

B.S. BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS

Students in the International Business concentration study the international dimensions of managerial decision-making including world economies, international trade theories, tariffs, quotas and other trade issues, global strategic planning, cross-cultural management, international market entry, international human resource management, international organization strategy, international logistics, import/export operations, currency exchange, and international financial management. Current developments in global economics, finance, marketing and exporting-importing are emphasized.

In addition to the learning outcomes of the B.S. Business Administration degree, this concentration requires students to utilize cross cultural literacy in the analysis of foreign political, economic, and legal systems.

Concentration in International Business

BA 271	Risk Management	Replaces Open Elective	3
BA 429	Competitive Intelligence	Replaces Open Elective	3
BA 434	International Finance	Replaces Business-Related Elective	3
BA 437	International Marketing	Replaces Business-Related Elective	3
BA 438	Export-Import Procedures	Replaces Business-Related Elective	3
BA 475	E-Business and E-Commerce for Managers	Replaces Open Elective	3
or MK 322	Social Media Marketing		
SY 222	Cultural Anthropology	Replaces Open Elective	3
Total Hours			21