  Formulating the writing ability to communicate effectively in a business environment.
- *BA 374* - Statistics
  Basis in understanding data collection, corellation and computations.
- *BA 341* - Business Finance
  Foundations of financial management principles for organizations.
- *EC 455* - International Trade & Finance
  An in depth study of the intricacies of multinational trade and finance.
- *EC 352* - Economic Geography
  The effects of geography and natural resources on economic development.
- *PY 376* - Industrial Psychology
  Organizational and industrial psychological aspects of workforce and labor.
- *BA 384* - Behavioral Aspects
  Group behavior and management aspects in organizations.
- *BA 401* - Human Resource Management
  Management level applications of Human Resources concepts.
- *EN 373* - Public Speaking
  Development of essential skills for presentations and public speaking.
- *EN 490* - Intercultural Communication
  Nurturing skills towards understanding cultural differences and communication concepts.
- *BA 439* - International Business Policy
  Formulating basis for adapting to international business policies and legal structures.
- *BA 469* - Entrepreneurship & New Ventures
  New business formulation and planning techniques for startup endeavours.
- *BA 437* - Multinational Enterprise
  Comparative study of the organizational structure of a multinational enterprise.
- *BA 369* - Introduction to Sustainable Development
  Sustainable patterns and processes of development for future international community.



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One World, One University

ACCREDITED MEMBER
ACICS
Accrediting Council for Independent Colleges & Schools

Schiller International University is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS) to award Associate, Bachelor and Master Degrees. ACICS is recognized by the US Department of Education. Its accreditation of degree-granting instituitions is also recognized by the Council for Higher Education Accreditation (CHEA).

CHEA Council for Higher Education Accreditation