

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 (<https://catalog.missouri.edu/academicdegreerequirements/universityrequirements/>), including general education (<https://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

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

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:

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

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

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