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**MICHIGAN STATE
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August 17, 2007

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request to Establish a Specialization in Entrepreneurship and require a
Grade-Point Average

For Transmittal to the University Committee on Academic Policy (UCAP)

The request referenced above is being sent to you for action by the University Committee on Academic Policy (UCAP).

UCAP Response Requested:

Please ask the UCAP to consider the request referenced above at its meeting on September 13, 2007. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCAP.

The academic program and course requests referenced above will be included on the agenda for the September 6, 2007 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on September 6 will be before the Full Committee, UCC, for action on September 27, 2007. Requests that are approved by the Full Committee on September 27 will be included in the October 23, 2007, Report of the UCC to the Academic Council.

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

Attachments:

1. Request to Establish a Specialization in Entrepreneurship.



**UNIVERSITY
CURRICULUM
and CATALOG**

Michigan State University
176 Administration Building
East Lansing, Michigan
48824-1046

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ELI BROAD COLLEGE OF BUSINESS

1. Request to establish a **Specialization in Entrepreneurship** in The Eli Broad College of Business. The University Committee on Academic Policy (UCAP) will consider this request at its September 13, 2007 meeting.

- a. **Background Information:**

Expanding the opportunity for students to develop skills in entrepreneurship is critical to the economic development of Michigan. Entrepreneurial firms are a core element in the economic development of societies. In the United States, more than two-thirds of new jobs are created in small, entrepreneurial firms, and over 40% of the nation's gross domestic product is produced by small, entrepreneurial firms. The development of entrepreneurial firms also facilitates the diversification of and regeneration of the business profile of a region.

However, entrepreneurial firms also suffer from a high failure rate. Research indicates that over half of new businesses fail within five years and fewer than 40% of entrepreneurial firms generate profits over their lifespan. The primary reasons for these failures are managerial incompetence, lack of experience, and financial mismanagement.

The Specialization in Entrepreneurship is designed to develop the skills of future entrepreneurs to increase their chances of success and to improve the economic climate of the State of Michigan. Education in entrepreneurship has been shown to dramatically increase the likelihood of organizational success, with some studies indicating that entrepreneurially trained founders have an 80-90% success rate.

The specialization fits well with the mission and purpose of the Eli Broad College of Business. The mission of the Broad College is, in part, to "excel in the education and development of business leaders." This specialization allows us to extend the range of business leaders we develop to more specifically include those who wish to start their own businesses or take a leadership role in existing entrepreneurial firms. The program is also unique in that no other major or specialization at Michigan State is designed to specifically develop the entrepreneurial skills of MSU students. This specialization also leverages the resources of the Broad College of Business, including faculty expertise in the area of small and entrepreneurial business as well as relationships the school has built with entrepreneurial firms in the region.

- b. **Academic Programs Catalog Text:**

The Specialization in Entrepreneurship allows students to develop the knowledge and skills necessary to take a leadership role in small and entrepreneurial businesses. Students in this specialization will be able to gain a broad knowledge of entrepreneurial business issues built upon entrepreneurially focused research in the core business disciplines including accounting, business law, finance, management, and marketing. The program includes both foundational course work as well as experiential assignments in which students work with entrepreneurs to solve real business problems. This specialization will help broaden the students' perspective beyond corporate management and enhance their employment prospects by increasing their attractiveness to entrepreneurial firms.

The Specialization in Entrepreneurship is administered by The Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs in The Eli Broad College of Business with the exception of Hospitality Business. Students who are interested in the specialization must contact The Eli Broad College of Business.

With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree. The student's program of study must be approved by the student's academic adviser for the specialization.

Requirements for the Specialization in Entrepreneurship

Students must complete the following courses and maintain a minimum grade-point average of at least 2.00 in all courses completed for the specialization.

| | | | CREDITS |
|----|---|--|---------|
| 1. | Complete both of the following courses (6 credits): | | |
| | MGT 352 | Entrepreneurship: New Venture Process | 3 |
| | MSC 480 | Entrepreneurship Capstone Experience | 3 |
| 2. | Complete two of the following courses (6 credits): | | |
| | ACC 333 | Taxation and Accounting for the Entrepreneur | 3 |
| | FI 444 | Entrepreneurial Finance | 3 |
| | ITM 322 | Technological Entrepreneurship | 3 |
| | GBL 467 | Emerging Enterprise Law | 3 |
| | MSC 355 | Entrepreneurship: Strategic Marketing Planning and Launch | 3 |

Upon completion of the requirements of the Specialization in Entrepreneurship, the student should contact the adviser for the specialization and request certification for the specialization. After the certification is approved by the Dean of the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

Effective Spring 2008.

