

# INTERNATIONAL BUSINESS

## REQUIREMENTS

**CORE CURRICULUM** The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at [marshall.edu/gened](http://marshall.edu/gened).

### CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First-Year Sem Crit Thinking	3	_____
PSY 201	Critical Thinking Course	3	_____
ACC 215	Critical Thinking Course	3	_____
<b>Additional University Requirements</b>			
ENG 204	Writing Intensive	3	_____
MGT 460	Writing Intensive	3	_____
ECN 460	Multicultural or International	3	_____
FIN 475	Capstone	3	_____

### CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Composition I	3	_____
ENG 201	Advanced Composition	3	_____
CMM 207	Bus & Prof Communication	3	_____
STA 150	Fundamentals of Statistics	3	_____
STA 150L	Fundamentals of Statistics Lab	1	_____
_____	Natural/Physical Science	4	_____
_____	Humanities	3	_____
PSY 201	General Psychology	3	_____
_____	Fine Arts	3	_____

## COLLEGE

All business majors are required to take core business courses. They are as follows:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ENG 204	Writing for the Workplace	3	_____	MIS 200	Bus Computer Applications	3	_____
ACC 215	Accounting Principles (CT)	3	_____	MIS 290	Principles of MIS	3	_____
ACC 216	Principles of Accounting	3	_____	MGT 218	Business Quantitative Methods	3	_____
ECN 250	Principles of Microeconomics	3	_____	MGT 320	Principles of Management	3	_____
ECN 253	Principles of Macroeconomics	3	_____	MGT 460	Strategic Management	3	_____
FIN 323	Principles of Finance	3	_____	MKT 340	MKT Concepts and Applications	3	_____
LE 207	Legal Environment of Business	3	_____	_____	CMM Studies Elective	3	_____
ECN 420	International Trade	3	_____				

## MAJOR

Students who wish to major in International Business must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ECN 420	International Trade	3	_____	_____	Free Elective	3	_____
MKT 371	International Marketing	3	_____	_____	Free Elective	3	_____
FIN 343	Intermed Financial Management	3	_____	_____	Free Elective	3	_____
ECN421	Global Macroeconomic Analysis	3	_____	_____	Free Elective	3	_____
FIN 440	International Finance	3	_____	_____	Free Elective	3	_____
FIN 475	International Bus Strategies	3	_____	_____	Free Elective	3	_____
MGT 445	International Management	3	_____	_____	Free Elective	3	_____
MGT 478	Import/Export Management	3	_____				
ECN 460	Economics of Developing Countries	3	_____				

## MAJOR INFORMATION

- The total number of free electives required depends on the number of hours completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- FIN 475 is the capstone course for all IB majors. It can only be taken during the senior year after all prerequisites are met.
- ECN 460 must be taken to meet the International Business Elective.
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Please check with advisor about course offerings. Not all classes will be offered every semester.

# INTERNATIONAL BUSINESS

The Division of Finance and Economics offers a Bachelor of Business Administration degree (BBA) in International Business. International Business focuses on cross-border commerce and the legal requirements and trade regulations in the country where you are doing business. You will learn to understand the competitive global landscape of business and understand the impact international trade has on domestic and foreign markets.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	3	_____	LE 207	Legal Environment of Business	3	_____
	ENG 101	English Composition I	3	_____	ECN 250	Principles of Microeconomics	3	_____
	STA 150	Fundamentals of Statistics	3	_____	CMM 207	Bus & Prof Communication	3	_____
	STA 150L	Fundamentals of Statistics Lab	1	_____	_____	Physical or Natural Science	4	_____
	PSY 201	General Psychology (CT)	3	_____	_____	Fine Arts	3	_____
	MIS 200	Bus Computer Applications	3	_____				
	<b>TOTAL HOURS</b>		<b>17</b>		<b>TOTAL HOURS</b>		<b>16</b>	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ACC 215	Accounting Principles (CT)	3	_____	ACC 216	Principles of Accounting	3	_____
	ECN 253	Principles of Macroeconomics	3	_____	MGT 218	Business Quantitative Methods	3	_____
	ENG 201	Advanced Composition	3	_____	ENG 204	Writing for the Workplace	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	_____	CMM Studies Elective	3	_____	_____	Humanities	3	_____
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FIN 323	Principles of Finance	3	_____	ECN 420	International Trade	3	_____
	MGT 320	Principles of Management	3	_____	MKT 371	International Marketing	3	_____
	MKT 340	MKT Concepts and Applications	3	_____	FIN 343	Intermed Financial Management	3	_____
	MIS 290	Principles of MIS	3	_____	MGT 445	International Management	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ECN 421	Global Macroeconomic Analysis	3	_____	FIN 475	International Bus Strategies	3	_____
	ECN 460	Economics of Developing Countries	3	_____	MGT 460	Strategic Management	3	_____
	FIN 440	International Finance	3	_____	MGT 478	Import/Export Management	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____				
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>12</b>	
	Summer Term (optional):							

