



Department of Management, Marketing and International Business  
*School of Business*  
College of Business & Technology (2018-19)

# General Business

## B.B.A. Degree

### International Business

The General Business major provides students with a learning experience that will prepare them to begin a career in business and convince them that this is the first step in a lifelong educational process. We will provide the know-how needed in a growing company or for starting a business. The general business major develops broad capabilities in several areas of business: marketing, management, international business, finance, and information systems. The flexibility of the General Business program and student-centered faculty enables students to customize an academic program to fit their needs.

### International Business Concentration

Businesses and national economies are becoming increasingly interdependent. To succeed as an effective manager, our graduates need an understanding of the complex political, economic, legal, and cultural environment of international business, as well as principles of international marketing, management, and finance. The increasing importance of international business and the global economy has prompted the creation of a unique concentration in international business. International business majors study another language and are encouraged to study abroad with individually designed programs. For the truly ambitious, a dual degree concentration is offered that would award a BBA from EKU and a Bachelor's Degree in International Business and Management Studies from The International School of Avans University, The Netherlands. The dual degree program can be completed in approximately four years, or approximately the same amount of time as a single degree.

### Student Organizations, Co-operative Education, and Internships

Successful careers in business administration necessitate highly developed personal skills. An analytical mind, able to quickly assess large amounts of information and data, is very important, as is the ability to consider and evaluate the interrelationships of numerous factors. Our graduates must also be able to communicate clearly and persuasively. Other competencies critical for managerial success include leadership, self-confidence, initiative, motivation, decisiveness, flexibility, sound business judgment, and determination. Students gain these competencies both in the classroom and in real-world settings. Membership in student clubs and professional organizations and participation in the co-op programs are integral parts of the General Business program and complement academic work. Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the College to Careers Conference that are structured to provide additional professional experiences outside of the traditional classroom.

### For More Information

Department of Management, Marketing and International Business  
011 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<http://management.eku.edu>  
<http://management.eku.edu/people>  
<http://management.eku.edu/patterson-business-scholarship>

Students interested in a general business major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



**AACSB**  
**ACCREDITED**



**Suggested Curriculum Guide for International Business Concentration**

**Freshman (1<sup>st</sup> Semester) 16 hrs**

- BTO 100\*** Student Success Seminar
- E-2 MAT 112** Algebra & Applications (or MAT 211 Calculus)
- E-5B PSY 200** or **SOC 131** Intro PSY or Intro SOC
- E-1A\*** ENG 101
- E-6** Diversity
- CIS 212** Intro to CIS or **INF 104** Computer Literacy w/ Software Applications

**Sophomore (1<sup>st</sup> Semester) 15 hrs**

- ACC 201** Introduction to Financial Accounting
- ECO 231** Principles of Economics II
- QMB 200** Business Statistics
- E-4A** Biological or **E4B** Physical Lab Science
- E-3A** Arts

**Junior (1<sup>st</sup> Semester) 15 hrs**

- CCT 300W** Managerial Reports
- CIS 300** Management Information Systems
- MGT 300** Principles of Management
- FIN 300** Business Finance I
- MGT 340** Management Science
- BTS 300** Professional Skills Seminar (0 credit)\*

**Senior (1<sup>st</sup> Semester) 15 hrs**

- MKT 400** International Marketing
- CCT 310** International Business Communication
- Free Elective** (3 hrs)
- Foreign Language** (3 hrs)
- Approved Business Course/Co-op** (3 hrs)

**Freshman (2<sup>nd</sup> Semester) 15 hrs**

- E-1B\*** ENG 102
- E-4A** Biological or **E4B** Physical Lab Science
- E1C** CMS 100 or 210
- GBU 101\*** Introduction to Business
- ECO 230** Principles of Economics I

**Sophomore (2<sup>nd</sup> Semester) 15 hrs**

- ACC 202** Introduction to Managerial Accounting
- GBU 204** Legal and Ethical Environments of Business
- E-3B** Humanities
- E-5A** History
- GBU 201** International Business

**Junior (2<sup>nd</sup> Semester) 15 hrs**

- MGT 370** Operations Management
- MKT 300** Principles of Marketing
- FIN 330** International Finance
- MGT 430** International Management
- Foreign Language** (3 hrs)

**Senior (2<sup>nd</sup> Semester) 14 hrs**

- GBU 480\*** Business Strategy
- Approved Business Elective/Co-op** (3 hrs)
- Free Elective** (Non-Business 5 hrs)
- BTS 400** College to Careers Seminar (0 credit)\*
- E-6** Diversity

\*Course must be taken in semester indicated.

**UNIVERSITY GRADUATION REQUIREMENTS**

General Education .....	36 hrs
Student Success Seminar (BTO 100; waived for transfers with 30+ hrs.).....	1 hr
Total Hours University Graduation Requirements .....	37 hrs

**College Requirements:**

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

**Core Courses:**

Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	

**Major Requirements** .....

International Business Concentration .....	33 hrs
GBU 101, 201, MGT 340, six hours of foreign language, CCT 310, FIN 330, MGT 430, MKT 400, and six hours of business credit which includes course of study and/or internship in a foreign country. Exemptions from the foreign study requirement are available only with chair approval. International students may choose to fulfill this requirement through internships, cooperative education, or approved upper-division courses in business or economics (ECO 394).	

**Supporting Course Requirements** .....

MAT 112/211 (counted in GE Element 2)	9 hrs
CIS 212 or INF 104	
PSY 200/200W or SOC 131 (counted in GE Element 5)	
ECO 230 & 231	

**Free Electives (Non-Business)** .....

Free Electives (Non-Business) .....	8 hrs
<b>Total Curriculum Requirements</b> .....	<b>120 hrs</b>