View a Program

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Joy Speas, RO

Wednesday, 5/16/2007

Program Name: Specialization in Entrepreneurship Degree Name: SPCU Sequence Number: 1**Effective Dates: Fall 2007 - Open Status: Interim Initial Action: New****Requested Date:** 1/18/2007 10:38:23 AM**1. Department/School/College:**

08118 The Eli Broad College of Business

2. Name of Program:

Specialization in Entrepreneurship

3. Name of Degree:

SPCU

4. Type of Program:

Other Specialization

5. Effective Start Semester:

Fall 2007

6. Target student audience for the program:

Juniors and seniors

7. Enrollment:

What is the expected enrollment per year:

60

What is the minimum enrollment acceptable:

40

8. Source of budget for the program:

Internal

9. Projected Costs as compared to other programs in unit:

Higher

10. Staff requirement:

How many additional staff will be required:

0

Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):

Courses in the specialization will be taught by Broad school faculty. Local entrepreneurs will also be involved, working with students in a project-based capstone course.

11. Will additional equipment be required:**Approximate cost:**

0

Source of funding:

12. Will additional library materials be required:

Approximate cost:

0

Source of funding:

13. Will additional space be required:

Type:

Approximate amount:

14. Detailed Description:

Specialization in Entrepreneurship
Detailed Description

Expanding the opportunity for students to develop skills in entrepreneurship is critical to the economic development of Michigan. Entrepreneurial firms are a core element in the economic development of societies. In the United States, more than two thirds of new jobs are created in small, entrepreneurial firms, and over 40% of the nation's GDP is produced by small, entrepreneurial firms. The development of entrepreneurial firms also facilitates the diversification of and regeneration of the business profile of a region.

However, entrepreneurial firms also suffer from a high failure rate. Research indicates that over half of new businesses fail within five years and fewer than 40% of entrepreneurial firms generate profits over their lifespan. The primary reasons for these failures are managerial incompetence, lack of experience, and financial mismanagement.

This specialization is designed to develop the skills of future entrepreneurs to increase their chances of success and for improving the economic climate of the State of Michigan. Education in entrepreneurship has been shown to dramatically increase the likelihood of organizational success, with some studies indicating that entrepreneurially trained founders have an 80-90% success rate.

This specialization also fits well with the mission and purpose of the Eli Broad College of Business. The mission of the Broad College is in part to "excel in the education and development of business leaders." This specialization allows us to extend the range of business leaders we develop to more specifically include those who wish to start their own businesses or take a leadership role in existing entrepreneurial firms. The program is also unique in that no other major or specialization at Michigan State is designed to specifically develop the entrepreneurial skills of MSU students. This specialization also leverages the resources of the Broad College of Business, including faculty expertise in the area of small and entrepreneurial business as well as relationships the school has built with entrepreneurial firms in the region.

The specialization in entrepreneurship will be managed within the Broad College of Business and would not require a new administrative unit or any additional overhead. The specialization will be offered to business school majors, and their advisement and record keeping will be processed by existing personnel.

Specialization in Entrepreneurship

The Specialization in Entrepreneurship allows students to develop the knowledge and skills necessary to take a leadership role in small and entrepreneurial businesses. Students in this specialization will be able to gain a broad knowledge of entrepreneurial business issues built upon entrepreneurially-focused research in the core business disciplines, including accounting, business law, finance, management, and marketing. The program includes both foundational coursework as well as experiential assignments in which the students work with entrepreneurs to solve real business decisions. This specialization will help broaden the students' perspective beyond corporate management and enhance their employment prospects by increasing their attractiveness to entrepreneurial firms.

Requirements:

To complete the specialization, the students must take at least 12 credit hours of courses that are designated as entrepreneurship courses. Students must maintain a minimum grade point average of at least 2.0 within these courses to meet specialization requirements.

