

B.S. BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS/ M.B.A.

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. Students must also achieve the learning outcomes of the MBA degree.

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
Graduate Business Courses			
BA 600	Research Methods in Business and Education		3
BA 605	Management Communications		3
BA 625	Global Strategic Management		3
BA 642	Leadership in Business and Professions		3
BA 643	Strategic Change Management		3
Choose one of the following:			3
BA 621	Marketing Management		
BA 712	Strategic Marketing for Nonprofit Organizations		
BA 720	Advanced Sales and Marketing in Hospitality		
BA 754	Strategic Selling		
Graduate Business Electives			12
Total Hours			51