

**Degree Type – Bachelor of Business Administration (BBA)**  
**Degree Title – International Business**

*The International Business degree will provide students with the abilities and skills necessary to navigate a business world that is increasingly globalized.*

**STUDENT LEARNING OUTCOMES:**

1. International issues knowledge tested by participation in International Management (INTB 4361) project with country sketch, company description, and country/US comparison; ETS major field test for International Studies.
2. Quantitative/Qualitative international business knowledge assessed in exams, presentation case studies and projects in INTB courses.
3. Skills are tested, enhanced and evaluated in INTB courses with exams, presentations case studies, and projects.
4. Critical thinking skills are tested, enhanced and evaluated in INTB courses with exams, presentations case studies, and projects.
5. Integrity skills are enhanced and evaluated in INTB courses with writing assignments, projects, and simulations.
6. Information and technology skills are assessed through projects, simulations, writing assignments and exams.

**A – GENERAL EDUCATION CORE – 42 HOURS**

*Students must fulfill the General Education Core requirements.*

**Required**

**Social and Behavioral Sciences – 3 hours**

ECON 2301 Principles of Macroeconomics

**Integrative and Experiential Learning – 3 hours**

*Choose one from the following:*

INFS 2398 Information Technology for Student Success and Career Development

QUMT 2398 Decision Analytics

**B – MAJOR REQUIREMENTS – 78 HOURS (60 advanced)**

**1 – Business Core – 48 hours (30 advanced)**

**a – Business Foundation – 18 hours**

ACCT 2301 Introduction to Financial Accounting

ACCT 2302 Foundations of Managerial Accounting

INFS 2300 Data Modeling Management Tools

ECON 2302 Principles of Microeconomics

MGMT 1301 Introduction to Business

QUMT 2341 Business Statistics I

**b – Advanced Business Core – 30 hours (30 advanced)**

BLAW 3337 Business Law I

QUMT 3341 Business Statistics II

FINA 3380 Introduction to Finance

MARK 3300 Principles of Marketing

MGMT 3361 Principles of Management

MGMT 4389 Strategic Management

*Choose one (Management Information Systems):*

INFS 3390 Management Information Systems

ACCT 3326 Accounting Information Systems

*Choose one (International Business):*

ACCT 3350 International Accounting  
 ECON 3353 International Trade  
 FINA 4381 International Finance  
 INFS 3380 Global Information Technology  
 INTB 3330 International Business  
 MARK 3310 International Marketing  
 MGMT 4311 International Management

*Choose one (Ethics):*

ACCT 4350 Ethics for Accountants  
 MARK 3330 Business Ethics and Corporate Social Responsibility  
 MGMT 4304 Business and Society

*Choose one (Business Communications):*

COMM 3313 Business and Technical Communication  
 MARK 3320 Personal Branding and Communication  
 MGMT 3335 Communication Policy and Strategy

**2 – International Business Core – 30 hours (30 advanced)****a – International Business Foundation – 24 hours (24 advanced)**

INTB 3331 International Law  
 MARK 3310 International Marketing  
 ACCT 3350 International Accounting  
 INFS 3380 Global Information Technology  
 ECON 3353 International Trade  
 FINA 4381 International Finance and Economics  
 MGMT 4311 International Management  
 MARK 4350 Marketing Research

**b – International Business Electives – 6 hours (6 advanced)***Choose from:*

INTB 4393 Topics in International Business  
 MARK 4361 International Competitiveness  
 MARK 3321 Hispanic Marketing  
 MARK 4331 Multicultural Markets  
 MARK 4341 Business in Asia  
 MARK 4351 Business in Latin America

**TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS****TOTAL ADVANCED HOURS – 60 HOURS****ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:****Admission requirements**

1. Student must complete all 18 hours of Business Foundation Courses, and a minimum of 15 General Education Courses including ECON 2301, before applying to CoBE.
2. Grades of 'C' or better in all Business Foundation courses.
3. Grade of 'C' or better in ECON 2301.
4. A minimum 2.5 GPA in combined General Education Core & Business Foundation completed coursework.

**Progression requirements**

Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) BBA-applicable courses in order to earn program credit towards this major. Students must maintain a minimum 2.5 GPA.

**Graduation requirements**

Students must have:

1. A minimum 2.5 GPA in combined Advanced Business Core & International Business Core coursework.
2. An overall minimum 2.5 GPA required.
3. In addition to the graduation requirements listed in the UTRGV 2015-2017 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV Department of Writing and Language Studies, and/or up to six credit hours of college-level language coursework.