

GENERAL BUSINESS (BBA) - INTERNATIONAL BUSINESS TRACK

Program Overview

The BBA in General Business - International Business (IB) track is available in person and online. It provides students with the knowledge, skills, and experience necessary for a successful career in the global business environment. Students in international business study the business practices of other nations and learn about the international aspects of finance, management, marketing, cultural and legal issues, and logistics. The IB program is unique in that it combines preparation in business administration with foreign language training, area studies, and a meaningful overseas work or study experience.

Career Opportunities

International Business graduates can pursue opportunities for employment by multinational corporations, businesses involved in foreign trade, government/public institutions, and international nonprofit organizations. Examples of job positions include:

- Foreign Trade Consultant/Specialist
- Global Sourcing Specialist
- Human Resources Specialist
- Import/Export Administrator/Specialist
- International Account Representative
- International Business Development Manager
- International Financial Analyst
- International Marketing Specialist
- International Product/Brand Manager
- International Purchasing Agent

Program of Study Core Requirements

Code	Title	Credit Hours
BBA Core		
Minimum grade of C is required ¹		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making	3
	or MISM 3116 Business Analytics II	
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement	0
BUSA 4185	Strategic Management	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
BBA Core total		27

¹ Minimum grade of C is required in your major's prerequisite course and BUSA 4185 Strategic Management

Major Requirements

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		45
Core Total		45
Field of Study Requirements		
Minimum grade of C is required		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2100	Introduction to Information Systems in Business	3
BUSA 2115	Introduction to Business	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Field of Study Requirements Total		18
BBA Program Requirements		
Minimum 2.0 GPA is required		
Minimum grade of C is required in your major's prerequisite course		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making	3
	or MISM 3116 Business Analytics II	
BUSA 3126	Business Law	3
BUSA 3135	International Business (minimum grade of C required)	3
BUSA 4000	Business Professional Exit Requirement (taken in last semester)	0
BUSA 4185	Strategic Management (taken in last semester) (minimum grade of C required)	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BBA Program Requirements Total		27
Major Requirements		
Minimum grade of C is required		
ECON 3165	Global Economic Issues	3
FINC 3115	Corporate Financial Analysis	3
MGMT 3135	Human Resource Management	3
MGMT 4116	International Management	3
MISM 3118	Global e-Business	3
	or FINC 3156 Principles of International Finance	
MKTG 3135	Consumer Behavior	3
MKTG 4145	International Marketing	3
Major Requirements Total		27
Major Electives		

Select 6 credits of electives from ACCT/BUSA/ MISM/ECON/ ENTR/FINC/FTA/ MGMT/MKTG 3***/4***	Elective	6
Major Electives Total		
General Electives		
Unrestricted Electives 1***/2***/3***/4***	Elective	6
General Electives Total		
Total Credit Hours		129

¹ Students will not be allowed to take Area G courses until this requirement is met.

Program Map

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1101	English Composition I (minimum grade of C)	3
MATH 1111	College Algebra (or higher) (minimum grade of C)	3
AREA D	Non-Lab Science	3
ECON 2105	Principles of Macroeconomics (minimum grade of C)	3
BUSA 2115	Introduction to Business (minimum grade of C)	3
Credit Hours		15
Spring		
ENGL 1102	English Composition II (minimum grade of C)	3
AREA D	Math/Science/Technology	3
AREA D	Lab Science	4
Area B2	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
BUSA 2100	Introduction to Information Systems in Business	3
By the end of spring, students should have 30 or more hours and have completed Area A requirements		
Credit Hours		15
Second Year		
Fall		
Area B1	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
AREA E	Behavioral Science	3
AREA C	Fine Arts	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3

HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
PEDS Elective		1
Credit Hours		16
Spring		
AREA C	Humanities	3
AREA E	World Culture	3
ACCT 2102	Principles of Accounting II (minimum grade of C)	3
ECON 2106	Principles of Microeconomics (minimum grade of C)	3
POLS 1101	American Government	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2

At the end of spring, 63 hours (Areas A-Wellness) should be complete

Credit Hours		17
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Third Year		
Fall		
BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3
BUSA 3135	International Business (minimum grade of C) (minimum 2.0 GPA)	3
MGMT 3115	Principles of Management (minimum grade of C) (minimum 2.0 GPA)	3
MKTG 3115	Principles of Marketing (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 3126	Business Law (minimum 2.0 GPA)	3

Credit Hours		15
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Spring		
BUSA 3116 or MISM 3116	Managerial Decision Making (minimum 2.0 GPA) or Business Analytics II	3
MISM 3115	Principles of Information Systems Management (minimum 2.0 GPA)	3
FINC 3105	Principles of Finance (minimum grade of C) (minimum 2.0 GPA)	3
MKTG 3135	Consumer Behavior (minimum grade of C)	3
AREA I	Business Elective (3000 or 4000 level) (minimum 2.0 GPA) ¹	3

Credit Hours		15
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Fourth Year		
Fall		
FINC 3115	Corporate Financial Analysis (minimum grade of C)	3
MGMT 3135	Human Resource Management (minimum grade of C)	3
MGMT 4116	International Management (minimum grade of C)	3
MISM 3118 or FINC 3156	Global e-Business (minimum grade of C) or Principles of International Finance	3
AREA I	General Elective (foreign language suggested) (minimum 2.0 GPA)	3

Credit Hours		15
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Spring

BUSA 4185	Strategic Management (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 4000	Business Professional Exit Requirement (minimum 2.0 GPA)	0
MKTG 4145	International Marketing (minimum grade of C)	3
ECON 3165	Global Economic Issues (minimum grade of C)	3
AREA I	Business Elective (3000 or 4000 level) (minimum 2.0 GPA) ¹	3
AREA I	General Elective (Foreign Language suggested) (minimum 2.0 GPA)	3
Credit Hours		15
Total Credit Hours		123

¹ Business Elective Options for IB concentration:

- BUSA 3555 Selected Topics in Business
- 2001 level or higher Foreign Language course
- any 3000 or 4000 level business course (ACCT/BUSA/ECON/FINC/MGMT/MISM/MKTG)

Admission Requirements

There are no program specific admission requirements.

Additional Program Requirements

All students must earn C or better in Area F, C average in Area G, C or better in Area H, and a C average in Area I business electives.