Area of Emphasis

Major Requirement

College Requirement

General Education Requirement

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

Area of Emphasis

Major Requirement

College Requirement

General Education Requirement

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

## INVOLVEMENT OPPORTUNITIES

- Study abroad
- Learn a second language
- Participate in cultural events on campus and in the community
- Join a business student organization like the International Business Club, Alpha Kappa Psi, or Delta Sigma Pi
- Research professional organizations like the American Economic Association
- Apply for internships
- Participate in BERS (Business Economics Research Symposium)
- Practice job interviewing
- Join LinkedIn
- Get a Business Professionalism Certificate
- Meet with a faculty mentor

## RELATED MAJORS

- Finance
- Economics
- International Affairs

## GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

# INTERNATIONAL BUSINESS – 2020-2021

## YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: [www.marshall.edu/fam](http://www.marshall.edu/fam)



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Take a career self-assessment to help determine what majors fit your talents and interests and consider job shadowing opportunities.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Join or create a club or organization on campus about a particular issue you care about. Marshall has more than 200 student organizations.



Attend an intercultural festival or event on campus or in town.

## YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Take a Community Based Learning (CBL) class that connects course content to the community. Stay engaged and make a difference.



Run for Student Government and represent your fellow students while making a longterm difference on Marshall's campus.



Meet with your academic advisor to ensure that you are informed about prerequisites and courses that are only offered one time a year.



Did you do really well in a hard course? Become a Tutor or a Supplemental Instructor.



Consider studying abroad in the summer, during Spring Break, or for an entire semester.



Meet with a career education specialist to conduct a "gap analysis." Figure out the skills you'll need for the career you want while you still have time to build them.

## YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Consider joining the International Business Club to maximize your opportunities for networking and build leadership skills.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career goals.



Talk to your academic advisor about the opportunity to complete minors like Economics, Finance, and International Affairs!



Volunteer for causes that you are passionate about such as animal rescue, 5ks to support medical research, or mentoring local youth.



Work with a faculty mentor to determine what professional certifications are available to assist you in meeting your career goals.

## YEAR FOUR



Apply for graduation! It's finally here! Go online and complete your graduation application. Need help? See your advisor.



Consider a 3+2 program if you'd like to earn both your bachelor's and master's degrees in less time overall.



Check with your advisor to see if you qualify to graduate with honors.



Don't enter your field with zero experience! Secure an internship related to your field of study.



Earn your Business Professionalism Certificate by attending speaker events and skill workshops offered by the Lewis College of Business.



Attend Countdown to Commencement. This is a one stop shop for all things graduation at Marshall! Keep an eye out for this event.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

## TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Active Listening
- Critical Thinking
- Oral and Written Communication Skills
- Judgement and Decision Making
- Complex Problem Solving
- Planning
- Monitoring
- Coordination
- Operations and Systems Analysis
- Strategy Development

## ASSOCIATED CAREERS

- Analyst for Multinational Corporations
- Federal Government
- Lawyer
- International Organizations
- Import/Export Market Developer
- Foreign Exchange Trader

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



Marshall University  
Lewis College of Business  
Brad D. Smith Undergraduate  
School of Business  
One John Marshall Drive  
Huntington, WV 25755  
1-304-696-2314  
lcob@marshall.edu  
marshall.edu/cob