

# 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

Code	Title	Hours
<b>Core Curriculum</b>		60
Core Areas A-E (See VSU Core Curriculum) <sup>1</sup>		42
Area F Requirements <sup>2</sup>		18
BUSA 1105	Introduction to Business	
BUSA 2201 & BUSA 2106	Fundamentals of Computer Applications and The Environment of Business	
ECON 2106	Principles of Microeconomics	
ACCT 2101 & ACCT 2102	Principles of Accounting I and Principles of Accounting II	
International Business Major Curriculum		60
Senior College Curriculum <sup>2</sup>		21
BUSA 2100	Applied Business Statistics	3
BUSA 3100	Business Analytics	3
FIN 3350	Financial Management	3
MKTG 3050	Introduction to Marketing	3
MGNT 3250	Management and Organization Behavior	3
International Option		3
Select one of the following:		
ECON 3600	International Economics	
FIN 3650	Multinational Corporate Finance	
MGNT 4800	International Management	
MKTG 4680	International Marketing	
BUSA 2999	Career Development	0
BUSA 3999	Experiential Learning	0
BUSA 4900	Business Policy	3
Required International Business Core <sup>2</sup>		15
IB 3000	Introduction to International Business	3
Take the three courses from the following not taken above for the International Option:		9
ECON 3600	International Economics	
FIN 3650	Multinational Corporate Finance	
MKTG 4680	International Marketing	
MGNT 4800	International Management	
Required Business Concentration <sup>2</sup>		9

Select an area of concentration from ACCT, ECON, FIN, MGNT, or MKTG. In the chosen area, select any three 3000- or 4000-level courses not required above.	9
<b>Required Foreign Language <sup>2</sup></b>	<b>9</b>
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.	
<b>General Electives</b>	<b>6</b>
Electives may consist of business and/or non-business courses.	
<b>Required International Experience</b>	<b>0</b>
With approval, this requirement can be met with the Summer Study Abroad Program, semester exchange, international internship, internationally oriented service learning opportunity, or foreign living or working experience. If the student completes the required international experience with an international internship, a study abroad, or an international service opportunity, it will fulfill the BUSA 3999 requirement.	
<b>Total hours required for the degree</b>	<b>120</b>

<sup>1</sup> If ECON 2105 is taken in Area E, the grade must be a "C" or better.

<sup>2</sup> The grade in each of these courses must be a "C" or better.

<sup>3</sup> If PERS 2799 Personal Finance is not taken in Area B, it must be taken in General Electives.  
If ECON 2105 is not taken in Area E, it must be taken in General Electives, and the grade must be a "C" or better.