

INTERNATIONAL BUSINESS, CONCENTRATION

The international business curriculum is designed to equip graduates with skills suitable for employment at international and global enterprises. A student would understand advantages and challenges of doing business globally, understand different cultures, and be able to perform business tasks in a different cultural and professional environment.

Student Learning Outcomes for the International Business Concentration

Upon completion of the concentration in international business, students will be able to do the following:

- Critically assess costs and benefits of doing business internationally.
- Demonstrate familiarity with international business practices and select strategies suitable for firms entering and operating in global markets.
- Assess the impact of international business activities on functional departments within a firm.
- Identify risks associated with global operations and strategies for managing those risks.
- Demonstrate the ability to manage cultural and ethical challenges related to international business.
- Apply multicultural constructs to business tasks.

Concentration Requirements

The following courses are required for the international business concentration:

Code	Title	Hours
BU 356	Cross-Cultural Management	3
BU 368	International Marketing	3
BU 457	Multinational Enterprise Practices	3
EC 410 or BU 477	International Economics International Finance	3
Additional graded upper-division elective hours in accounting, business, business data analytics, or economics		12
Select one of the following:		3-6
BU 406	International Business and Entrepreneurial Experience ¹	
University-approved study abroad or an international internship ¹		
Six credit hours of course work in one of the modern foreign languages at the intermediate level or above		
Total Hours		27-30

¹ Credits earned may be counted to fulfill the twelve additional upper-division elective hours in accounting, business, or economics requirement.

Note: Courses taken to fulfill the requirements of the international business concentration cannot be used to simultaneously meet the

Global Dynamics Requirement (GDR) for the BBA degree. Therefore, a student seeking a BBA degree with a concentration in international business will have to take the total of five courses with international content. While most students will use BU 355 International Business to meet the GDR, students who have already met the GDR by taking EC 410 International Economics or BU 477 International Finance will be required to take either the other course from that pair or BU 355 International Business. BU 406 International Business and Entrepreneurial Experience cannot be used to meet the GDR, but can be used as a business elective.