



International Business A.B.

Curriculum Code: 0240

Effective: Fall 2019 – Summer 2024

Description

International business managers plan, organize, and control projects from start to finish for businesses and organizations with international connections. They help their company achieve its goals in differing cultural and governmental situations. Graduates of this program may work for a variety of organizations and businesses, both in this hemisphere and overseas. Knowledge of a foreign language and a technical or business specialty increases one's employability. This degree can be completed entirely online. Not all courses in this program transfer to all colleges. Students planning to transfer should see an academic advisor before enrolling in any course.

Contact Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1522, or the Academic Advising Department, Gannon Building - StarZone, telephone number 517-483-1904.

General Education Core Courses, Recommended Choices

(For the full list of options, see [General Education Core](#))

- Communication – *Select one*
COMM 110, Communication in the Workplace, 3 credits / 3 billing hours
COMM 130, Fund of Public Speaking, 3 credits / 3 billing hours

- Global Perspective and Diversity – *Select one*
GEOG 200, World Regional Geography, 4 credits / 4 billing hours
HUMS 213, World Civilizations to 1600, 4 credits / 4 billing hours
HUMS 214, World Civilizations from 1600, 4 credits / 4 billing hours
POLS 270, International Relations, 3 credits / 3 billing hours

- Math – *Select one*
MATH 119, Math Applications for Living, 4 credits / 4 billing hours
MATH 120, College Algebra, 4 credits / 4 billing hours

- Science – *Select one*
BIOL 120, Environmental Science, 4 credits / 6 billing hours
PHYS 120, The Art of Physics, 4 credits / 5 billing hours

- Writing – *Select one*
ENGL 121, Composition I, 4 credits / 4 billing hours
ENGL 127, Business Writing, 3 credits / 3 billing hours
ENGL 131, Honors Composition I, 4 credits / 4 billing hours

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 210	Principles of Financial Accg	4 / 4
BUSN 118	Introduction to Business	3 / 3
BUSN 201	International Business	3 / 3
CITF 110	Intro Computer Info Systems	3 / 3
ECON 201	Principles of Economics-Micro	4 / 4
ECON 202	Principles of Economics-Macro	4 / 4
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 200	Principles of Marketing	3 / 3

Program of Study Required Courses, Limited Choice – *Select three courses, a minimum of nine credits*

Course Code	Course Title	Credit / Billing Hours
ACCG 211	Principles of Managerial Accg	4 / 4
ENGL 122	Composition II	4 / 4
LEGL 215	Business Law-Basic Principles	3 / 3
MGMT 225	Principles of Mgmt/Leadership	3 / 3
MGMT 231	Developing and Leading Teams	3 / 3
MKTG 210	Marketing on the Internet	3 / 3
MKTG 235	Marketing Internship	3 / 3

Program of Study Required Courses, Limited Choice – Foreign Language I – *Select one*

Course Code	Course Title	Credit / Billing Hours
FREN 121	Elementary French I	4 / 4
GRMN 121	Elementary German I	4 / 4
JAPN 121	Elementary Japanese I	4 / 4
SPAN 121	Elementary Spanish I	4 / 4

Program of Study Required Courses, Limited Choice – Foreign Language II – *Select one*

Course Code	Course Title	Credit / Billing Hours
FREN 122	Elementary French II	4 / 4
GRMN 122	Elementary German II	4 / 4
JAPN 122	Elementary Japanese II	4 / 4
SPAN 122	Elementary Spanish II	4 / 4

Total Credit Hours

61-65 credits / 62-67 billing hours

Recommended Course Sequence

Semester I	Semester II
Writing Core BUSN 118 CITF 110 MKTG 119 Limited Choice – Foreign Language I	Communication Core Math Core BUSN 201 MKTG 200

Semester III	Semester IV
Science Core ACCG 210 ECON 201 Limited Choice – Foreign Language II	Global Perspectives and Diversity Core ECON 202 Limited Choice Limited Choice Limited Choice