

# MAJOR IN BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS

## Requirements

The International Business Concentration is an interdisciplinary program comprising courses in multinational and cross-cultural management, international organizational behavior and leadership, international entrepreneurship, as well as global marketing and finance. Students complete the major in Business Administration and 24 units of International Business Concentration requirements.

This is a screened program. Please see the admission requirements for additional information.

## Requirements for all Business Administration Majors

Code	Title	Units
<b>Courses Required for Admission to Major</b>		
ACCT 201	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ECON 201	MICROECONOMIC PRINCIPLES	3
or ECON 203	HONORS MICROECONOMIC PRINCIPLES	
ECON 202	MACROECONOMIC PRINCIPLES	3
or ECON 204	HONORS MACROECONOMIC PRINCIPLES	
LEGL 225	LEGAL ENVIRONMENT OF BUSINESS	3
MATH 211	CALCULUS FOR APPLICATIONS	3-4
or MATH 273	CALCULUS I	
Select one of the following:		3
ECON 205	STATISTICS FOR BUSINESS AND ECONOMICS I	
MATH 231	BASIC STATISTICS	
or MATH 233	HONORS BASIC STATISTICS	
Admission to the BUAD major requires a grade of C or higher in the six courses required for admission.		
<b>Required Business Courses (open to Pre-BUAD majors)</b>		
ACCT 202	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
BUSX 301	BUSINESS COMMUNICATIONS	4
EBTM 250	PROBLEM SOLVING IN BUSINESS I	1
EBTM 251	PROBLEM SOLVING IN BUSINESS II	1
EBTM 337	ENTERPRISE INFORMATION SYSTEMS	3
FIN 331	PRINCIPLES OF FINANCIAL MANAGEMENT	3
MKTG 341	MARKETING AND CREATIVITY	3
MNGT 361	LEADERSHIP AND MANAGEMENT	3
<b>Required Business Courses (open to BUAD majors only)</b>		
BUSX 460	PROFESSIONAL EXPERIENCE	3
EBTM 350	BUSINESS ANALYTICS	3
EBTM 365	PRINCIPLES OF OPERATIONS MANAGEMENT	3
MNGT 481	STRATEGIC MANAGEMENT (must be taken at TU)	3

BUAD majors must also complete an approved concentration or track 21-24

**Total Units** 72-76

## International Business Concentration Requirements

Code	Title	Units
<b>International Business Concentration Required Courses</b>		
MNGT 375	INTERNATIONAL BUSINESS: THEORY AND PRACTICE	3
MNGT 438	MULTINATIONAL MANAGEMENT	3
MNGT 466	LEADING ACROSS INTERNATIONAL CULTURES	3
ENTR 403	INTERNATIONAL ENTREPRENEURSHIP	3
MKTG 445	GLOBAL MARKETING	3
FIN 435	INTERNATIONAL FINANCE	3
<b>International Business Concentration Electives</b>		
Select two from the following:		6
Foreign language courses (200, 300 or 400-level) <sup>1</sup>		
ANTH 368	GLOBALIZATION IN CROSS CULTURAL PERSPECTIVE	
ECON 305	SURVEY OF INTERNATIONAL ECONOMICS	
ENTR 305	DESIGN THINKING FOR INNOVATIVE PROBLEM SOLVING	
ENTR 310	WILL YOUR BUSINESS WORK?	
ENTR 355	ENTREPRENEURSHIP FOUNDATIONS AND PATHWAYS	
MKTG 494	MARKETING STUDY ABROAD	
MNGT 282	BUSINESS ETHICS AND SUSTAINABILITY	
MNGT 430	MANAGING DIVERSITY, EQUITY AND INCLUSION IN THE WORKPLACE	
MNGT 470	SPECIAL TOPICS IN MANAGEMENT	
MNGT 491	DIRECTED READINGS-MANAGEMENT	
MNGT 494	STUDY ABROAD IN MANAGEMENT	
MNGT 495	INDEPENDENT RESEARCH-MANAGEMENT	
MNGT 497	MANAGEMENT INTERNSHIP	
MNGT 498	PRACTICUM IN MANAGEMENT	
<b>Total Units</b>		<b>24</b>

<sup>1</sup> Six (6) units of foreign language coursework may satisfy the International Business Concentration Electives.

## Four-Year Plan of Study

### Sample Four-Year Plan

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

**Freshman**

Term 1	Units Term 2	Units
ECON 201 or 203 (Core 6)	3 ECON 202 or 204	3
Prerequisite for MATH 211 or MATH 273 (Core 3)	3 MATH 211 (may substitute MATH 273)	3
Core 1 (or Core 2)	3 Core 2 (or Core 1)	3
Core 4	3 Core 10	3
Core 5	3 Elective	3
	<b>15</b>	<b>15</b>

**Sophomore**

Term 1	Units Term 2	Units
ACCT 201	3 ACCT 202	3
ECON 205 or MATH 231	3 EBTM 250	1
LEGL 225 (Core 11)	3 EBTM 251	1
Core 7	4 Core 8	4
Core 12	3 Core 13	3
	Elective	3
	<b>16</b>	<b>15</b>

**Junior**

Term 1	Units Term 2	Units
BUSX 301 (Core 9)	4 EBTM 350	3
EBTM 337	3 EBTM 365	3
FIN 331	3 MKTG 445	3
MKTG 341	3 MNGT 375	3
MNGT 361	3 Elective	3
	<b>16</b>	<b>15</b>

**Senior**

Term 1	Units Term 2	Units
ENTR 403	3 BUSX 460	3
FIN 435	3 MNGT 438	3
MNGT 282 (Recommended Core 14)	3 MNGT 481	3
MNGT 466	3 International Business Elective 2	3
International Business Elective 1	3 Elective	1
	<b>15</b>	<b>13</b>

**Total Units 120**

- Demonstrate knowledge of business concepts and theories
- Successfully complete a quality, mentored, reflective professional experience in preparation for future employment

**Communicate Properly and Effectively**

- Write professional documents that provide audience-centric content, rhetorically appropriate organization and follow accepted conventions of design, style, grammar, punctuation and mechanics
- Make articulate and persuasive oral presentations

**Apply Critical Thinking and Problem-Solving Skills to Organizational Decision Making**

- Conduct internal and external analyses of domestic and global organizations, formulate strategies and identify issues with implementing these strategies
- Practice creative ideation
- Develop comprehensive, justified conclusions that result from systematic application of relevant information and decision criteria to decision alternatives within a realistic organizational decision context

**Use Technology Effectively in Business Settings**

- Demonstrate competency in the use of analytical software
- Utilize state-of-the-practice software for business applications

**Work Effectively Toward Achieving Common Goals within Diverse Teams**

- Guide teams, as leaders and followers, to achieve team goals while maintaining group cohesion, follower satisfaction and efficient operations
- Treat others with respect and show sensitivity to their views, values, cultures and customs

**Distinguish Between Ethical and Unethical Conduct in the Professional Lives**

- Explain how ethical conduct of managers affects individuals' motivation and organizations' performance
- Apply ethics in business decision-making, considering the impact of ethical conduct on multiple stakeholders

## Learning Outcomes

### Profile of a CBE Graduate

As a premier school of applied business learning, the College of Business and Economics prepares its graduates to achieve excellence in their professional careers. Rigorous academic studies and hands-on business experience—all subject to strict measures of performance—work in combination to **develop** the foundation for success, **connect** students with the professional community and **transform** students who will have a positive impact in and beyond Maryland.

Graduates of Towson University's College of Business and Economics will:

**Apply Business Knowledge in the Context of Professional Employment**