

# INTERNATIONAL BUSINESS

Competitive Admission Information For Classic Track  
Summer 2024 Process for Spring 2025 Entry



Darla Moore School of Business

# THE IB MAJOR

- The IB major is a journey to develop a *transnational* and *resilient* mindset that facilitates 21<sup>st</sup> century *global leadership*
  - *Classes*: IBUS 310 (core class), thematic and functional classes
  - *Study Abroad*: Semester, cohort
  - *Engagement*: Activities, Networking, Learning
  - *Self-Development*: Questioning, debating, reading, risking, pushing, writing, journaling, etc.
- Program ranked #1 for 25 years in US News and World Report
- We are coaches and guides but ultimately the real work of becoming a global leader will depend on you



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# IS THE INTERNATIONAL BUSINESS MAJOR RIGHT FOR YOU?

- Do you enjoy travel?
- Do you like meeting people from different cultures and places?
- Are you curious about the world and how it operates?
- Do you want to learn about complex global processes and systems?
- Do you adapt well to new environments?
- Are you resilient when things might not go as you originally hope?
- Do you actively seek out new experiences that push and test you?



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# IB MAJOR FACTS

- Ranked #1 by *US News and World Report* for 25 consecutive years
- Ranked #1 by *Bloomberg Business Week*
- Six Active Undergraduate IB Major Tracks
  - Classic IB Major
  - Cohort Programs & Regional Concentrations:
    - IBCE Track: Hong Kong, Taiwan/China
    - IBA Track: Chile
    - IBEA Track: Brazil, Singapore, Germany
    - RIL Track: France
    - IBMENA Concentration: Middle East & North Africa
- USC's international business faculty has been rated #1 in research productivity by the *Journal of International Business Studies*.



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# SO, WHAT MAKES USC #1 IN IB?

- Rankings based a lot on reputation
- Dedicated academic department for IB
- Our faculty
- Program requirements / competitiveness
- Our course options
- Innovative Programming
- Partner Universities



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# 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 2025

## 2. One IB functional course

- ACCT 426- International Financial Reporting
- ECON 504- International Monetary Economics
- IBUS 501- International Financial Management
- IBUS 503- International Entrepreneurship
- IBUS 432- The Business Case for Services Offshoring

- ECON 503- International Trade Economics
- ECON 505- International Development Economics
- IBUS 502- International Marketing
- IBUS 430- Research in International Business
- MGMT 406- International Human Resources

## 3. One IB thematic course

- 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
- IBUS 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

## 4. One IB regional course

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

- IBUS 542- Business in Asia
- IBUS 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	Japanese
Chinese	Portuguese
French	Russian
German	Spanish
Italian	

- 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*



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# 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 2026
- 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 2025 for all accepted students



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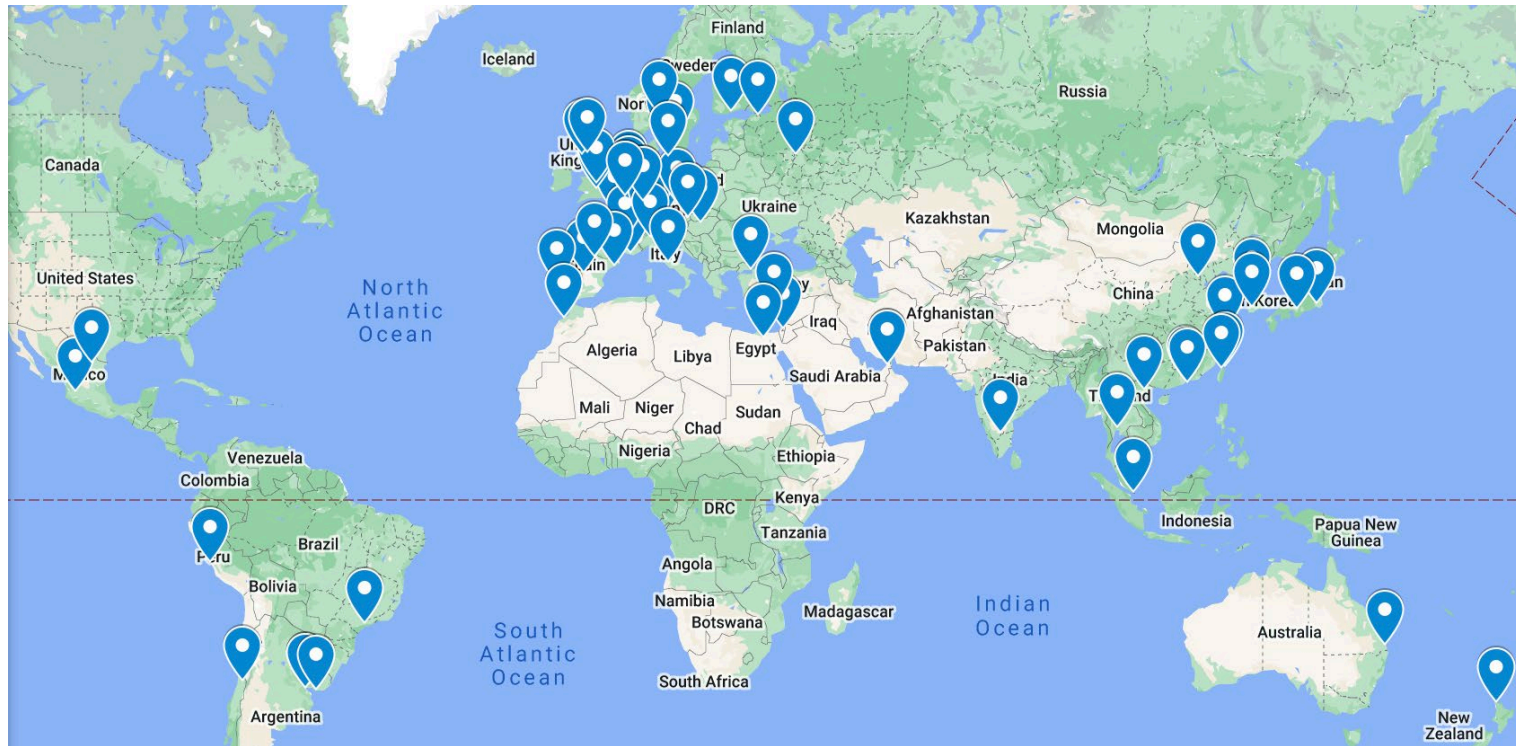
# FOREIGN LANGUAGE AND STUDY ABROAD

