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.