

INTERNATIONAL BUSINESS

Competitive Admission Information For Classic Track
Summer 2020 Process for Spring 2021 Entry



Darla Moore School of Business

IB MAJOR FACTS

- **Ranked #1 by *US News and World Report* for 21 consecutive years**
- **Ranked #1 by Bloomberg Business Week**
- **Six Undergraduate IB Major Tracks**
 - **Classic IB Major**
 - **Cohort Programs:**
 - **IBCE Track: Hong Kong, Taiwan/China**
 - **IBA Track: Chile**
 - **MENA Track: Egypt**
 - **GBI Track: China, New Zealand**
 - **IBEA Track: Brazil, Singapore, Germany**
 - **RIL Track: France**
- **USC's international business faculty has been rated #1 in research productivity by the *Journal of International Business Studies*.**



IB MAJOR REQUIREMENTS

- IB Specific Coursework
- Second Business Major
 - Accounting
 - Business Economics
 - Finance
 - Management (Human Resources or Entrepreneurship Tracks)
 - Marketing
 - Operations and Supply Chain
 - Real Estate
 - Risk Management and Insurance
- Advanced Language Training
- Study Abroad Spring Semester (one year after IBUS 310; typically Junior Year)



INTERNATIONAL BUSINESS COURSEWORK

1. IBUS 310: Globalization and Business: Spring 2021

2. One IB functional course

- ECON 503-International Trade Economics
- ECON 505-International Development Economics
- IBUS 402-International Marketing
- IBUS 430- Research in International Business
- MGMT 406-International Human Resources

ECON 504-International Monetary Economics
IBUS 401-International Financial Management
IBUS 403-International Entrepreneurship
IBUS 432- The Business Case for Services Offshoring

3. One IB thematic course

- IBUS 421/521- Ethnographic Methods in Intl Marketing
- IBUS 423-Cross-Cultural Behavior and Negotiations
- IBUS 425-Competitive Strategies in Developing Countries
- IBUS 427-Global Stakeholder Management
- IBUS 429-Comparative Innovation Systems
- IBUS 433- Economic Globalization
- IBUS 435- Market Development and Global Strategy

IBUS 422-Foreign Market Entry and Growth
IBUS 424-Exporting and Importing
IBUS 426-Global Competitive Analysis
IBUS 428-Islamic Economics & Finance
IBUS 431- Working in International Teams
IBUS 434- Social Networks and Global Leadership

4. One IB regional course

- IBUS 441/541-Business in Latin America
- IBUS 443/543-Business in Europe
- IBUS 490-Specialized Study in International Business (alternative regional courses may be offered)

IBUS 442/542-Business in Asia
IBUS 444/544-Business in Africa

5. Fifth IB course can be either additional functional or thematic



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FOREIGN LANGUAGE

- Approved languages include:
 - Arabic
 - Chinese
 - French
 - German
 - Italian
 - Japanese
 - Portuguese
 - Russian
 - Spanish
- All students must complete 4 language-based classes at the 300-level or higher by graduation (not in English)
- Intensive summer language programs are strongly encouraged to accelerate language learning
- **300-level courses taken before the 200-level sequence are not considered to be advanced language courses for the IB language requirement; 300-level courses taught in English also do not apply*



STUDY ABROAD



- IB Global Exchange Program:
 - All students will attend a top business school from a portfolio of partner institutions from around the world
- Required for all students in Spring Semester 2022
- Focus of the study will be on business content to meet degree requirements and to take courses not available at USC
- Full study abroad briefing in February 2021 for all accepted students

STUDY ABROAD OBJECTIVES

Academic

- Learning experience at outstanding foreign business school
- Access to global and regional expertise beyond USC
- Understanding of alternate ways of doing business
- Complementary learning – wider course selection
- Availability of courses to support USC second major
- Possible development of superior language skills through content courses

Career

- Opportunity to develop a peer network in country/region
- Use of partner school reputation to enhance your credentials
- Evidence to employer of ability to adapt
- Development of transferable skills
- Exposure to business strategies and practices abroad

Experiential

- Cultural exposure
- Extended living experience overseas
- Development of independence, flexibility, and adaptability
- Interaction and networking with future business elites in country/region



FOREIGN LANGUAGE AND STUDY ABROAD

- **Some exchange partners require business content coursework in local language**
- **Proficiency at or above the 300-level may be necessary prior to exchange semester**
- **Language skills can be quickly improved through intensive summer language programs either at USC, through another US institution, or possibly abroad to reach proficiency prior to exchange semester**



