



**EARN  
A BSC IN  
SAN DIEGO**

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# AMERICAN BSC IN BUSINESS ADMINISTRATION

California International Business University Bachelor's Degree is - like all CIBU's programs - career-oriented and based on strong ties to the international market. Most of our programs do not require work placement, however many students enjoy the option of enrolling in the internship class so they can gain experience and create contacts.

This 4 year program combines business education with a broad-based liberal arts foundation. This gives students the skills and expertise necessary to advance in today's dynamic business environment.



**CALIFORNIA  
INTERNATIONAL  
BUSINESS UNIVERSITY**

# AMERICAN BACHELOR IN BUSINESS ADMINISTRATION

(all concentrations)

## Year 1

Semester 1	Semester 2
English Composition 1	English Composition 2
Information Technology	Introduction to Sociology
Introduction to Western Philosophy	Macro Economics
Micro Economics	Introduction to Accounting

## Year 2

Semester 3	Semester 4
World Economic History	Introduction to Marketing
Introduction to Finance	Cross Cultural Communication
Introduction to Statistics	Introduction to Organizational Psychology
Business Communication	Business Statistics

## Year 3

Marketing	Finance	Hospitality Management
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### Semester 5

Experience Economy	Financial Products and Services	Hospitality Industry Environment
Business to Business Marketing	Financial Modeling	Kitchen Operations
Elective	Elective	Elective
Elective	Elective	Elective

### Semester 6

Supply Chain Management	Counseling and Sales	Food & Beverage Operations
Developing the Sales Base	Financial Statement Analysis	Food Cost Control & Management
Elective	Elective	Elective
Elective	Elective	Elective

## Year 4 (final year)

### Semester 7

Marketing Instruments	Financial Econometric Modeling	Room Division Operations
Risk Management	Risk Management	Risk Management
Innovation	Venture Capital and Private equity	Catering Operations & Management
Elective	Elective	Elective

### Semester 8

Cases in Management	Cases in Management	Cases in Management
Buying Behavior	Advanced Financial Management	World Wine Vintages
Senior Thesis (Bachelor Project)	Senior Thesis (Bachelor Project)	Senior Thesis (Bachelor Project)
Elective	Elective	Elective

### Elective pool

Greening Business	Advertising and Promotion	Cases in Entrepreneurship
Project Management	International Business Law	International Communications
International Marketing	Conventions & Event Management	Relationship Marketing
The Sales Performance	Personal Finance	Guest Services/reservation Management
Dimensions in Human Resource Management	Strategic Marketing	Global Finance
Entrepreneurship Finance	Viral Communication	Real Estate Financing
Real Estate Planning and Development		

