

# INTERNATIONAL BUSINESS CONCENTRATION, BACHELOR OF BUSINESS ADMINISTRATION - INTB

## Major Requirements (54 hours)

| Code                  | Title   | Credits   |
|-----------------------|---|-----------|
| <b>Required</b>       |   |           |
| BUAD 201              | Principles of Financial Accounting <sup>1</sup>             | 3         |
| BUAD 202              | Principles of Managerial Accounting <sup>1</sup>            | 3         |
| BUAD 221              | Principles of Management <sup>1</sup>                       | 3         |
| BUAD 231              | Principles of Marketing <sup>1</sup>                        | 3         |
| ECON 251              | Principles of Macroeconomics <sup>1</sup>                   | 3         |
| ECON 252              | Principles of Microeconomics <sup>1</sup>                   | 3         |
| BUAD 312              | Principles of Finance                                       | 3         |
| BUAD 341              | Statistical Applications                                    | 3         |
| BUAD 344              | Business Law I  | 3         |
| BUAD 346              | Business & Organizational Ethics                            | 3         |
| BUAD 347              | Business Analytics  | 3         |
| BUAD 446              | Strategic Management  | 3         |
|                       | Select one 300/400 level BUEC course                        | 3         |
| <b>Other Required</b> |   |           |
| MATH 114              | Introduction to Statistics                                  | 3         |
| <b>Concentration</b>  |   |           |
|                       | Select at least 12 hours in of the following Concentration: | 12        |
|                       | International Business Concentration (p. 1)                 |           |
| <b>Total Credits</b>  |   | <b>54</b> |

<sup>1</sup> A cumulative grade point average of 2.5 in the following six courses. Students are not allowed to retake courses in which they have received a grade of "C" or better in order to achieve the 2.5 requirement. Only courses with a grade of "C-" or below must be retaken. All grades are figured into the requirement. The calculation includes only SMC grades. No grade received outside SMC is included in the calculation.

## International Business Concentration

| Code     | Title                                | Credits |
|----------|--------------------------------------|---------|
| BUAD 390 | Topics in Business (approved topics) | 1-3     |
| BUAD 416 | International Financial Management   | 3       |
| BUAD 422 | International Management             | 3       |
| BUAD 433 | Global Digital Marketing             | 3       |
| ECON 354 | Economic Development                 | 3       |
| ECON 452 | International Trade and Finance      | 3       |

## Advanced Writing Proficiency

To satisfy the Department of Business Administration and Economics Advanced Writing Proficiency requirement students must demonstrate writing proficiency in their chosen disciplines. This requires students to compile a portfolio of three items: a completed LinkedIn profile, accepted

comprehensive project paper, and a reflection essay regarding personal lessons gleaned from team work on the comprehensive project.

## Senior Comprehensive

### B.A. in Economics

The Comprehensive Project in Economics requires successful completion of a major research paper as part of ECON 495 Senior Economics Seminar.

### B.B.A.

The Comprehensive Project utilizes a case study format working with faculty mentors. It provides teams of students with an integrative group learning experience and tests technical competencies, problem solving and strategic analysis skills, an awareness of ethical issues, communication and interpersonal skills, and quantitative skills. The case also requires the team to consider international and intercultural ramifications. The project culminates with written and oral presentations to department faculty and peers.