

BSBA in Business Administration with Emphasis in International Business - Marketing

Degree Program Description

International Business is a joint degree program offered by the College of Arts and Science and the Trulaske College of Business. The program incorporates second language and internationally focused courses with core and international business courses.

Major Program Requirements

To complete this course of study, students must be accepted in both the Bachelor of Arts in International Studies program in the College of Arts and Science and the Bachelor of Science in Business Administration program in the Trulaske College of Business, and must also complete all university requirements (<http://catalog.missouri.edu/academicdegreerequirements/universityrequirements/>), including general education (<http://catalog.missouri.edu/academicdegreerequirements/generaleducationrequirements/>). A student majoring in this dual degree program must complete a 4-week minimum study abroad and courses in the following categories: International Core, Language, International Studies Area Support, Business Core, Business Emphasis, and Business Capstone.

Study Abroad Experience Requirement

- Students should study abroad for a minimum of 4 weeks.
- Credit earned during a study abroad experience may be used to fulfill major requirements.
- Students should complete their study abroad experience prior to their last year.
- Preparation for a study abroad experience should begin a year in advance.
- Information on study abroad is available at the MU Study Abroad website (<https://international.missouri.edu/studyabroad/>).

Social Sciences 6

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|----------------|-------------------------------------|
| GEOG 1100 | Regions and Nations of the World I |
| or GEOG 1200 | Regions and Nations of the World II |
| POL_SC 1400 | International Relations |
| or POL_SC 2700 | Comparative Political Systems |

State Law Requirement 3

Behavioral Sciences 6

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| ANTHRO 2030 | Cultural Anthropology |
| The additional 3 hours can be any general education approved Behavioral Science from the list. | |

Humanities 12

Two courses must be chosen from list of approved International Studies humanities courses.

Must select one Core International Studies Humanities from list below:

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| ARCHST 1600 | Fundamentals of Environmental Design |
| or ARCHST 1600W | Fundamentals of Environmental Design - Writing Intensive |

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| ARH_VS 1130 | Introduction to the History of Art |
| or ARH_VS 1130W | Introduction to the History of Art - Writing Intensive |
| ENGLISH 2155 | Introduction to World Literatures |
| FILMS_VS 2020 | World Cinema for Non-Majors |
| FILMS_VS 2820 | Trends in World Cinema |
| FRENCH 4820 | Blogging the World: The Web in Cultural Context |
| or GERMAN 4820 | Blogging the World: The Web in Cultural Context |
| or RUSS 4820 | Blogging the World: The Web in Cultural Context |
| or FRENCH 4820W | Blogging the World: The Web in Cultural Context - Writing Intensive |
| or GERMAN 4820W | Blogging the World: The Web in Cultural Context - Writing Intensive |
| or RUSS 4820W | Blogging the World: The Web in Cultural Context - Writing Intensive |
| GN_HON 2112H | Here Be Monsters |
| or GN_HON 2112HW | Here Be Monsters - Honors/Writing Intensive |
| GN_HON 2113H | Reasonable Devils and Dark Visions |
| GN_HON 2114H | Diagnosing the Dark |
| or GN_HON 2114HW | Diagnosing the Dark - Honors/Writing Intensive |
| JOURN 1000 | Journalism for Non-Majors |
| LG_LT_CT 3510 | Think Global: Fundamentals of Globalization and Digital Technologies |
| or PEA_ST 3510 | Think Global: Fundamentals of Globalization and Digital Technologies |
| or LG_LT_CT 3510H | Think Global: Fundamentals of Globalization and Digital Technologies - Honors |
| or LG_LT_CT 3510HW | Think Global: Fundamentals of Globalization and Digital Technologies - Honors/Writing Intensive |
| or LG_LT_CT 3510W | Think Global: Fundamentals of Globalization and Digital Technologies - Writing Intensive |
| or PEA_ST 3510H | Think Global: Fundamentals of Globalization and Digital Technologies - Honors |
| or PEA_ST 3510HW | Think Global: Fundamentals of Globalization and Digital Technologies - Honors - Writing Intensive |
| or PEA_ST 3510W | Think Global: Fundamentals of Globalization and Digital Technologies - Writing Intensive |
| LG_LT_CT 4810 | Case Studies in an Inter/Multicultural World |
| LG_LT_CT 4850 | Revolution and Media in a Global Perspective |
| or LG_LT_CT 4850H | Revolution and Media in a Global Perspective - Honors |
| or LG_LT_CT 4850W | Revolution and Media in a Global Perspective - Writing Intensive |
| LINGST 3620 | Languages of the World |
| or ENGLISH 3620 | Languages of the World |
| MUSIC_NM 1310 | Masterpieces of Western Music |
| MUSIC_NM 1313 | Introduction to World Music |
| NEP 1310 | Food and Cultures of the World |
| or NEP 1310W | Food and Cultures of the World - Writing Intensive |
| PEA_ST 2410 | Philosophies of War and Peace |
| or PHIL 2410 | Philosophies of War and Peace |
| or PEA_ST 2410W | Philosophies of War and Peace - Writing Intensive |
| or PHIL 2410W | Philosophies of War and Peace - Writing Intensive |
| PHIL 2100 | Philosophy: East and West |
| REL_ST 1100 | Introduction to Religion |
| or REL_ST 1100H | Introduction to Religion - Honors |