Students must take the following two courses:

MGT 352: Entrepreneurship: New Venture Process 3

- The introductory course: focusing what it means to be an entrepreneur, developing a business idea, and managing and growing an entrepreneurial firm

MSC 480: Entrepreneurship Capstone Experience 3

- The capstone course: a team-based experiential course where students will work with actual entrepreneurs to solve real problems that entrepreneurial firms face.

Students must also take at least two of the following courses:

GBL 467: Emerging Enterprise Law 3

ACC 333: Taxation and Accounting for the Entrepreneur 3

MSC 355: Entrepreneurship: Strategic Market ^{ing} Planning and Launch 3

FI 444: Entrepreneurial Finance 3

ITM 322: Technological Entrepreneurship 3

Restrictions

This specialization is available to undergraduate students enrolled in the Eli Broad College of Business in any major other than Hospitality Business. Students outside the College of Business may not earn this specialization

Assessment

Student Knowledge

Students will be assessed during and at the end of the conclusion of each course through examinations, papers, and other appropriate assessment methods.

The skills and knowledge of the students will also be assessed in the capstone course that will integrate the knowledge

the students have learned in their functional courses. As part of this course, the students will complete a team-based project in which they work with an entrepreneur to address a current issue his or her firm is facing. The assessment of the student group's resulting paper and presentation will provide an opportunity to assess their aggregate knowledge.

Program

Graduates of the specialization will be surveyed three years following graduation to provide feedback on the appropriateness of the specific requirements of the specialization and solicit input regarding improvements. After the initial survey, additional surveys will be conducted at five-year intervals.

DEPARTMENT LEVEL APPROVAL STATUS

Approved by: The Eli Broad College of Business
2/12/2007 11:06:02 AM by Sue Polhamus for Michael A. Mazzeo, Acting Associate Dean

COLLEGE LEVEL APPROVAL STATUS

Approved by: Eli Broad College of Business and The Eli Broad Graduate School of Management
4/27/2007 3:49:04 PM by Cindy Kindel for Michael A. Mazzeo, Acting Associate Dean

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The faculty of The Eli Broad College of Business and The Eli Broad Graduate School of Management at Michigan State University is dedicated to continuous quality improvement in all of its activities. To that end, the faculty has adopted the following:

Core Vision

To be globally recognized for creating and disseminating leading-edge knowledge for business students, leaders and professionals.

Mission Statement

The mission of the Eli Broad College of Business and the Eli Broad Graduate School of Management at Michigan State University is to excel in the education and development of business leaders and in the creation and dissemination of knowledge, leading to national and international prominence for our core businesses: MBA programs, undergraduate programs, research and doctoral programs, and executive programs.

UNDERGRADUATE PROGRAMS

Undergraduate students are required to complete a core curriculum that exposes them to diverse subjects and develops a well-rounded business background. Within the undergraduate program, area requirements include writing, mathematics, integrative studies, basic disciplines and functional fields in business, and elective courses enhancing a student's course of study. An important component of the business curriculum is the major field of concentration, which is selected by each student upon admission to the Broad College. Students are strongly encouraged to meet with their academic advisor to discuss major fields of concentration, electives, study abroad, community service, work experience and leadership development opportunities.

Students completing undergraduate programs in the Broad College receive the Bachelor of Arts degree.

Freshmen

Individuals meeting the general University requirements for admission shown in the *Undergraduate Education* section of this catalog are enrolled in the Undergraduate University Division, but may declare a major preference in the Broad College.

Admission as a Junior in Business Administration

Enrollment in the Broad College of Business is limited, and admission to the College is competitive. Criteria for admission are listed below.

1. Completion of 56 credits.
2. Completion of the following core courses:
 - a. Mathematics 103 or 124.
 - b. Economics 201 or 202.
 - c. Accounting 201
 - d. Accounting 202 or Computer Science and Engineering 101 or second Economics from 2. b.
3. A student must declare a business major preference by April 15 for Fall semester admission or November 15 for Spring semester admission.
4. Admission decisions are based primarily on cumulative University grade-point average and grades in every completed core course listed above. Academic and non-academic factors and experiences will also be con-

sidered. Students seeking admission should contact the Eli Broad College Undergraduate Academic Services Center.

Admission as a Junior in Hospitality Business

For information about the admission requirements for the Bachelor of Arts degree in Hospitality Business, refer to the statement on *The School of Hospitality Business*.