LIST OF IB GLOBAL EXCHANGE PARTNERS

Northern Europe

- **Belgium**
 - Louvain School of Management
 - ICHEC Brussels Management School
- **Denmark – Copenhagen Business School**
- **England – University of Warwick Business School**
- **Finland – Aalto University**



- **Netherlands**
 - Erasmus University: Rotterdam School of Management
 - Tilburg University: School of Economics & Management
- **Scotland**
 - University of Strathclyde
 - University of Edinburgh
- **Sweden**
 - Jonkoping University
 - University of Gothenburg

LIST OF IB GLOBAL EXCHANGE PARTNERS

Western Europe

- **Austria – Vienna University of Economics & Business**
- **France**
 - ESSEC Business School
 - EM-Lyon
 - KEDGE Business School
 - University of Paris – Dauphine
- **Germany**
 - LMU Munich
 - University of Mannheim Business School
 - WHU Otto Beisheim School of Management
- **Switzerland**
 - University of Applied Sciences
 - University of St. Gallen



LIST OF IB GLOBAL EXCHANGE PARTNERS

Eastern Europe

- Czech Republic – University of Economics, Prague
- Hungary – Corvinus University of Budapest
- Russia- St. Petersburg University
- Turkey – Koc University †

Southern Europe

- Cyprus – University of Nicosia*
- Italy
 - Bocconi University
 - Libera Università Internazionale degli Studi Sociali (LUISS)
- Spain
 - Colegio Universitario de Estudios Financieros (CUNEF)
 - ESADE
 - IE University
 - Universidad Carlos III de Madrid
 - University of Navarra



*Direct Enroll at Nicosia; similar cost, scholarships available

† Destination of Risk Petition required

LIST OF IB GLOBAL EXCHANGE PARTNERS

Latin America

- **Argentina**
 - Universidad San Andres
 - Universidad Torcuato di Tella
- **Brazil**
 - Pontifica Universidade Catolica do Rio de Janeiro[†]
 - FGV – EBAPE[†]
- **Chile** – Universidad de Chile
- **Mexico** – Instituto Tecnológico de Estudios Superiores [†]
- **Peru** – Pontificia Universidad Catolica de Lima
- **Uruguay** – Universidad ORT

[†] Destination of Risk petition required



LIST OF IB GLOBAL EXCHANGE PARTNERS

Southern Asia

- **China**
 - Chinese University of Hong Kong
 - Hong Kong Polytech University
 - City University of Hong Kong
 - Fudan University School of Management
 - Renmin University of China
 - Shanghai Jiao Tong University
 - Tsinghua University
- **Japan**
 - Keio University
 - Waseda University
 - Hitotsubashi University
- **Singapore**
 - ESSEC- Singapore Campus
 - National University of Singapore

- **South Korea**
 - Korea University Business School
 - Sungkyunkwan University
 - Yonsei University
- **Taiwan**
 - National Chengchi University
 - National Sun Yat-sen University
 - National Taiwan University
- **Thailand- Chulalongkorn University**
- **Vietnam- Foreign Trade University**



LIST OF IB GLOBAL EXCHANGE PARTNERS

Africa / Middle East

- Israel – Hebrew University of Jerusalem[†]
- Morocco – ESCA Ecole de Management
- South Africa – University of Cape Town *Global Partner Program
- United Arab Emirates
 - Ajman University
 - American University of Sharjah

Oceania

- Australia - Queensland University of Technology

[†] Destination of Risk petition required



SUMMER 2020 COMPETITIVE ADMISSIONS PROCESS



Darla Moore School of Business

WHAT ARE MY CHANCES?

- **Planned class size of 120-130.**
- **Exact number of available seats based on those Honors College students given Immediate Admission at the time of USC enrollment. The remaining seats are open in the competitive process.**
- **The average number of competitive admits varies from year-to-year but has been between 40-60.**
- **After the minimum criteria for admission has been met, no single criterion is enough to qualify or disqualify a candidate.**
- **Candidates may be well qualified but not admitted because of the limitations on program size.**



