
























INTERNATIONAL BUSINESS, B.B.A.


 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

Major

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

Code	Title	Credit Hours
Core Curriculum		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201 	Introductory Psychology (CT)	3
ACC 215  	Accounting Principles (CT)	3
<i>Core 2</i>		
ENG 101 	Beginning Composition	3
ENG 201 	Advanced Composition	3
CMM 207  	Bus & Prof Communication	3
STA 150 	Foundations of Statistics	3
STA 150L	Foundations of Statistics Lab	1
Natural/Physical Science		4
Humanities		3
PSY 201 	Introductory Psychology (CT)	3
Fine Arts		3
<i>Additional University Requirements</i>		
ENG 204 	Writing for the Workplace (Writing Intensive)	3
MGT 460 	Strategic Management (Writing Intensive)	3
ECN 460 	Economic of Dev Countries (Multicultural or International)	3
FIN 475 	Intl Business Strategies (Capstone)	3
College-Specific		
ENG 204 	Writing for the Workplace	3
ACC 215  	Accounting Principles (CT)	3
ACC 216	Principles of Accounting	3
ECN 250 	Principles Microeconomics	3
ECN 253 	Principles Macroeconomics	3
FIN 323 	Principles of Finance	3
LE 207	Legal Environ of Business	3
ECN 420 	International Trade	3
MIS 200 	Bus Computer Applications	3
MIS 290 	Prin Management Info Systems	3
MGT 218 	Business Quantitative Methods	3
MGT 320	Principles of Management	3
MGT 460 	Strategic Management	3
MKT 340	MKT Concepts and Applications	3

Communication Studies Elective:		
Select one of the following:		3
CMM 302	Professional Presentations	
CMM 308	Persuasive Communication	
CMM 315	Group Communication	
CMM 319	Superior-Subordinate Comm	
CMM 322 	Intercultural Communication	


Major-Specific

ECN 420  	International Trade	3
ECN 421  	Global Macroeconomic Analysis	3
FIN 343	Intermediate Financial Manage	3
FIN 440 	International Fin Management	3
MGT 445 	International Management	3
MGT 478	Import Export Management	3
MKT 371 	International Marketing	3
FIN 475 	Intl Business Strategies	3
ECN 460 	Economic of Dev Countries	3
Free Elective		3
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Free Elective		3

Major Information


























- The total number of free electives required depends on the number of hours completed in STA 150 Foundations of Statistics or STA 150B Foundations of Stats-Expanded and ENG 101 Beginning Composition or ENG 101P Beginning Composition Plus and the number of hours that can be double-counted toward multiple degree requirements.
- FIN 475 Intl Business Strategies is the capstone course for all IB majors. It can only be taken during the senior year after all prerequisites are met.
- ECN 460 Economic of Dev Countries must be taken to meet the International Business Elective.
- Please check with advisor about course offerings. Not all classes will be offered every semester.

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Four Year Plan

The Department of Finance, Economics and International Business offers a Bachelor of Business Administration degree (BBA) in International Business. International Business focuses on cross-border commerce and the legal requirements and trade regulations in the country where you are doing business. You will learn to understand the competitive global landscape of business and understand the impact international trade has on domestic and foreign markets.

Course	Title	Credit Hours	Fourth Year		
First Year			First Semester		
First Semester			ECN 421  	Global Macroeconomic Analysis 3	
FYS 100	First Yr Sem Critical Thinking	3	ECN 460 	Economic of Dev Countries 3	
ENG 101 	Beginning Composition	3	FIN 440 	International Fin Management 3	
STA 150 	Foundations of Statistics	3	Free Elective	3	
STA 150L	Foundations of Statistics Lab	1	Free Elective	3	
PSY 201  	Introductory Psychology (CT)	3	<hr/>		
MIS 200	Bus Computer Applications	3	Credit Hours	15	
UNI 100	Freshman First Class	1	Second Semester		
Credit Hours		17	FIN 475 	Intl Business Strategies 3	
Second Semester			MGT 460 	Strategic Management 3	
LE 207	Legal Environ of Business	3	MGT 478	Import Export Management 3	
ECN 250 	Principles Microeconomics	3	Free Elective	3	
CMM 207  	Bus & Prof Communication	3	<hr/>		
Physical or Natural Science		4	Credit Hours	12	
Fine Arts		3	Total Credit Hours 120		
Credit Hours		16			
Second Year					
First Semester					
ACC 215  	Accounting Principles (CT)	3			
ECN 253 	Principles Macroeconomics	3			
ENG 201 	Advanced Composition	3			
Free Elective		3			
CMM Studies Elective		3			
Credit Hours		15			
Second Semester					
ACC 216	Principles of Accounting	3			
MGT 218 	Business Quantitative Methods	3			
ENG 204 	Writing for the Workplace	3			
Free Elective		3			
Humanities		3			
Credit Hours		15			
Third Year					
First Semester					
FIN 323 	Principles of Finance	3			
MGT 320	Principles of Management	3			
MKT 340	MKT Concepts and Applications	3			
MIS 290 	Prin Management Info Systems	3			
Free Elective		3			
Credit Hours		15			
Second Semester					
ECN 420  	International Trade	3			
MKT 371 	International Marketing	3			
FIN 343	Intermediate Financial Manage	3			
MGT 445 	International Management	3			
Free Elective		3			
Credit Hours		15			