



MAJOR IN INTERNATIONAL BUSINESS

GENERAL DESCRIPTION

The International Business major requires 73 hours of professional and elective courses and leads to a Bachelor of Science degree. The objective of the international business (IB) major is to prepare students to succeed in the increasingly competitive and inter-dependent world of international business and includes the emphasis of one of four tracks. The four tracks include: international management, global supply chain, global entrepreneurship, and global trade and economy.

The International Business courses offered at WKU are taught by highly qualified faculty who write, teach, and offer service in this field. Most classes are small enough to permit a high level of student-faculty interaction. The design of the IB curriculum includes a combination of international management, marketing, economics, finance, and entrepreneurship with foreign-language study. Students are required to do an internship in a firm engaged in international business or participate in study abroad.

CAREER OPPORTUNITIES

The IB program equips students for competitive global careers by providing sound business skills, geo-political understanding, language skills, and cultural and value awareness of other regions. The IB graduate may gain an entry level position in business or government organizations with international or global operations.

PROGRAM REQUIREMENTS

To be admitted into the International Business program, students must meet the following criteria:

- (1) completed a minimum of 60 hours;
- (2) completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MGT 210, MATH 116 or higher, and COMM 145;
- (3) a minimum overall GPA of 2.5;
- (4) earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better).

FOR FURTHER INFORMATION CONTACT:

Department of Management

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Gordon Ford College of Business

International Business Major (569)

Freshman Year		Sophomore Year	
BA 175 University Experience Bus.	3	ACCT 201 Intro – Managerial	3
ENG 100- Intro College Writing	3	HIST 101 OR 102	3
ECON 202- Principles of Micro	3	CIS 243 Principles of MIS	3
MATH 123, Math Apps for Business	3	Natural Physical Sciences	3
CIS 141 Computer Literacy	3	MGT 210 Organization Mgt	3
Literary Studies (F-AH)	3	Elective	3
ECON 203- Principles of Macro	3	MKT 220- Basic Marketing Concept	3
Arts and Humanities	3	ECON 206 – Statistics	3
COMM 145	3	MGT 200- Legal Environment of	3
ACCT 200- Intro.—Financial	3	Natural Physical Sciences with lab	3
TOTAL HOURS	30	TOTAL HOURS	30
Junior Year		Senior Year	
Foreign Language Course 102	3	Intl. Business Track ¹	3
MGT 303- International Business	3	Intl. Business Track ¹	3
FIN 330 Fund of Finance	3	MGT 313- Decision Modeling	3
MGT 314- Operations Management	3	Cultural Component ²	3
Connections Course	3	MGT 490 or MKT 491	3
Intl. Business Track ¹	3	MGT 498 - Strategy & Policy	3
Connections Course	3	Intl. Business Track ¹	3
Foreign Language Course 201	3	General Elective	3
MGT 316- International MGT	3	General Elective	3
Writing in the Disciplines	3	MGT 499 – Sr. Assessment	1
		General Elective	2
TOTAL HOURS	30	TOTAL HOURS	30

¹Choose 12 hours from International Business courses from selected track:

International Management: FIN 436, LEAD 450, MGT 305, MGT 383, MGT 413, MGT 495, or PS 350

Global Supply Chain: AMS 371, AMS 394, AMS 396, AMS 430, BI 310, MKT 324, or MKT 423

Global Entrepreneurship: ENT 308, ENT 312, ENT 380, ENT 425, ENT 496, or MGT 390

Global Trade and Economy: ECON 380, ECON 385, ECON 430, ECON 467, ECON 496, or PS 449.

²Cultural Component—choose one from CHIN 333, CHNF 430, COM 463, FREN 323, GEOG 462, GEOG 465, GEOG 466, GEOG 467, GERM 333, ICSR 380, SOC 376, SPAN 372, or SPAN 373