Academic Standards and Policies

A **Policy Statement for Undergraduate Students** is mailed to each student with the notice of admission as a junior and is available in the Broad College Undergraduate Programs Advisement Center, Room 332 Eppley Center. Each student is responsible for knowing and adhering to these College policies.

In the Broad College, the student's faculty academic adviser plays a major role in developing a student's academic program. Students should discuss the major field of concentration requirements with their faculty adviser at the beginning of the junior year. It is important for each student to take a proactive approach in selecting the area of concentration. At the onset of the senior year, the student is advised to visit the Broad College Undergraduate Programs Advisement Center for a careful review of his or her progress, and to plan a program for the senior year. Responsibility for meeting graduation requirements rests with the student.

Graduation Requirements for the Bachelor of Arts Degree

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog.
 The completion of Mathematics 103 and 124 [referenced in item 2. a. below] may also satisfy the University mathematics requirement.

| | |
|--|----|
| 2. The requirements for the BUSINESS CORE PROGRAM that consists of: | 54 |
| a. All of the following courses (51 credits): | |
| ACC 201 Principles of Financial Accounting | 3 |
| ACC 202 Principles of Management Accounting | 3 |
| BUS 309 Business Information Systems and Technology | 3 |
| CSE 101 Computing Concepts and Competencies | 3 |
| EC 201 Introduction to Microeconomics | 3 |
| EC 202 Introduction to Macroeconomics | 3 |
| FI 311 Financial Management | 3 |
| GBL 395 Law, Public Policy, and Business | 3 |
| MGT 315 Managing Human Resources and Organizational Behavior | 3 |
| MGT 409 Business Policy and Strategic Management | 3 |
| MSC 300 Managerial Marketing | 3 |
| MSC 303 Introduction to Supply Chain Management | 3 |
| MSC 317 Quantitative Business Research Methods | 3 |
| MTH 103 College Algebra | 3 |
| MTH 124 Survey of Calculus with Applications I | 3 |
| STT 315 Introduction to Probability and Statistics for Business | 3 |
| One additional Economics course at the 300–400 level (3 credits). Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101. GBL 395H Law, Public Policy, and Business—Honors (W) may be substituted for General Business and Business Law 395. Accounting majors may substitute General Business and Business Law 451 for General Business and Business Law 395. Students who place into Mathematics 124 on the mathematics placement test and who complete Mathematics 124 will not be required to complete Mathematics 103. | |
| b. One of the following courses (3 credits): | |
| EC 340 Survey of International Economics | 3 |
| MSC 310 International and Comparative Dimensions of Business | 3 |
| 3. The requirements for one of the majors identified below. | |
| 4. A minimum grade–point average of 2.00 in courses in the Major Field of Concentration. | |
| 5. At least 9 credits of general elective courses outside the Broad College, Department of Mathematics, and Department of Statistics and Probability. Courses that are used to satisfy University requirements [referenced in item 1. above] and courses that are used to satisfy BUSINESS CORE PROGRAM requirements [referenced in item 2. above] may not be used to satisfy this requirement. | |

- 6. A maximum of 3 credits of internship or other work experience may be earned towards the Bachelor of Arts degree. The majors to which this requirement applies are: Finance, General Business Administration-Prelaw, General Management, Human Resource Management, Marketing, and Supply Chain Management.
- 7. A maximum of 2 credits of internship or other work experience may be earned towards the Bachelor of Arts degree in Accounting.

The majors to which the requirements that are referenced in the *Graduation Requirements for the Bachelor of Arts Degree* statement apply are listed below by the units that administer them:

- Department of Accounting and Information Systems
 - Accounting
- Department of Finance
 - Finance
 - General Business Administration—Prelaw
- Department of Management
 - General Management
 - Human Resource Management
- Department of Marketing and Supply Chain Management
 - Marketing
 - Supply Chain Management

Graduation Requirements for the Bachelor of Arts Degree in Hospitality Business

For information about the requirements for the Bachelor of Arts degree with a major in Hospitality Business, refer to the statement on *The School of Hospitality Business*.

Transfer Course Credit

The Office of Admissions evaluates transfer-course credit in business fields based on guidelines provided by the academic units in the Broad College for courses of similar content and level taken at accredited colleges and universities. Courses similar in title to those offered by the Broad College at the 300–400 level are not authorized to receive specific course credit if taken at the 100–200 level at another institution; general course credit may be granted for such courses transferred from an accredited institution. Students who request the transfer of a 300-400 level business course, must work with their academic adviser. There are restrictions on which courses may be transferred because a maximum of 9 credits and courses must be taken at an AACSB accredited institution.