ELIGIBILITY FOR SUMMER 2020 APPLICATION PROCESS

- Currently enrolled in the Moore School of Business
- Minimum of 30 semester hours of college credit (includes AP, transfer credits, etc.)
- Successful completion of DMSB Freshmen Progression Requirements by the end of Summer 2020 with grades of C or better, or S+ if electing pass/fail in Spring 2020 (*ENGL 101, ENGL 102, MATH 122/141, STAT 206, MGSC 290, ACCT 225, and ECON 221 or 222*)
- Minimum Total Institution GPA (all USC Coursework GPA) of 3.650 on all courses taken for college credit by July 1, 2020
- Have completed or will complete remaining lower division courses prior to enrollment in the major in Spring 2021:
 - ECON 221 and 222
 - ACCT 226
 - MGSC 291
 - **The hours, GPA, and course requirements are all prerequisites to both apply and continue in the major in Spring 2021 if admitted. No exceptions will be made. If you have questions about your eligibility to apply for the major, please contact your First Year Advisor.*
- *The Applications Committee will not review ineligible applications.*



HOW TO APPLY TO THE IB MAJOR

- **Submit IB Application Access Form to be added to application group on Blackboard:**
[Complete Google form here](#)
- **Deadline for access: no later than June 10th, 2020**
- **Submit Completed Application**
 - **Where: Submitted through Google Form & Blackboard**
 - **When: Due Wednesday, June 24th, 2020 @ 11:59PM**
- **Process Subject to Revision**

APPLICATION CONTENTS

- **Personal / Demographic Information**
- **Academic Plans**
 - **Anticipated Second Business Major**
 - **Foreign Language**
 - Native language
 - Other language skills
 - Identity of language with which you will satisfy major requirement of 4 courses at 300 level or above
 - How you plan to complete this requirement including an alternative plan if you aren't matched with a partner school where your language is offered



ADDITIONAL APPLICATION CONTENTS

- **International or Cross-Cultural Experiences**
- **Resume (1 page), DSMB format preferred, highlighting:**
 - **Honors and Awards**
 - **Activities and Leadership Responsibilities as an Undergraduate**
 - **Work Experience**
 - **International Travel**
- **NOTE: We do not require or accept letters of recommendation as part of the application process.**



APPLICATION ESSAYS

- **Three essays on the application**
 - **International Business Statement of Purpose Essay (500 word maximum)**
 - **Cross-Cultural Experience Essay (500 word maximum)**
 - **International Business Research-based Issue Essay (1000 word maximum)**

INTERNATIONAL BUSINESS STATEMENT OF PURPOSE ESSAY

(500 word maximum)

**Why do you want to be an International Business major?
Why did you pick the language in which you are using to satisfy the International Business major requirement? How do you anticipate a degree from the Moore School's International Business department, your chosen 2nd business major, and your chosen language will combine towards a career path?**



CROSS-CULTURAL EXPERIENCE ESSAY

(500 word maximum)

The most effective global managers can understand and navigate the complexities of international business while also building meaningful and responsible relationships with people of various nationalities, value-systems, administrative styles, and world experiences. Describe a time in your life when the culture in which you were raised complemented or clashed with a culture outside of your familiarity. As an example, this event could have occurred during a previous experience abroad or even within your own school or community. How did you navigate the situation and what did you learn from it?



INTERNATIONAL BUSINESS ISSUE ESSAY: INSTRUCTIONS

(1000 word maximum)

The International Business major requires that you understand the impact of globalization on the conduct of business and the interactions between businesses and governments that shape the global arena. We have identified three issues which have emerged over the past few years that will most likely have relevance to your future business career.

Based on research on the issue that you will conduct prior to the deadline for this application, you will pick one issue and write a 1,000 word essay on the anticipated impact of these phenomena on the conduct of global business. Because the issues are relatively broad and the limitations of space are substantive, your ability to be concise in providing the analysis will be of great value.



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INTERNATIONAL BUSINESS ISSUE ESSAY: INSTRUCTIONS

It is important that you demonstrate your own thoughts and analysis. If you include information in your essay that is not your own thoughts, you must cite appropriately. We recommend APA or MLA format. Any works cited should be included at the end of the document and will not be counted against your maximum word count. A separate works cited page is not necessary. Essays will be checked using antiplagiarism software.



