

Bachelor of Business Administration with a Major in International Business

The international business major is designed to prepare students for careers in international business. The major integrates international business topics and theories with other functional areas of business and will serve to develop students' foreign language skills; to develop their understanding of global, cultural, and political issues; and provide the experience of living in another culture.

Selected Educational Outcomes

International Business majors will

1. demonstrate basic reading and conversational skills in a language other than their native language;
2. demonstrate knowledge of cultural differences as they relate to conducting business in a global context;
3. demonstrate knowledge of basic international trade and related concepts.

Assessment of educational outcomes will be the responsibility of the faculty teaching courses in the international business curriculum. Methods used to assess the outcomes will include examinations, quizzes, oral presentations, written assignments, and projects.

Requirements for the B.B.A. in International Business

Core Curriculum		60
Core Areas A-E (See VSU Core Curriculum)		42
Area F Requirements ¹		
BUSA 2201 & BUSA 2106	Fundamentals of Computer Applications and The Environment of Business	6
ECON 2105 & ECON 2106	Principles of Macroeconomics and Principles of Microeconomics	6
ACCT 2101 & ACCT 2102	Principles of Accounting I and Principles of Accounting II	6
Senior College Curriculum		60
Senior College Core ¹		
BUSA 2000	Introduction to Business	1
BUSA 2100	Applied Business Statistics	3
ENGL 2010	Writing in the Professions	2
FIN 3350	Financial Management	3
MGNT 3250	Management and Organization Behavior	3
MKTG 3050	Introduction to Marketing	3
BUSA 4900	Business Policy	3
Required Courses for Major ¹		
IB 3000	Introduction to International Business	3
ECON 3600	International Economics	3
FIN 3650	Multinational Corporate Finance	3
MGNT 4800	International Management	3
MKTG 4680	International Marketing	3
Required Business Concentration ¹		
Select one area of concentration from ACCT, ECON, FIN, MGNT, or MKTG. From your chosen area of concentration, select any three 3000- or 4000-level courses not required above.		9
Required Cross-Cultural Studies ^{1,2}		
Select any courses from the approved list of cross-cultural courses not taken elsewhere in the curriculum. Courses from at least two different disciplines must be selected. Other courses will be allowed with the department head's approval.		9
Required Foreign Language ¹		
These 9 hours are in addition to the 3 hours required in Area C. All foreign language courses must be from the same language, through at least the 2002 level, with a "C" or better. With approval, students proficient in a foreign language may instead choose from the Cross-Cultural Studies courses or any 3000- or 4000-level business course not taken above.		9

Required Study Abroad

With approval, this requirement can be met with the Summer Study Abroad Program, semester exchange, internship abroad, or foreign living or working experience. 0

Total hours required for the degree 120

- 1 The grade in each of these courses must be a "C" or better.
- 2 This list is available from the Student Advising Center.