Honors Study

The Broad College encourages honors students to develop distinctive undergraduate programs in the fields offered by the several departments. A member of the faculty is selected to serve as adviser to Honors College students in each major field, and it is his or her responsibility to help each student plan a rigorous and balanced program that also will reflect the student's special interests and competencies. Independent study experience is strongly encouraged when relevant to the student's total program.

Insert ①

SPECIALIZATION IN INFORMATION TECHNOLOGY

The specialization in information technology is available to students enrolled in bachelor's degree programs in the Eli Broad College of Business, the College of Communication Arts and Sciences, and the College of Engineering. These three colleges jointly offer this specialization. The Eli Broad College of Business is the primary administrative unit.

The specialization is designed to provide students with a broad, multidisciplinary understanding of the role and basic mechanics of information technology in contemporary society. Students will

SPECIALIZATION IN ENTREPRENEURSHIP

The Specialization in Entrepreneurship allows students to develop the knowledge and skills necessary to take a leadership role in small and entrepreneurial businesses. Students in this specialization will be able to gain a broad knowledge of entrepreneurial business issues built upon entrepreneurially focused research in the core business disciplines including accounting, business law, finance, management, and marketing. The program includes both foundational course work as well as experiential assignments in which students work with entrepreneurs to solve real business problems. This specialization will help broaden the students' perspective beyond corporate management and enhance their employment prospects by increasing their attractiveness to entrepreneurial firms.

The Specialization in Entrepreneurship is administered by The Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs in The Eli Broad College of Business with the exception of Hospitality Business. Students who are interested in the specialization must contact The Eli Broad College of Business.

With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree. The student's program of study must be approved by the student's academic adviser for the specialization.

Requirements for the Specialization in Entrepreneurship

| | | | CREDITS |
|---|---|---|---------|
| Students must complete the following courses and maintain a minimum grade-point average of at least 2.00 in all courses completed for the specialization. | | | |
| 1. | Complete both of the following courses (6 credits): | | |
| | MGT 352 | Entrepreneurship: New Venture Process | 3 |
| | MSC 480 | Entrepreneurship Capstone Experience | 3 |
| 2. | Complete two of the following courses (6 credits): | | |
| | ACC 333 | Taxation and Accounting for the Entrepreneur | 3 |
| | FI 444 | Entrepreneurial Finance | 3 |
| | ITM 322 | Technological Entrepreneurship | 3 |
| | GBL 467 | Emerging Enterprise Law | 3 |
| | MSC 355 | Entrepreneurship: Strategic Marketing Planning and Launch | 3 |

Upon completion of the requirements of the Specialization in Entrepreneurship, the student should contact the adviser for the specialization and request certification for the specialization. After the certification is approved by the Dean of the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

develop core competencies in their primary area of study and will broaden their horizons as they interact with others from different academic backgrounds. Students completing the specialization will be well prepared for employment in technology-oriented environments and will understand the evolving impact of information technology on society.

Admission

Students seeking admission to the specialization should contact their college-advising center. To be considered for admission, a student must have been formally accepted as a junior to a degree program in one of the participating colleges. Applicants must have completed (a) Computer Science and Engineering 101; or Computer Science and Engineering 131 or 231 and (b) Mathematics 103 or 110 or 112 or 116 or 124 or 132.

Selection will be conducted through an application process. Students are encouraged to apply at the time they reach junior standing. To apply, students need to complete an application with their respective associate dean. Admission is based on a combination of cumulative grade-point average, stated interest and experience in information technology. Students are required to provide a written statement and resume.