ISSUE ESSAY TOPIC 1

The forces of globalization in recent decades have compelled the formation of many organizations at the transnational level. Since the 1990s, organizations like the World Trade Organization (WTO), International Monetary Fund (IMF) and the Organization for Economic Cooperation and Development (OECD) have served increasingly integrated roles in the globalization dynamic. The proliferation of multilateral trade agreements in recent decades also fostered greater complexities in supply chains leading to what some political economists refer to as “hyperglobalization”, a state of mind which directly influenced and shaped domestic national economic policies for international trade. However, as we soon enter the next quarter of the twenty-first century, the globalization dynamic has markedly shifted to a state of mind where sovereign states incline toward more fervently articulated national interests and aligned policies. Distinctive forces of “polarization and localization” now markedly impact the shape to come of global trade aligned trade agreements. Analysts further posit that regional trade intensification is to be the primary driver of how complex supply chains and corresponding economic policies will shape the next twenty-five years of the global order.

How do you view the forces of globalization and localization? Assess the economic roles that transnational organizations like WTO, IMF and OECD currently serve and how they may change in the coming decade. Given the current political economic climate, do you think these organizations (and others like them in structure) compel an economic playing field for trade that is fair or susceptible to hegemonic forces by states that control important resources for technology and innovation? Provide events or examples that reinforce your viewpoint.



ISSUE ESSAY TOPIC 2

The recent Global Risks Report 2020 by the World Economic Forum indicates the global economy is confronting the great risks of economic stagnation and climate change. It also suggests that the current state of cyberspace is fragmented, and the “full potential of next generation technologies” are necessarily constrained. What organizational entities in the current international economic and political landscape play the most impactful roles in mitigating these risks, particularly risks related to technology and innovation? How can public sector engagement with the private sector and the important sphere of civil society (e.g., philanthropic organizations and non-profit sector, etc.) compel new forms of collaboration in mitigating these and related threats current in the current global order of affairs?

(ref: <https://www.weforum.org/reports/the-global-risks-report-2020>)



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ISSUE ESSAY TOPIC 3

The global pandemic of the Novel Coronavirus in 2019 and 2020 has exposed significant risks to businesses, governments and consumers from globally-dispersed production and value chains. Draft an essay in which you explain how globally-dispersed value chains are susceptible to shocks such as the global pandemic and what may the long-term impacts on international business from retrenching value chains in response to the pandemic.

APPLICATION PROCESS

- **Admissions Committee**
 - **5-7 Faculty and/or Staff members of the Sonoco International Business Department**
- **Applications will be reviewed during the summer and notifications will be made in August**

ADMISSIONS CRITERIA (1)

- ***No single criterion is sufficient to qualify or disqualify a candidate.***
- **Academic Performance at the University of South Carolina through July 1, 2020.**
- **Academic Performance on five required first-year courses that you have completed: MATH 122 or 141, STAT 206, ACCT 225, ECON 221 or 222, and MGSC 290.**
- **Level of language competency achieved in the chosen language and other foreign languages, along with academic performance in foreign language courses.**



ADMISSIONS CRITERIA (2)

- **Clarity of expression, depth of insight, thought and analysis, evidence of objectivity, passion and judgment, and other attributes, as expressed in the essays required on the application.**
- **Evidence of understanding the purpose of the International Business major and how participation in the major will contribute to personal development of the candidate.**
- **Evidence of global awareness and a frame of reference that goes beyond a region or country and encompasses the world**

ADMISSIONS CRITERIA (3)

- **Evidence of respect for cultural differences.**
- **Evidence of interest in International Business and the global business arena, and evidence that the candidate has taken past action to act on that interest.**
- **Participation in activities, either within or external to the University, and particularly those which have provided assistance to others in some way.**
- **Demonstrated ability to work with others to accomplish goals.**
- **Other evidence of potential success in the program.**

CONDITIONS OF ADMISSION

- **Admission to the IB Major is conditional on:**
 - **Maintaining a 3.5 or above USC GPA – GPA will be reviewed at the end of Fall 2020**
 - **Completion of the remaining Lower Division Courses by the end of Fall 2020 (ACCT 226, ECON 221 and 222, MGSC 291)**
 - **Enrollment in IBUS 310 in Spring 2021**
 - **Purpose: To Provide a Common Experience to Majors Admitted in a Given Year**
 - **Commitment to Study Abroad in the Spring Semester 2022 at one of IBUS Exchange Partner Schools *placement is earned through competitive process***
 - **Retention of eligibility for study abroad (review of Conduct Record)**



QUESTIONS?

DIRECT QUESTIONS TO YOUR
ACADEMIC ADVISOR OR TO
UNDERGRAD.IB@MOORE.SC.EDU

Sonoco International Business Department

Darla Moore School of Business

Undergrad.IB@moore.sc.edu



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