IB is proud to celebrate over 30 years of academic excellence. We are ranked No. 2 in the nation among minority-serving institutions, No. 4 among public universities, and No. 8 overall among undergraduate programs by U.S. News & World Report (2022).
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Message from Leadership

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 Fowler College of Business.

The IB program is consistently ranked among the top one percent of undergraduate international business programs in the U.S.

International Business students take classes offered by faculty in a diverse set of disciplines such as accounting, anthropology, communication, comparative literature, economics, European studies, finance, history, management, information systems, marketing, and political science in addition to one of 11 foreign languages.

Our majors complete a rigorous set of business courses, acquire proficiency in one of 11 foreign languages, and master the history and culture of one of six regions in the world. In addition, our students spend one semester abroad studying their language of choice, as well as the business and cultural practices of one specific world region.

We in the IB Program believe that understanding the global nature of the modern economy and business practices is indispensable for students who wish to develop the necessary experience and skills for the dynamic business environment of the 21st century.

The program produces well-rounded graduates who develop promising careers in a variety of different fields. Graduates navigate today’s globalized world with cutting-edge knowledge of modern enterprises and their social and political contexts around the world.
Alumni Highlight

Richard Amaechi, Class of 2020

Richard is now working as a Training Manager at UBS, a multinational wealth management corporation. As a former IB student, he appreciates the international perspective the major afforded him as well as the chance to be fearless. He mentioned it was not easy moving to another country for a semester, but studying abroad allowed him to take away a powerful mindset of being comfortable in the uncomfortable. He has been able to apply this to other avenues in his life, which ultimately led him to his current role today.

Initially drawn to International Business at SDSU for its prestige, which is consistently ranked in the top 15 nationwide, Amaechi did not shy away from the rigor and challenge of what was essentially double the work, since students need to complete not only the business side of the major, but also the cultural and language side as well. That being said, Amaechi felt it was worth it as the major provided flexibility to tailor the curriculum to his specific interests combining Japanese and Finance and granted him a holistic learning environment.

Amaechi also gives a lot of credit to the department for being so supportive and enabling his voice to be heard. During his time at SDSU he was able to share his experience and actively participate in the student society and the International Business community. He attended events with department staff and in some of his business courses was able to listen and learn from a variety of speakers.
A special visit from France

This spring we had a visitor from one of our partner universities: Mr. Matthew Gibb, Director of International Relations at ESSEC Business School in France. ESSEC is among the leading business schools in France; it features at the top of numerous national and international rankings providing our students with quality study abroad course options.

Mr. Gibb’s important visit helps to further strengthen the long standing relationship between SDSU and the ESSEC, a relationship many students have benefited from. ESSEC has been in close collaboration with SDSU for over 30 years, assisting students in student exchange to France.

The original agreement with ESSEC dates back to 1991 and has been of strategic importance as ESSEC has additional campuses in Morocco and Singapore. To learn more about ESSEC, visit essec.edu/en/pages/about-essec/essec-business-school-en/rankings/
Students from 8 universities across the country participated in the 2022 IB Case Competition

A successful and diverse group of teams participated in this edition of the event.

The International Business Case Competition at San Diego State University brings together undergraduate business students from across the nation. Students will apply their knowledge and skills to compete in solving an international business case. This is a great opportunity for students to challenge themselves, gain experience and network.

The team made up of students Erica Miller, Grayson Silver, Chase Booker, and Cassie Silver, from the Faculty of economic sciences of Oklahoma University, was the winner in the final phase of the competition.

“I was super excited to come here. It was a great opportunity to work on my critical thinking skills, work under pressure for a 24 hour case, and I get to learn a lot about the company where we did our case. So, it’s been a great experience and I was excited to be here”. Were the words of Gracie Silver from the University of Oklahoma. “To participate in this competition is a true breath of fresh air, and I feel like our team feels that”.

Erica Miller, another team member from the University of Oklahoma enjoyed participating in the Case competition beyond the academic process, she met interesting people for her career and found a great environment at SDSU.

“Everyone’s been super friendly, and it’s been such an amazing experience; not every day we can present our project in front of a panel of judges with a question and answer session that helps us to better understand our project and improve it. It’s such an awesome experience so far and just super grateful to be here in San Diego.”

Miller’s impression of the event is positive. “This is our first time all working together on a case study, so we didn’t have huge expectations, but we were very confident in our abilities. So, we just came thankful for the opportunity and knew that whatever happened, we were going to have a good time and learn from this. And it is a unique opportunity that not many students have to be able to showcase the skills that you get from lectures and to come and be able to put them to a real world experience.”
Gracie Silver, a senior at the University of Oklahoma majoring in accounting and international business, said that presenting in front of judges, learning new research skills, and intense working sessions with her team, combined for a unique learning experience. Silver shared that this was an important addition to her academic formation.