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| REL_ST 2100 | Indigenous Religions | |
| or REL_ST 2100H | Indigenous Religions - Honors | |
| REL_ST 2110 | Global Religions | |
| or REL_ST 2110H | Global Religions - Honors | |
| REL_ST 2630 | History of Christian Traditions | |
| or REL_ST 2630H | History of Christian Traditions - Honors | |
| or REL_ST 2630HW | History of Christian Traditions - Honors/Writing Intensive | |
| or REL_ST 2630W | History of Christian Traditions - Writing Intensive | |
| REL_ST 2700 | Islam | |
| REL_ST 4750 | Women, Religion and Culture | |
| WGST 2080 | Perspectives on Sexual and Gender Diversity | |
| One additional Humanities course | | |
| Biological & Physical Sciences | | 1-5 |
| One course must include a lab | | |
| Second Language | | 18-20 |
| For the major, students must complete 6 hours minimum of second language beyond the elementary level. | | |
| Area Support | | 9 |
| To be selected with the A&S advisor. Courses used to fulfill this section must be from a College of Arts and Science department and have an international focus. An exception can be made for one course offered through Trulaske College of Business, either on campus or through one of the college's study abroad programs, as long as the course has a strong international studies focus. Coursework typically includes classes in Culture, Geography, Government, or History related to language studied. | | |
| Upper Level Admission Courses | | 34 |
| Required Business Core Courses | | 24 |
| ECONOM 3229 | Money, Banking and Financial Markets | |
| or ECONOM 3251 | Managerial Economics | |
| FINANC 3000 | Corporate Finance | |
| MANGMT 3000W | Principles of Management - Writing Intensive | |
| MANGMT 3300 | Introduction to Business Processes and Technologies | |
| MANGMT 3540 | Introduction to Business Law | |
| MRKTNG 3000 | Principles of Marketing | |
| BUS_AD 3500 | Advanced Professional Development Principles | |
| BUS_AD 4500 | Professional Development Program - Internship | |
| Business Area | | 21 |
| to be selected with Business advisor, depending on emphasis area. | | |
| Capstone Course - senior year (on campus) Minimum grade of C- required | | 3 |
| MANGMT 4970 | Strategic Management | |
| Total Credits | | 137-143 |

Semester Plan

Below is a sample plan of study, semester by semester. A student's actual plan may vary based on course choices where options are available.

| First Year | | | |
|-------------------|----|----------------------|-----------|
| Fall | CR | Spring | CR |
| MATH 1100 | | 3 MATH 1400 | 3 |
| BUS_AD 1500 | | 3 ENGLISH 1000 | 3 |
| State Requirement | | 3 ECONOM 1014 | 3 |
| Second Language | | 4 Second Language | 4 |
| Humanities | | 3 Behavioral Science | 3 |
| | | 16 | 16 |

| Second Year | | | |
|-------------------|----|-------------------|-----------|
| Fall | CR | Spring | CR |
| ACCTCY 2036 | | 3 ACCTCY 2037 | 3 |
| MATH 1300 | | 3 ACCTCY 2258 | 3 |
| ECONOM 1015 | | 3 STAT 2500 | 3 |
| Second Language | | 4 Second Language | 3 |
| GEOG 1100 or 1200 | | 3 ANTHRO 2030 | 3 |
| | | 16 | 15 |

| Third Year | | | |
|-----------------|----|---|-----------|
| Fall | CR | Spring | CR |
| BUS_AD 3500 | | 3 FINANC 3000 | 3 |
| MANGMT 3000W | | 3 MANGMT 3540 | 3 |
| MANGMT 3300 | | 3 ECONOM 3229 or 3251 | 3 |
| MRKTNG 3000 | | 3 Additional Marketing course | 3 |
| Second Language | | 3 International Humanities/Writing Intensive Non-Business | 3 |
| | | 15 | 15 |

| Fourth Year | | | |
|---|----|-------------------------------|-----------|
| Fall | CR | Spring | CR |
| BUS_AD 4500 | | 3 MRKTNG 4000 | 3 |
| POL_SC 1400 or 2700 | | 3 Additional Marketing Course | 3 |
| Biological or Physical Science with Lab | | 3 Additional Marketing Course | 3 |
| International Humanities | | 3 Additional Marketing Course | 3 |
| Humanity-Global Core | | 3 A&S Area Support | 3 |
| | | 15 | 15 |

| Fifth Year | | | |
|-----------------------------|----|-----------|--|
| Fall | CR | | |
| MRKTNG 4050 | | 3 | |
| MANGMT 4970 | | 3 | |
| Additional Marketing Course | | 3 | |
| A&S Area Support | | 3 | |
| A&S Area Support | | 3 | |
| | | 15 | |

Total Credits: 138