The International Business (IB) program at San Diego State University is proud to celebrate over 31 years of academic excellence. U.S. News & World Report ranks the IB program in the top-15 overall among undergraduate programs across the nation, and in the top-10 among public universities and minority-serving institutions (MSI).
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Message from Leadership

What a great year it was!

International Business at SDSU continues to be one of the nation’s leading IB programs (see the numbers below). We do our best for our students, providing the very best personalized staff support and offering a rigorous curriculum that blends business courses offered through the Fowler School of Business with language and culture courses offered through the College of Arts and Letters, augmented by immersive international experiences through our study-abroad programs and international internships.

Our inaugural 4+1 cohort will begin their first full graduate semester in the fall. We have two new emphases for the major (see below for details), and we have plans to add yet more curricular pathways to ensure we educate the next generations of globally minded international business professionals.

Our SDSU Case Competition went to St. Louis this spring, the first such adventure since the pandemic. The students did a great job and served as fine ambassadors of our IB program (see the photos below). We are grateful for the dedicated, expert and volunteer coaching offered to our team members throughout the spring by Professors Chakravarti, Cohen and Umashankar! We look forward to our SDSU Case Competition, to be hosted on the SDSU Mesa campus this October, at which our SDSU team will compete with teams from across North America.

We welcomed many guests from our IB community this past year, shining among them our alumnus Richard Maechi, who spoke to members of our IB Society. We also had the good fortune to visit the Snapdragon event center in Mission Valley, thanks to generous time and support offered by our Board member and CAL alumnus Brian Gannon.

The Permanent Director of the SDSU IB program, Professor Ranin Kazemi returns this fall semester to lead us into the future. It has been a pleasure and an honor to be a part of the SDSU IB family.

Best regards,

Mark Wheeler, Ph.D.
Interim Director
Achievements of the Year

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 students 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.

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 first agreement with ESSEC dates back to 1991 and has been of strategic importance as ESSEC has additional campuses in Morocco and Singapore.

IB Case Competition Team went 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 spring 2023 team is made up of Diego Mosquera, Ishani Mattigunta, Lojeen Ragab and Shreya Patil. They participated in the International Business Case Competition at the University of Missouri, in St. Louis April 2023 and the main theme of the competition was the digital transformation of the global grocery industry. In the pictures, 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 and Yang Jiao, from the IB Department.
Achievements of the Year

An SDSU IB Team Attends the 75th NAFSA Annual Conference and Expo in Washington, D.C.

The IB program delegation was made up of Maribel Franco, our study abroad program coordinator and by Marisela LaPlante, our internship coordinator. They went not only to represent the university and the IB program, but also to strengthen existing relationships and agreements with other universities in the world and to explore the option of increasing the academic and internship offer for our current and future students. To have presence in this event is very important because NAFSA is part of the Association of International Educators, the world’s largest association dedicated to international education and exchange; and at the NAFSA’s Annual Conference and Expo, hundreds of international education professionals come to hone their skills, gain new knowledge, build strategic partnerships, and ensure that their institutions and organizations stay at the forefront of the field. NAFSA provided the IB program with an opportunity to meet with our current and prospective study abroad and internship partners. This saved SDSU money from visiting partner university sites around the world. NAFSA is also a cost-effective international branding opportunity for the IB program.

SDSU’s contribution to NAFSA shows the commitment to increase transformational educational experiences. The NAFSA annual conference provides the perfect venue to explore pathways and strategies for comprehensive internationalization, student success, assessing outcomes, and creating impactful programs and services to enhance global skills and knowledge. NAFSA is the leading organization influencing international education public policy in the United States and we are proud to have participated in this year’s annual conference.

During NAFSA 2023, Maribel and Marisela held at least 18 meetings with university delegates from:

1. Italy, Bocconi University
2. Ecuador, Universidad San Francisco de Quito USFQ
3. Japan, Akita International University
4. Japan, Sophia University
5. Canada, HEC Montreal
6. Spain, Nebrija University
7. Absolute Internship- Internship program provider (potential new partner for internship abroad)
8. Germany, Reutlingen University
9. France, Toulouse Business School (partnership will expand to open the agreement to the Paris Campus)
10. Spain, ESIC Business & Marketing School (partnership will be expanding to the Campus Valencia with internship opportunities)
11. Chile, Universidad del Desarrollo (Study and internship programs. Entrepreneurship focus. Reopening for FA23)
12. Spain, Universidad de Huelva
13. South Korea, Korea University-Sejong
14. Spain, Universidad del Pais Vasco (UPV/EHU)
15. Arcadia Abroad- Internship program provider (potential new partner for internship abroad)
16. API Abroad- Internship & Study Abroad program provider
17. South Korea, Hankuk University of Foreign Studies
18. UK, London Metropolitan University (study abroad and internship abroad opportunities for new IB track)
Our Students

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. 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.

