



# 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.

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/>.

## Course Requirements

Code	Title	Credit Hours
<b>Core Curriculum</b>		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201 	Introductory Psychology (CT)	3
ACC 215  	Intro Financial Accounting(CT)	3
<i>Core 2</i>		
ENG 101 	Beginning Composition	3
ENG 201 	Advanced Composition	3
CMM 207 	Business Communication	3
		
STA 150  	Foundations of Statistics	3
STA 150L 	Foundations of Statistics Lab	1
Core II Natural/Physical Science		
Core II Humanities		
PSY 201 	Introductory Psychology (CT)	3
Core II Fine Arts		
<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
<b>College-Specific</b>		
ENG 204	Writing for the Workplace	3
ACC 215  	Intro Financial Accounting(CT)	3
ACC 216	Intro Managerial 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
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	Communication in Groups	
CMM 319	Leadership Dynamics	
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
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.

 - General Education Course

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## Semester 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.

**First Year****First Semester**

FYS 100	First Yr Sem Critical Thinking	3
ENG 101	Beginning Composition	3
STA 150	Foundations of Statistics	3
STA 150L	Foundations of Statistics Lab	1
PSY 201	Introductory Psychology (CT)	3
MIS 200	Bus Computer Applications	3
UNI 100	Freshman First Class	1

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**Credit Hours** **17**

**Second Semester**

Free Elective		3
ECN 250	Principles Microeconomics	3
CMM 207	Business Communication	3
	Core II Physical or Natural Science	4
	Core II Fine Arts	3

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**Credit Hours** **16**

**Second Year****First Semester**

ACC 215	Intro Financial Accounting(CT)	3
ECN 253	Principles Macroeconomics	3
ENG 201	Advanced Composition	3
LE 207	Legal Environ of Business	3
CMM Studies Elective		3

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**Credit Hours** **15**

**Second Semester**

ACC 216	Intro Managerial Accounting	3
MGT 218	Business Quantitative Methods	3
ENG 204	Writing for the Workplace	3
Free Elective		3
Core II Humanities		3

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**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

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**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

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**Credit Hours** **15**

**Fourth Year****First Semester**

ECN 421	Global Macroeconomic Analysis	3
ECN 460	Economic of Dev Countries	3
FIN 440	International Fin Management	3
Free Elective		3
Free Elective		3

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**Credit Hours** **15**

**Second Semester**

FIN 475	Intl Business Strategies	3
MGT 460	Strategic Management	3
MGT 478	Import Export Management	3
Free Elective		3

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**Credit Hours** **12**

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**Total Credit Hours** **120**