- **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**



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# Top Ranked Business School Partners



98 partner schools, 80 different cities, 51 different countries



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# 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
  - Nyenrode Business University (Fall only exchange partner)
- **Norway**
  - BI Norwegian Business School
- **Scotland**
  - University of Strathclyde
  - University of Edinburgh
- **Sweden**
  - Jonkoping University
  - University of Gothenburg



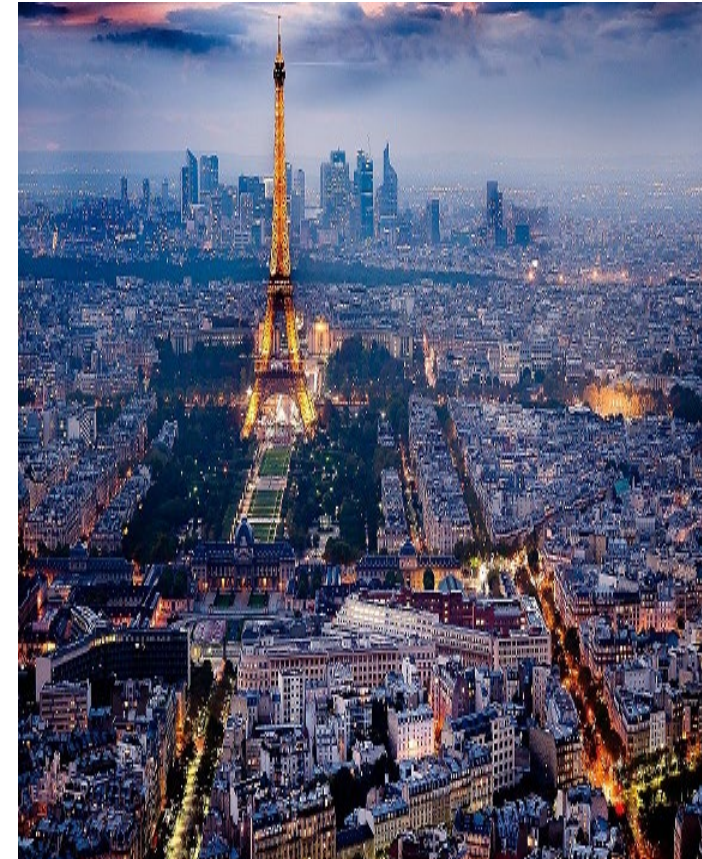
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# LIST OF IB GLOBAL EXCHANGE PARTNERS

## Western Europe

- **Austria – Vienna University of Economics & Business**
- **France**
  - Audencia University
  - 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



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# LIST OF IB GLOBAL EXCHANGE PARTNERS

## Eastern Europe

- Czech Republic – University of Economics, Prague
- Hungary- Corvinus University\*
- 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
- Portugal
  - Catolica-Lisbon School of Business & Economics



\*Direct Enrollment; similar cost, scholarships available

† Destination of Risk Petition required



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# LIST OF IB GLOBAL EXCHANGE PARTNERS

## Latin America

- **Argentina**
  - Universidad de San Andres
  - Universidad Torcuato di Tella
- **Brazil**
  - Pontifica Universidade Catolica do Rio de Janeiro<sup>†</sup>
  - FGV – EBAPE – Rio de Janeiro<sup>†</sup>
  - FGV – EAESP – Sao Paulo
- **Chile** – Universidad de Chile
- **Mexico** – Tecnologico de Monterrey<sup>†</sup>
- **Peru** – Pontificia Universidad Catolica de Lima
- **Uruguay** – Universidad ORT

