

# UNDERGRADUATE PROGRAM

## Certificate of International Business (CISB)

In 1992, the University of Washington Foster School of Business created the Certificate of International Studies in Business (CISB) Program in recognition of the business challenges facing individuals and corporations in today's global marketplace. CISB is an award-winning program which has consistently ranked in the top tier of undergraduate international business programs.

This program serves as an intensive academic supplement to the Bachelor of Arts degree in Business Administration. The CISB Program seeks students who have a strong record of academic achievement and a commitment to international business. CISB, which combines business education with language training, in-depth area studies, and experience abroad, prepares graduates for a successful career in business with a global focus.

CISB offers six foreign language tracks: **Chinese (Mandarin), French, German, Japanese, Spanish**, and a **Custom Track**. The Custom track is an option for those who are interested in languages not covered in the six other language tracks.

There is also a **U.S. Track** for international students. The U.S. track prepares foreign students to perform effectively in the U.S. business environment in addition to providing them a broad exposure to international business practices and conditions, training in English communications, in-depth American studies, and internship experiences.

### BENEFITS OF CISB

CISB helps students develop the skills and knowledge they need to compete in the global marketplace. Our students gain international and leadership experience; develop cross-cultural competencies; network with international business leaders, alumni and foreign students; and apply classroom knowledge of international business in real-world business settings. They also can get mentoring from business professionals through the Business Mentoring Connections Program. Upon completion of the CISB program, students receive a certificate that gives them a competitive advantage in the job search.

CISB graduates span the globe, working for such companies and organizations as: Accenture, Adidas, Amazon, DHL, Ernst & Young, Expeditors, Goldman Sachs, Hitachi Consulting, HSBC, Kiwanis International, Kraft, Intel, Maersk Line, Microsoft, Nextel International, Royal Bank of Canada, Starbucks, U.S. Export Assistance Center and UNICEF. They work in a range of fields, including international trade, logistics, global marketing, international finance, management consulting and nonprofit management.

### CISB REQUIREMENTS

In addition to completing the business administration curriculum, CISB students must complete the following set of requirements. By planning carefully with an undergraduate adviser, a CISB student can complete these requirements within the 180 credits it takes to earn a bachelor's degree in business.

### INTERNATIONAL BUSINESS STUDIES, BA ELECTIVES and PRACTICUM REQUIREMENTS (24 credit minimum)

The CISB Program requires a total of 24 credits of electives in international business and a functional skills area such as Accounting, Entrepreneurship, Marketing, Information Systems, Human Resources Management, Finance, or Operations Management. Some of these credits may be satisfied by courses taken for an option. The BA electives for CISB students must consist of the following.

#### a. International Business Environment (4 credits)

A CISB student must complete **one** course that deals with the environment of international business including government policy, law, and social and economic conditions. The major distinction between the courses meeting this requirement and area studies is the **focus on business** and a **broader scope** (regional or global). Courses satisfying the requirement need not be taken in the FosterSchool or at the UW; however non-Foster School courses must be approved by the Faculty Director. Courses offered in the Foster School include:

I BUS 330	Business Environment in Developing Nations
I BUS 340	Business Environment in Industrial Countries
I BUS 440	Business in Asia
B ECON 426	Competing in the Global Economy

Certain Special Topics (I BUS 490) courses such as International Trade Policy and Independent Study (I BUS 499) courses may also apply to this requirement with approval of the Faculty Director. Also for consideration are courses in departments such as - but not limited to - the Comparative History of Ideas, Economics, Geography, Political Science and the Jackson and Law Schools.

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### b. Global Business Skills (4 credits)

CISB students must complete **one** course in a functional area that provides skills of particular importance in the conduct of global business. Courses satisfying the requirement need not be taken in the Foster School or at the UW but must be approved by the Faculty Director. Courses offered in the Foster School include:

MKTG 470	International Marketing
B ECON 427	International Finance
FIN 428	International Financial Management
OP MGT 443	Inventory and Supply Chain Management
I BUS 480	Multinational Operations Management

Certain Special Topics (I BUS 490) courses such as Global Supply Chain Management and Independent Study (I BUS 499) courses may also apply to this requirement with approval of the Faculty Director.

### c. International Business Practicum (4 credits)

CISB studies include practical hands-on training that applies the concepts and skills learned in the classroom to actual business situations. The practicum may be satisfied by taking one 4-credit course or taking a 4-credit internship with international business content. The internship must last 3 months or more. A non-credit internship may be substituted with approval of the Faculty Director.

Courses offered within the Foster School that are suitable include:

I BUS 470	Management of International Trade Operations
I BUS 495	International Business Internship
I BUS 496	International Business Practicum

Certain Special Topics (I BUS 490) courses such as Global Supply Chain Management and Global Commercialization of Technology and Independent Study (I BUS 499) courses may also apply to this requirement with approval of the Faculty Director.

### d. BA Functional Skills Area (12 credits)

At least 12 credits must be completed from one of the functional areas: Accounting, Entrepreneurship, Marketing, Information Systems, Human Resource Management, Finance, or Operations Management. Students may complete an option but are not required to do so.

### I BUS 491 - CISB TRACKS

(1 credit per quarter when in residence)

All CISB students must register for I BUS 491 (1 credit; CISB track meeting) every quarter, excluding summer. The only exception to this requirement will be for students who are studying or working abroad to satisfy their international experience requirement.

### AREA STUDIES

(7-10 credits)

All CISB students must complete two courses in area studies outside the Foster School with a minimum of seven credits. These courses should deepen understanding of the cultural, societal, political and/or economic issues in the student's geographic area of specialization and may be taken at a foreign university. Courses must be at 300-level or above.

