

GB 312 (F) 3 hrs. cr.
Principles of Business Education
 Fundamentals of business education including curriculum, trends, equipment, materials, professional organizations, and vocational programs. For business education majors only. (To be taken in fall prior to student teaching.)

GB 320 (F, S) 3 hrs. cr.
Business Communication (Writing Intensive)
 Principles of writing effective letters, memos, and reports to solve real-world situations. Emphasis on contemporary issues and the employment process. Prerequisites: 6 hours English Composition or permission of instructor.

GB 321 (F, S) 3 hrs. cr.
Business Statistics I
 Methods of collection, analysis, interpretation, and presentation of data related to business. Topics include frequency distribution, measures of central tendency and dispersion, regression and correlation analysis, probability concepts, sampling distributions, estimation procedures, and hypothesis testing. Computer statistical packages will be utilized in analysis and application of problems. Prerequisites: Math 130, 131, or higher and MM 237.

GB 322 (S) 3 hrs. cr.
Business Statistics II
 Methods of statistical analysis relating to business decision-making and research in business and economics. Emphasizes sampling theory, parametric tests of hypotheses, analysis of variance, multiple regression, non-parametric tests of hypotheses, and other selected statistical techniques. Computer statistical packages (and spreadsheet packages) will be utilized in analysis of problems. Prerequisite: GB 321.

GB 361 (F, S) 1 hr. cr.
Personal Development
 Identifying interests and abilities in relation to prospective jobs and establishing short-term and long-term career goals. Developing job search skills. Demonstrating dining etiquette and increasing time management and assertiveness skills. Prerequisite: 6 hours English Composition or permission of instructor.

GB 362 (F, S) 1 hr. cr.
Career Development
 Increasing verbal and nonverbal job related communication and presentation skills. Exploring business etiquette and dress in order to adjust to the corporate environment and the professional image. Discussing career related ethics. Prerequisite: 6 hours English Composition or permission of instructor.

GB 363 (F,S) 1 hr. cr.
Interpersonal Development
 Learning to work with others; exploring techniques of negotiation; determining how to resolve conflict. Developing teaching/training and leadership skills. Learning to conduct and participate in meetings. Understanding how to serve customers/clients and developing sensitivity to other cultures. Prerequisite: 6 hours English Composition or permission of instructor.

GB 405 (Demand) 3 hrs. cr.
Statistical Quality Control
 Theory and methods used in statistical quality control. Emphasizes basic statistical analysis, variables control charts, attributes control charts, interpretation of control charts, estimation of process parameters, gage capability, acceptance sampling, and service quality. Students will be encouraged to use spreadsheets to solve SPC problems. Prerequisite: GB 321 or consent of instructor.

GB 491 (F, S) 1-12 hrs. cr.
Internship in General Business
 An internship for senior General Business students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy

regarding the number of hours of work, the number of credit hours and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA, and department approval.

GB 498 (Demand) 1-3 hrs. cr.
Advanced Topics in General Business
 Special topics in General Business. For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission. Seminar topics offered in the past include office machines, career orientation, and human relations.

GB 499 (Demand) 1-3 hrs. cr.
Independent Study in General Business
 Individually directed readings, research, and discussions in selected areas of general business for advanced majors. Scope, depth, area of concentration, and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and 3.0 GPA.



Faculty Rawlins - Head, Lewis, Marion, Moos

The B.S.B.A. international business major course of study is designed to prepare the graduate for employment with multinational companies. Potential employers may be local, regional, national, or international corporations.

Bachelor of Science in Business Administration with an Emphasis in International Business

	Semester Hours
Core Requirements (p. 32) 51*	48
Business Core (p. 153)	40
International Business Emphasis:	18
IB (select three from 400, 410, 420, 430) ..	9
IntS (select one from 303, 304, 305)	3
Competency in Foreign Language	3
International Internship or	
International Business Field Study	3
Electives	18
Total	124

*IB 310 included in Core Requirements.
 *Required course in economics (Econ 201) satisfies major requirement and three hours of Core Curriculum.

Minor in International Business (Non-BSBA degree candidates)

Prerequisites:

Econ 180	American Economic System	
MM 300	Principles of Marketing	
MM 350	Principles of Management (WI)	9

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Required:	9
IB 310 International Business	
IB 400 International Marketing	
IB 410 International Management	
Choose one:	3
IB 420 International Accounting	
IB 430 International Corporate Finance	
IB 491* Internship in International Business	
IB 498 Special Topics in International Business	
IB 499* Independent Study in International Business	
IntS 302 World Environmental Issues	
IntS 304 Comparative Political Economy	
IntS 305 International Techno-Trends	
Foreign Language	
Other International Courses*	
Total for Minor (International Business).	21

*With the approval of the course instructor and the Department Head.

Junior Year	
1st Semester	
IB 310 International Business	3
GB 301 Legal Environment of Business I	3
GB 321 Business Statistics I	3
MM 350 Principles of Management (WI)	3
MM 300 Principles of Marketing	3
Foreign Language	3
	18
2nd Semester	
GB 320 Business Communication (WI)	3
Econ 350 Financial Management	3
IB 400 International Marketing*	3
Foreign Language	3
Elective	3
	15
Senior Year	
1st Semester	
IB 430 International Corporate Finance*	3
IntS 304 Comparative Political Economy	3
Foreign Language	3
IB 420 International Accounting	3
	12
2nd Semester	
IB 410 International Management*	3
MM 452 Strategic Management	3
Foreign Language	3
Foreign Language for Business	3
Senior Thesis or Internship	3
	15

* OR IB 420 International Accounting

For additional information contact:

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Suggested Order of Study

Bachelor of Science in Business Administration
 Major Code 0503
International Business Emphasis