<sup>†</sup> Destination of Risk petition required



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# 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**
  - Aoyama Gakuin University
  - 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**



† Destination of Risk petition required



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# LIST OF IB GLOBAL EXCHANGE PARTNERS

## Africa / Middle East

- Egypt – American University of Cairo †
- Israel – Hebrew University of Jerusalem †
- Morocco – ESCA Ecole de Management
- South Africa
  - University of Cape Town\*
  - Stellenbosch University\*
- United Arab Emirates
  - Ajman University
  - American University of Sharjah

## Oceania

- Australia - Queensland University of Technology
- New Zealand – Waikato University\*

\*Global Partner Program/Direct Enroll

† Destination of Risk petition required



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# **SUMMER 2024 COMPETITIVE ADMISSIONS PROCESS**



UNIVERSITY OF  
**South Carolina**

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# WHAT ARE MY CHANCES?

- **Planned class size of 140-150.**
- **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 50-80.**
- **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 2024 APPLICATION PROCESS

- Currently enrolled in the Moore School of Business
- Minimum of 30 semester hours of college credit by July 1, 2024 (includes AP, transfer credits, etc.)
- Successful completion of Moore School Freshmen Progression Requirements by August 15, 2024 with grades of C or better (*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, 2024
- Have completed or will complete remaining lower division courses prior to enrollment in the major in Spring 2025:
  - 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 2025 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.*



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# HOW TO APPLY TO THE IB MAJOR

- **Instructions and link to application will be posted in the Moore School Student Communities on Blackboard**
  - **Moore School- Undergrads**
  - **Moore School- Freshmen**
  - **\*If you are not enrolled in a community please contact [undergrad@moore.sc.edu](mailto:undergrad@moore.sc.edu)**  
**(Note- new Internal Transfers will be added soon!)**
- **Submit Completed Application**
  - **Where: Submitted through application link on Blackboard**
  - **When: Due Wednesday, June 12, 2024 @ 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



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# **ADDITIONAL APPLICATION CONTENTS**

- **International or Cross-Cultural Experiences**
- **Resume (1 page), DMSB 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 2<sup>nd</sup> business major, and your chosen language will combine towards a career path?**



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# **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?**



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# **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.**



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# ISSUE ESSAY TOPIC 1- SHEIN

According to many press reports, the fashion retailer, Shein, is considering a 2024 initial public offering (IPO) in London or New York. In response to a potential US IPO, some U.S. state attorney generals and Congressional representatives wrote to the Security and Exchange Commission (SEC) to ask for an investigation into Shein's business practices. To address some of these issues, Shein has relocated its headquarters to Singapore - to avoid concerns about its Chinese origins - and promised to further supervise its supply chain. Do you believe that the US SEC should block Shein from conducting a US IPO? Why or why not? To what extent should the SEC be concerned that Shein may move its IPO to London if its U.S. plans are blocked? In your answer, please describe all perspectives before presenting your personal opinion.



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# ISSUE ESSAY TOPIC 2- NIPPON STEEL

In 2024, the Japanese company, Nippon Steel, announced its bid to acquire the 123-year-old U.S. company, U.S. Steel, through a 14.1 billion takeover. Mr. Biden's administration has expressed some discomfort with the deal and is reviewing the proposal. Do you believe that the U.S. should allow for this takeover bid to move forward? Or should the government try to protect the U.S. steel industry from foreign acquisition? In your answer, please describe how your answer fits within broader debates over the pros and cons of free trade and investment in international business.



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# ISSUE ESSAY TOPIC 3- INDIA'S DIGITAL MARKETPLACE

Many multinational enterprises have entered into the battle for India's growing digital marketplace. Amazon has invested in adapting its business model, as developed primarily in the United States, to fit the Indian context. Walmart has invested heavily in a local Indian firm, Flipkart, to develop a strong digital presence. And the Indian multinational, the Tata Group, has recently launched its own super-app, Tata Neu. Over the long run, which of these competitors do you believe will likely win the future battle for the Indian digital retail marketplace? Do you believe that success in U.S. retail market transfers well to countries like India? Why or why not?



# 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, 2024.**
- **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.**



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# **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 3.500 or above USC GPA – GPA will be reviewed at the end of Fall 2024**
  - **Completion of the remaining Lower Division Courses by the end of Fall 2024 (grades of C or better in ACCT 226, ECON 221 and 222, MGSC 291)**
  - **Enrollment in IBUS 310 in Spring 2025**
    - **Purpose: To Provide a Common Experience to Majors Admitted in a Given Year**
    - **Must complete with a C or better for study abroad placement in Spring 2026**
  - **Commitment to Study Abroad in the Spring Semester 2026 at one of the IBUS Exchange Partner Schools \*placement is earned through competitive process\***
  - **Retention of eligibility for study abroad (review of Conduct Record)**



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# QUESTIONS?

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

Sonoco International Business Department

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[Undergrad.IB@moore.sc.edu](mailto:Undergrad.IB@moore.sc.edu)



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