

GENERAL BUSINESS (BBA) - INTERNATIONAL BUSINESS TRACK

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
Technology, Mathematics, and Sciences	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
Technology, Mathematics and Sciences	Math/Science/Technology	3
Technology, Mathematics, and Sciences	Lab Science	4
Institutional Priorities	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 English Composition I and II as well as math (Mathematics and Quantitative Skills) requirements		
Credit Hours		15
Second Year		
Fall		
Institutional Priorities	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
Social Sciences	Behavioral Science	3
Arts, Humanities, and Ethics	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
Health and Wellness	PEDS Elective	1
Credit Hours		16

Spring

Arts, Humanities, and Ethics	Humanities	3
Social Sciences	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 (all of the core plus Field of Study Requirements) should be complete

Credit Hours 17

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

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
General Electives	Business Elective (3000 or 4000 level) (minimum 2.0 GPA) ¹	3

Credit Hours 15

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
General Electives	General Elective (foreign language suggested) (minimum 2.0 GPA)	3

Credit Hours 15

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

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MKTG 4145	International Marketing (minimum grade of C)	3
ECON 3165	Global Economic Issues (minimum grade of C)	3
General Electives	Business Elective (3000 or 4000 level) (minimum 2.0 GPA) ¹	3
General Electives	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)