Freshman Year

1st Semester	
Course	Hours
CORE [Eng 101 Comp I]	3
CORE [Math 131 Finite Math]	
OR	
CORE [Math 130 College Algebra]	3
CORE [PSc 120 Gov't: US/Sta/Loc]	3
CORE [Kine 103 Lifetime Wellness]	2
Psy 120 College Orientation	1
MM 237 Using Information Systems	3
	15

2nd Semester

CORE [Eng 102 Comp II]	3
CORE [Fine Arts (Art 110, Mus 110 or Th 110)]	3
CORE [Comm 100 Oral Communication]	3
CORE [Psy 100 or Soc 110]	3
CORE [Kine 101 Physical Activity]	1
CORE [Econ 201 Principles of Econ-Macro]	3
	16

Sophomore Year

1st Semester	
Acct 201 Principles of Accounting I	3
CORE [Phys 100 Fund of Phys Sci]	5
Econ 202 Principles of Economics-Micro	3
CORE [Hist 110 American History]	3
CORE [Fine Arts & Humanities Elective]	3
	17

2nd Semester

Acct 202 Principles of Accounting II	3
CORE [Bio 101 General Biology]	4
CORE [Literature (Eng 261,262, 271,272,281 or 282]	3
CORE [Hist 120 U.S. 1877-Pres]	3
Elective	3
	16

Course Descriptions

IB 310 (F, S) International Business 3 hrs. cr.

Introduction to the intricacies and complexities of international trade and business. The course provides an overview of the international organizations and the effects of the foreign environment on international business. The course will focus on cultural differences; theories of international trade and economic development; international finance; marketing internationally; and practical applications of starting and maintaining international business relationships. Prerequisite: Econ 180 or Econ 201.

IB 400 (S) International Marketing 3 hrs. cr.

This course provides students with an understanding of the principles and practices of international marketing by studies of the international marketing environment, international marketing strategies, international marketing management, and international marketing organization for international companies. Prerequisites: IB 310 and MM 300.

IB 410 (S) International Management 3 hrs. cr.

This course will focus on the development of management skills related to international business. The students will study the international

business environment, international business strategy, international organizational structure, and international management. Management issues for small and large international companies will be examined in the areas of management of activities, building of capabilities, management across boundaries, coordination and control, and human resource management. Prerequisites: IB 310 and MM 350.

IB 420 (Summer) 3 hrs. cr.

International Accounting

This course examines aspects of accounting operations within a multinational corporate environment. Key topics include:

1. International financial reporting and standard setting with regard to different needs in different countries, with harmonization efforts within IASC and the EU.
2. International financial statement analysis and accounting for foreign operations.
3. Accounting standards and practices in selected countries.

Prerequisites: Acct 201 and 202.

IB 430 (F) 3 hrs. cr.

International Corporate Finance

This course focuses on the environment in which the international financial manager operates. Students study the risks of doing business overseas and the tools available to minimize those risks. Foreign exchange risk, political risk, foreign investments and international financing, working capital management, accounting, and control are examined within this context. Prerequisites: IB 310 and Econ 350.

IB 491 (Demand) 1-12 hrs. cr.

Internship in International Business

An internship for senior International Business students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy regarding the number of hours of work, the number of credit hours, and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA, and department head approval.

IB 498 (Demand) 1-3 hrs. cr.

Advanced Topics in International Business

Special topics in international business. For upper-division students. Topics to be announced each time the course is offered.

IB 499 (Demand) 1-3 hrs. cr.

Independent Study in International Business

Individually directed readings, research, and discussion in selected areas of International Business for advanced majors. Scope, depth, area of concentration, and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: 65 hours, 3.0 GPA, and department head approval.

Bachelor of Science in Business Administration with an Emphasis in Management

	Semester Hours
Core Requirements (p. 32) 51*	48
Business Core (p. 153)	40
Management Emphasis	18
Acct 325 Managerial Accounting	3
MM 337 Management Information Systems	3
MM 352 Human Resource Management	3
MM 431 Operations Management	3
MM 441 Organizational Behavior	3
Select One: (MM 354, MM 410, MM 411, MM 412, GB 405, IB 410)	3
Electives	18
Total	124

*Required course in economics (Econ 201) satisfies major requirement and three hours of Core Curriculum.

Minor in Management

(Non-BSBA degree candidates)

Choose two:	6
Acct 201 Principles of Accounting I	
Econ 201 Principles of Economics-Macro	
Econ 202 Principles of Economics-Micro	
GB 320 Business Communication (WI)	
GB 321 Business Statistics I	
Required:	
MM 350 Principles of Management (WI)	3
Choose four:	12
MM 337 Management Information Systems	
MM 352 Human Resource Management	
MM 354 Quality Management	
MM 411 Labor and Employment Law	
MM 431 Operations Management	
MM 441 Organizational Behavior	
MM 450 Psychology of Human Resource Management	
IB 410 International Management	
Total for Minor (Management)	21

Minor in Human Resource Management

(All degree candidates)

Required:	
MM 350 Principles of Management	3
MM 352 Human Resource Management	3
MM 411 Labor & Employment Law	3
Choose three:	9
MM 354 Quality Management	
MM 441 Organizational Behavior	
MM 450 Psychology of Human Resource Management	
MM 491 Internship in Marketing/Management	
GB 302 Legal Environment of Business II	
Total for Minor (Human Resource Management) ..	18



Faculty Blades - Head, Block, Bradshaw, Cragin, Gray, Marion, Moos, Rusley, Stevens, Vernon

The B.S.B.A. management major course of study is designed to prepare the graduate for entry-level positions of responsibility in the for-profit, nonprofit, and public sectors.