

## **International Business (B.S.B.A.)**

Department of Management and International Business

Effective Summer 2019

As per PRP3604: All students earning a first baccalaureate degree will take at least 30 of their last 45 credits at Bloomsburg University, no more credits are required than the 30 credits. All first baccalaureate students will take at least 50% of credits required for the Major from a PASSHE university. Bloomsburg University may require up to a maximum of 50% of the Major credits. Program exceptions to the policy are to be approved by the Office of the Chancellor.

The four-year (120 credit hours) bachelor's degree consists of 60 semester hours of general education requirements and free non-business electives, 24 hours of Business Core, 21 hours of specialized International Business requirements including a short-term faculty-led study abroad opportunity, and 15 hours of Functional Specialization in a functional area of business, economics, or policy and globalization.

### **Required general education courses:**

BUSED 101-Introduction to Business

BUSED 333-Business Communications and Report Writing

COMMSTUD 103-Public Speaking

ECONOMIC 121-Principles of Macroeconomics

ECONOMIC 122-Principles of Microeconomics

ECONOMIC 156-Business and Economics Mathematics OR MATH 123-Essentials of Calculus

ECONOMIC 256-Business and Economic Statistics

ENGLISH 101-Foundations of College Writing

ITM 175-Information Technology Management

PSYCH 101-General Psychology

### **Required Business Core (24 credits)**

ITM 175-Information Technology Management

ACCT 220-Financial Accounting

ACCT 223-Managerial Accounting

MGMT 244-Principles of Management  
MKTG 310-Marketing Principles and Practices  
FIN 313-Introduction to Corporate Finance  
LAW 331-Law and Legal Environment  
MGMT 497-Business Policies

### **Required Interdisciplinary International Business (21 credits)**

MGMT 355-Managing Multicultural Organizations  
MGMT 356-Global Business  
MKTG 380-International Marketing  
FIN 413-International Finance  
MGMT 456-International Management  
BUSED 330-International Business Seminar\*  
MGMT 498-Special Topics in Management\*  
*\* Offered with the short-term faculty-led study abroad trip*

### **Required Functional Specialization (15 credits)**

Students can choose ONE of the following Functional Specializations:

- International Business - Accounting
- International Business - Finance
- International Business - Human Resource Management
- International Business - Information Technology
- International Business - Marketing
- International Business - Economics\*
- International Business - Policy and Globalization\*

*\* Collaboration with College of Liberal Arts*

<b>ACCOUNTING</b>				
1. International Accounting	ACCT	320	3	
2. Intermediate Accounting I	ACCT	321	3	
3. Intermediate Accounting II	ACCT	322	3	
<b>Choose two of the following three courses:</b>				
Federal Tax Accounting	ACCT	324	3	
Cost Accounting	ACCT	348	3	
Auditing	ACCT	442	3	
TOTAL				15*
* In addition to ACCT 220 and ACCT 223 required in the core curriculum				

<b>FINANCE</b>				
1. Financial Markets and Institutions	FIN	323	3	
2. Investment Management	FIN	343	3	
3. Advanced Corporate Finance	FIN	454	3	
<b>Choose two Finance or Business Elective courses:</b>				
Finance or Business Elective			3	
Finance or Business Elective			3	
TOTAL				15*
* In addition to FIN 313 required in the core curriculum				

### HUMAN RESOURCE MANAGEMENT

1. Human Resource Management	MGMT	345	3
2. Employee Staffing	MGMT	463	3
3. Compensation Management	MGMT	464	3
<b>Choose two of the following courses:</b>			
Labor and Industrial Relations	MGMT	346	3
Internship in Management	MGMT	432	3
Training and Development	ITM	405	3
Employment Discrimination and Affirmative Action	LAW	460	3
TOTAL			15*

\* In addition to MGMT 244 required in the core curriculum

### INFORMATION TECHNOLOGY

<b>Choose five of the following courses:</b>			
1. Info Tech and Analytics	ITM	301	3
2. Bus. Apps. Development	ITM	302	3
3. Data Mgmt. Essentials for Bus.	ITM	310	3
4. Data Science for Business	ITM	320	3
5. Project Management	ITM	322	3
6. Data Driven Web Analytics	ITM	415	3
7. Training and Development	ITM	405	3
8. Human & Tech Inter Mgmt.	ITM	407	3
9. Global Enterprise Security	ITM	418	3
10. Advanced Data Science for Bus.	ITM	430	3
11. Special Topic	ITM	498	3
TOTAL			15*

\* In addition to ITM 175 required in the core curriculum

<b>MARKETING</b>			
1. Digital MKTG Fundamentals	MKTG	331	3
2. Integrated MKTG Channels	MKTG	340	3
3. Principles of Selling	MKTG	341	3
<b>Choose two Marketing or Business Elective courses:</b>			
Marketing or Business Elective			3
Marketing or Business Elective			3
TOTAL			15*
* In addition to MKTG 310 required in the core curriculum			

<b>ECONOMICS</b>			
1. Intermediate Macroeconomic Theory	ECON	221	3
2. Public Finance	ECON	326	3
3. Advanced Political Economy	ECON	460	3
4. United States Government	POLISCI	120	3
<b>Choose one of the following courses:</b>			
Money and Banking	ECON	327	3
International Economics	ECON	333	3
Econ. Growth of Underdeveloped Areas	ECON	334	3
Middle East Economics	ECON	340	3
TOTAL			15*
* In addition to ECON 121 and ECON 122 required in general education			

**POLICY & GLOBALIZATION**

1. Contemporary Issues in World Politics	POLISCI	181	3
2. Introduction to International Relations	POLISCI	280	3
3. Public Policy	POLISCI	456	3

**Choose two of the following courses:**

POLISCI 350; POLISCI 310; POLISCI 260;	3
POLISCI 366; POLISCI 368; POLISCI 376	3

TOTAL 15\*

\* In addition to POLISCI 101 or POLISCI 120 required for general education points or a free non-business elective