

# BUSINESS ADMINISTRATION, INTERNATIONAL BUSINESS, BS

## Program Description

A major in international business is intended to develop a student's ability to meet the challenges of the global business environment. In addition to providing the fundamental foundations of all business functional areas, the major teaches the student to identify and develop appropriate solutions to situations that are unique to conducting business in the global environment. The international business major provides the student with an understanding of international business by providing upper-level courses in international economics, international marketing, cultural differences, politics and foreign languages. Students will also participate in an approved international experience which will involve either study abroad, work experiences, or internships.

## Program Learning Outcomes

- International Business Knowledge – Apply international business knowledge in the areas of management, marketing, economics, and business law.
- Cultural Systems – Analyze how cultural, economic, geographical and political paradigms impact ethical issues in various international business decision processes.
- Synthesis – Evaluate nature, significance and context of managerial activities as undertaken by leadership in various organizations in international business contexts.
- Critical Thinking – Work in teams, use critical thinking to analyze and solve problems and effectively communicate legal issues pertaining to international business law and international business operations.
- International Marketing, Culture and Communication – Function effectively in situations characterized by cultural diversity. This includes awareness of own cultural intelligence and awareness of the cultural intelligence of others.
- Business Knowledge – Apply knowledge of business core subjects.
- Professional Skills – Apply skills in research, communications and critical thinking.

## Degree Requirements

Code	Title	Hours
<b>Common Professional Component</b>		
ACTG 132	Principles of Accounting I	4
ACTG 133	Principles of Accounting II	4
BUSN 121	Introduction to Business	3
BUSN 211	Business Statistics	3
BUSN 231	Business Communications	3
BUSN 350	Business Law I	3
BUSN 403	Business, Government & Society	3
BUSN 466	Business Policy	3
ECON 201	Principles Macroeconomics	3
ECON 202	Principles Microeconomics	3
FINC 341	Managerial Finance	4
MGMT 280	Intro Management Info Systems	3

MGMT 360	Management Concepts & Apps	3
MGMT 371	Operations/Business Analytics	3
MRKT 281	Marketing Principles/ Strategy	3

### Major Requirements

BUSN 101	Freshman Seminar	1
ECON 408	International Economics	3
INTB 289	Competing-Global Marketplace	3
INTB 375	International Business Law	3
INTB 420	International Comparative Mgmt	3
INTB 486	International Marketing	3
MATH 111	College Algebra	3

Select one of the following International Experience courses: 3

BUSN 399	Internship in (Select one of the following International Experience)	
INTD 310	Foreign Study	
INTD 410	Foreign Study	

Regional Electives 3-4

Language Electives 8

Free Electives <sup>1</sup>

**Total Hours 81-82**

<sup>1</sup> Free Electives to reach 124 credits

**General Education:** All LSSU bachelor's degree candidates must complete the LSSU General Education Requirements.

**A minimum of 124 credits (at the 100 level or higher) must be earned for graduation with a cumulative gpa of 2.00 or higher. A gpa of 2.00 or higher is also required in your Major, as well as in your General Education Requirements.**