Examples of suitable courses sometimes offered at the UW are:

Track	Examples of Courses	
<b>Chinese</b>	<ul style="list-style-type: none"> <li>SISEA 454 History of Modern China</li> <li>ECON 466 Economic History of China: 1840-1949</li> </ul>	<ul style="list-style-type: none"> <li>GEOG 435 Industrialization and Urbanization in China</li> <li>GEOL 336 Geology of China.</li> </ul>
<b>French</b>	<ul style="list-style-type: none"> <li>FRENCH 458 French Art and Literature: Period Studies</li> <li>ECON 460 Economic History of Europe</li> </ul>	<ul style="list-style-type: none"> <li>HSTEU 378 The Making of Contemporary France</li> <li>POLS 438 Politics in France.</li> </ul>
<b>Japanese</b>	<ul style="list-style-type: none"> <li>SISEA 341 Japanese Civilization</li> <li>SISEA 473 Institutions in Contemporary Japan</li> <li>HSTAS 423 History of Modern Japan</li> </ul>	<ul style="list-style-type: none"> <li>ECON 494 Economic Growth of Japan since 1850</li> <li>POLS 435 Japanese Government and Politics</li> </ul>
<b>German</b>	<ul style="list-style-type: none"> <li>GERM 311 Critical Approaches to German Literature</li> <li>ECON 475 Economics of the European Union</li> <li>GERM 323 Institutions and their Ideas</li> </ul>	<ul style="list-style-type: none"> <li>HSTEU 434 Germany: 1871-1989</li> <li>POLS 448 Politics of the European Community</li> </ul>
<b>Spanish</b>	<ul style="list-style-type: none"> <li>SPAN 360 Contemporary Spain</li> <li>SISLA 322 International Political Economy of Latin America</li> </ul>	<ul style="list-style-type: none"> <li>SPAN 319 Mexican Literature</li> <li>HSTEU 361 Spain and Its Golden Age</li> </ul>
<b>Custom</b> select courses from departments such as:	<ul style="list-style-type: none"> <li>Language</li> <li>Literature</li> <li>Anthropology</li> <li>Comparative History of Ideas</li> <li>Economics</li> <li>Geography</li> </ul>	<ul style="list-style-type: none"> <li>History</li> <li>Jackson School of International Studies</li> <li>Philosophy</li> <li>Political Science</li> <li>Sociology</li> </ul>
<b>U.S.</b>	<ul style="list-style-type: none"> <li>ECON 462 Economic History of the United States to the Civil War</li> </ul>	<ul style="list-style-type: none"> <li>GEOG 302 The Pacific Northwest</li> <li>HSTAA 301 Foundations of American Civilization</li> <li>POLS 303 Public Policy Formation in the United States.</li> </ul>

Please check with an adviser in the Undergraduate Programs Office or the CISB Office for others that may be available.

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### FOREIGN LANGUAGE or ENGLISH COMMUNICATION (variable credits)

#### Language Tracks: Foreign Language

The CISB program requires students to reach a functional level of proficiency in a language that is not native to the student. Native speakers are defined as those who lived in a track-related language-speaking area during childhood up to and after the age of 12. The degree of proficiency required may differ somewhat depending on the language but the following are general guidelines.

The student should be able:

- to function successfully in a variety of simple social situations and be able to be understood by native speakers in ordinary conversation.
- to understand connected sentences when the general topic is known, for example a broadcast news story on non-technical topics.
- to write a simple business letter.
- to read a newspaper article on a business topic.

Proficiency can be demonstrated in one of the following ways: 1) a 2.7 GPA in the third year of college-level track-related language (a business language course may substitute for third-quarter, third year language); 2) studying or working in a country where that language is spoken for six months or more after two years of language study; 3) proficiency by examination; 4) any other method that is approved by your track adviser.

#### U.S Track: English Communication (12-15 credits)

U.S. Track students are required to take **three** courses in English communication to increase their proficiency; **two** of which must be in oral communication and **one** of which must be in written communication. Examples of suitable oral communication courses include: DRAMA 251 Acting, COM 270 Interpersonal Communication, COM 220 Introduction to Public Speaking and COM 334 Essentials of Argument. The written communication courses can be any of those approved for the Foster School writing requirement but is **in addition** to this requirement.

### INTERNATIONAL or U.S. INTERNSHIP EXPERIENCE (0-4 credits)

#### Language Tracks: International Experience

CISB requires demonstrated experience functioning in an environment where track-related language is spoken. This may be satisfied by ten weeks of approved foreign study or a foreign internship after completing at least two years of language study or achieving comparable linguistic proficiency. Other experiences may be substituted for this requirement by approval from your track adviser. **Foreign travel as a tourist or foreign study during high school does not qualify.**

#### U.S. Track: U.S. Internship Experience – (0-4 Credits)

100-hour minimum internship in the U.S. may be taken for credit as a 495 course depending on the internship. U.S. track internships must be approved by the faculty director.

## APPLICATION PROCESS

Admission criteria include:

- a minimum of one year of college-level foreign language or the equivalent by the quarter of admission to CISB
- a strong academic record
- demonstrated commitment to language and international studies

All students interesting in pursuing CISB, even those currently enrolled in the Foster School, must apply by submitting the CISB application, which is available on the CISB website at <http://foster.washington.edu/cisb/>.

CISB admits for autumn and winter quarters. The priority deadline is April 5 for fall quarter and October 5 for winter quarter. Admission to CISB is contingent upon admission to the Foster School. Approximately 65 students are admitted each year and there are about 130 students in the CISB program. Most students enter the program in their junior year.

## CONTACT INFORMATION

### Certificate of International Studies in Business Program

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