Requirements for the Specialization in Information Technology

Students must complete the requirements specified below (19 credits):

| | CREDITS |
|---|---------|
| 1. All of the following courses | 13 |
| CSE 240 Informatics | 3 |
| ITM 311 Systems Analysis and Design | 3 |
| ITM 444 Information Technology Project Management | 3 |
| TC 201 Introduction to Telecommunication Technology | 4 |
| 2. At least six credits from the following courses: | 6 |
| ACC 321 Accounting Information Systems | 3 |
| ADV 354 Interactive Advertising Design | 3 |
| ADV 456 Interactive Advertising Management | 3 |
| CSE 131 Technical Computing and Problem Solving | 3 |
| CSE 231 Introduction to Programming I | 4 |
| CSE 232 Introduction to Programming II | 4 |
| CSE 490 Independent Study in Computer Science | 1 to 3 |
| ITM 309 Business Information Systems and Technology | 3 |
| ITM 412 Marketing Technology and E-Commerce | 3 |
| ITM 413 Fundamentals of Data Base Information Systems | 3 |
| ITM 414 Enterprise Resource Planning Systems | 3 |
| ITM 490 Independent Study in Information Technology | 1 to 3 |
| ITM 491 Special Topics in Information Technology | 1 to 3 |
| TC 310 Basic Telecommunication Policy | 4 |
| TC 361 Data Communication | 3 |
| TC 462A Wireless Networks and Applications | 3 |
| TC 462B Teleconferencing and Computer Supported Cooperative Work | 3 |
| TC 462C Introduction to Electronic Commerce | 3 |
| TC 463 Network Design and Implementation I | 3 |
| TC 464 Network Security | 3 |

With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements of the specialization may also be used to satisfy the requirements for the bachelor's degree. In certain cases, prerequisites for specialization electives may be waived with advance approval. Students should consult with their college advising office.

Upon completion of the requirements of the Specialization in Information Technology, the student should contact the adviser for the specialization and request certification for the specialization. After the certification is approved by the Dean of the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

SPECIALIZATION IN INTERNATIONAL BUSINESS

The Specialization in International Business should be attractive to students who plan careers with an international orientation and who wish to add an international breadth to their major. The specialization is designed for students who desire to increase their understanding of various regions of the world and the global marketplace.

The Specialization in International Business is administered by The Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs in The Eli Broad College of Business with the exception of Hospitality Business. Students who are interested in the specialization must contact The Eli Broad College of Business.

With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree with the exception of the Business Core International course requirement. The student's program of study must be approved by the student's academic adviser for the specialization.

Requirements for the Specialization in International Business

CREDITS

The student must complete the requirements specified below with a grade-point average of 2.00 in all courses taken to fulfill requirements 1. and 2.:

1. One of the following course (3 credits):

| | | | |
|-----|-----|--|---|
| FI | 451 | International Financial Management | 3 |
| GBL | 460 | International Law and Business | 3 |
| MGT | 476 | Globalization and International Management (D) | 3 |
| MSC | 415 | International Marketing Management | 3 |

A course taken to fulfill this requirement may not be used to fulfill requirement 2.
2. Complete an additional 6 credits in courses selected from the following list:

| | | | |
|-----|-----|--|---|
| EC | 306 | Comparative Economic Systems | 3 |
| EC | 310 | Economics of Developing Countries | 3 |
| EC | 340 | Survey of International Economics | 3 |
| EC | 406 | Economic Analysis of Russia and the Commonwealth of Independent States | 3 |
| EC | 410 | Issues in the Economics of Developing Countries | 3 |
| EC | 412 | Economic Analysis of Latin America | 3 |
| EC | 413 | Economic Analysis of Asia | 3 |
| EC | 414 | Economic Analysis of Sub-Saharan Africa | 3 |
| EC | 440 | International Trade | 3 |
| EC | 441 | International Finance | 3 |
| FI | 451 | International Financial Management | 3 |
| GBL | 460 | International Law and Business | 3 |
| MGT | 476 | Globalization and International Management (D) | 3 |
| MSC | 310 | International and Comparative Dimensions of Business | 3 |
| MSC | 415 | International Marketing Management | 3 |

Students who select Economics 340 or Marketing and Supply Chain Management 310 to fulfill this requirement may not double-count the 3 credits from either course towards the business core international requirement at the college-level and this requirement.

3. Demonstrate competency in a foreign language equivalent to four semesters of study at the University-level. The results of the MSU foreign language placement test will be considered in determining whether or not the student has fulfilled this requirement.
4. Completion of a study abroad program (6 credits) or a pre-approved international internship (non-credit). Students who choose a study abroad program may count the credits towards their business core requirement in their major.

Upon completion of the requirements for the Specialization in International Business, the student should contact The Eli Broad College of Business and request certification for the completion of the specialization. After the certification is approved by The Eli Broad College of Business, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.