Chase Booker, one of the students from the University of Oklahoma, couldn’t hide his excitement to participate in the competition. He expressed that the competition was probably one of the most valuable learning experiences in his college career. “I have the opportunity to take what we learned in the classrooms and lectures and come apply it here to a case study with real world application, which is phenomenal”.

Two groups of judges evaluated the projects presented by university students who participated in the IB Case Competition, which took place October 15, 2022.

One of the important guests was Dr. Laura Meade, the Texas Christian University director of International Programs and a professor of supply chain management in TCU’s School of Business. She stated that TCU students have been coming to SDSU’s International Case Competition since it began, and that it is a major highlight for the year. She said that her students are exposed to other high level institutions, and have the opportunity to roll up their sleeves and try to solve a real business problem. “We enjoy participating in this competition and think it is a wonderful learning opportunity, especially in the world of international business”.

The Senior Manager for Site Engagement at Takeda California and business consultant Hilda Mwangi, who also attended as a judge, said “I think this is an important event for students who are up and coming in the business world. This event allows students to practice their public speaking skills, their presentation skills, their creativity, and solving complex business problems. They learn to work together to solve a problem within a very tightly constrained time and with a lot of pressure, and they deliver. I could not be prouder of what we saw today. The students did a phenomenal job. Their faculty also do a phenomenal job to prepare them for this presentation”.

The IB Case Competition is an opportunity for students to work as a team on real challenges, and from there analyze and understand the problem, work on possible solutions and present through a short presentation and business pitch to be evaluated by the jury.
North Atlantic and Singapore Alliance

IB at SDSU is very excited to announce the launch of two new emphases for the major: the North Atlantic region and Singapore.

The North Atlantic Emphasis will allow students to specialize in any of our relevant European languages, and the Singapore Emphasis will offer the same regarding our current Asian language offerings.

IB has always been unique in how many ways you can combine regions, business areas of focus, and languages creating not only business savvy individuals, but culturally competent ones as well.

With the addition of these new tracks we now offer even more options to our students. IB continues to stand out as a leading program of its kind, and our continued commitment to growth and excellence helps to explain why we are consistently ranked in the top 15 in the country.
Current IB Programs and Emphases

- IB, Arabic - Middle East and North Africa Emphasis, B.A. in Liberal Arts and Sciences
- IB, B.A. in Liberal Arts and Sciences, Global Business Development, M.S., BA/MS 4+1 Degree
- IB, Chinese - Asia Emphasis, B.A. in Liberal Arts and Sciences
- IB, English - North America Emphasis, B.A. in Liberal Arts and Sciences
- IB, French - North America Emphasis, B.A. in Liberal Arts and Sciences
- IB, French - Western Europe Emphasis, B.A. in Liberal Arts and Sciences
- IB, German - Western Europe Emphasis, B.A. in Liberal Arts and Sciences
- IB, Italian - Western Europe Emphasis, B.A. in Liberal Arts and Sciences
- IB, Japanese - Asia Emphasis, B.A. in Liberal Arts and Sciences
- IB, Korean - Asia Emphasis, B.A. in Liberal Arts and Sciences
- IB, Portuguese - Latin America Emphasis, B.A. in Liberal Arts and Sciences
- IB, Portuguese - Western Europe Emphasis, B.A. in Liberal Arts and Sciences
- IB, Russian - Central Europe Emphasis, B.A. in Liberal Arts and Sciences
- IB, Spanish - Latin America Emphasis, B.A. in Liberal Arts and Sciences
- IB, Spanish - Western Europe Emphasis, B.A. in Liberal Arts and Sciences

Learn more at ib.SDSU.edu
Upcoming IB Case Competition Team Going to St Louis, Missouri

The SDSU International Business program continues to prepare undergraduate student teams to participate in upcoming IB Case Competitions at various prestigious national and international universities.

The current team is made up of Diego Mosquera, Ishani Mattigunta, Lojeen Ragab and Shreya Patil. They are preparing to participate in the International business case competition at the University of Missouri, in St. Louis April 2023.

In the picture, we see the mentioned students, one of the mentors, Nita Umashankar, who is an associate professor of the Fowler College of Business and the Marketing Department; and Mark Wheeler, Interim Director of the IB Department; in one of their regular training sessions.
Language emphasis options for IB students: Arabic, Chinese, English, French, German, Italian, Japanese, Korean, Portuguese, Russian, and Spanish.

Students are studying abroad during the 2022-2023 Academic year spending their time in 11 different countries!

Students in total currently registered in the major!

Hours of internship experience required of IB Majors who complete their work experience while abroad. Internships, which are completed when students are in their junior or senior year, give students valuable hands-on work experience!

Learn more at ib.SDSU.edu
Meet Our Team

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Interim Director

Maribel Franco
Study Abroad Coordinator

Marisela LaPlante
Internship Coordinator

Jason Tan
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