Student Spotlight

Mark Nguyen,
Class of 2024

Mark Nguyen is a third year IB major with a language emphasis in Japanese in the Asia/Pacific region with an area focus on finance.

Mark originally entered SDSU as a finance major, but after hearing that the IB major combines the practical skills of business with cultural competency, he decided to switch his major to IB. Coming from a bilingual background of speaking English and Vietnamese, Mark decided to add a third language (Japanese) to his résumé through the IB major.

He also served on the executive board of the IB Student Society as the vice president of finance for 2022-2023. This organization not only provides a sense of identity and community for him as a student, not easy at an institution as large as SDSU is, but it also provides a way for him to learn the practical skills of fundraising and budgeting as he looks for ways to apply his degree in his life.
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 goal of the international business case competition is to foster entrepreneurial skills in university students with potentially real cases based on existing businesses. In this year’s competition organized by IB SDSU, students competed in groups to solve a real business case about the Drop Box brand globally.

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

The next year competition will be held on October 21, 2023 at SDSU campus.

The team made up of 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.

Cassie 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.
Our Current Emphasis Offerings

- 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
IB Numbers

11
Language emphasis options for IB students: Arabic, Chinese, English, French, German, Italian, Japanese, Korean, Portuguese, Russian, and Spanish.

70
Students are studying abroad during the 2022-2023 Academic year spending their time in 11 different countries!

108
Graduating Students for the 2022-2023 Academic year!

380
Students in total currently registered in the major!

250
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!

Rafaela Martins
TBS School
Fall 2022 Exchange
Our Graduation Ceremony

We are very proud to present our new graduates of the IB program and we wish them the best of success in their new personal and professional stage off campus.

We from the IB department know that you are going to enter the labor market with great possibilities and you are going to achieve important objectives for your professional life and also for the community. We have known you for several years and we know you will hold the SDSU name very high.
The International Business Student's Society at San Diego State University offers students interested in the field of the international business a chance to be a part of an engaging community. This student run organization, hosts a variety of workshops focused on working on a professional development. Some of these workshops have included key professional development tools such as LinkedIn profile creation and improvement, resume building, and interview skills.

They hosted a variety of events with guest speakers, SDSU faculty, and other relevant business professionals.
Honoring our Residence on Kumeyaay Land

We stand upon a land that carries the footsteps of millennia of Kumeyaay people. They are a people whose traditional lifeways intertwine with a worldview of earth and sky in a community of living beings. This land is part of a relationship that has nourished, healed, protected and embraced the Kumeyaay people to the present day. It is part of a worldview founded in the harmony of the cycles of the sky and balance in the forces of life. For the Kumeyaay, red and black represent the balance of those forces that provide for harmony within our bodies as well as the world around us.

As students, faculty, staff and alumni of San Diego State University we acknowledge this legacy from the Kumeyaay. We promote this balance in life as we pursue our goals of knowledge and understanding. We find inspiration in the Kumeyaay spirit to open our minds and hearts. It is the legacy of the red and black. It is the land of the Kumeyaay.

Eyay e’Hunn My heart is good.

San Diego State University Kumeyaay Land Acknowledgement

SDSU’s connection with the Kumeyaay has been strengthened over the last few years with the hiring of a full-time tribal liaison, the opening of the Native Resource Center, and the adoption of the official land acknowledgement, which opens all official campus events. In addition, the Kumeyaay Nations flag now flies on the flagpole on Campanile Walkway, and in May 2021, SDSU and American Indian Recruitment (AIR) Programs formalized their 29-year collaboration through an MOU to further the success of Native American youth seeking to pursue degrees at and beyond SDSU.
Meet Our Team

Mark Wheeler, Ph.D.
Interim Director

Maribel Franco
Study Abroad Coordinator

Marisela LaPlante
Internship Coordinator

Jason Tan
Academic Advisor

Natalie (Yang) Jiao
Administrative Coordinator

Brianna O'Boyle
Media Assistant

Javier Nunez
Media Assistant