

International Sales & Business Development Concentration

Learn more about the Bachelor of Business Administration in International Business.

Summary of Requirements

University Requirements

All new students are required to complete the university's General Education (GenEd) curriculum.

Note that students not continuously enrolled who have not been approved for a Leave of Absence or study elsewhere must follow University requirements current at the time of re-enrollment.

College Requirements

Students must meet College Graduation Requirements for the Bachelor of Business Administration, including the requirements of the major listed below. International Business students must maintain a 2.0 GPA overall and a 2.0 GPA in the major to graduate.

Major Requirements

Students must follow the Major Requirements and College Requirements current at the time of declaration. Students not continuously enrolled who have not been approved for a Leave of Absence or study elsewhere must follow University, College, and Major requirements current at the time of re-enrollment.

Requirements of International Sales & Business Development Concentration

Undergraduate students may earn a Bachelor of Business Administration (B.B.A.) degree in International Business (IB) with a concentration in International Sales & Business Development. Students are strongly encouraged to pursue a complementary major or minor to enhance their professional marketability by specializing in a functional area of business and/or pursuing area studies expertise.

Code	Title	Credit Hours
Foreign Language Requirement		
(All students must be proficient in two languages)		
Major Requirements		
IB 3101	Fundamentals of International Business	3
IB 3596	Global Entrepreneurship	3
IB 4587	International Business Practicum ¹	3
Select one Geographical Area IB course:		3
IB 2501 or ASST 2511	Fundamentals of Asian Business Introduction to Asian Business	
IB/LAS 2502	Fundamentals of Latin American Business	
IB 2503	Fundamentals of European Business	
IB 2504	Fundamentals of Business in Africa and the Middle East	
IB 2509	Short Study Trip Abroad: Doing Business in a Foreign Country	
Concentration Requirements		
Select two of the following:		6
IB 3581 or IB 3585	International Business Internship International Business Internship	
MKTG 3504	Sales and Sales Management	
MKTG 3512	Professional Selling	
SGM 2525	Management Consulting: Principles and Practices	
Total Credit Hours		18

¹ This major capstone should be taken after all prerequisites are met.

Suggested Academic Plan

Bachelor of Business Administration in International Business: International Sales & Business Development Concentration

Requirements for New Students starting in the 2022-2023 Academic Year

Please note that this plan is suggested only, ensuring prerequisites are met.

Year 1		Credit Hours
Fall		
STAT 1001	Quantitative Methods for Business I	3
ECON 1101	Macroeconomic Principles	3
HRM 1101	Leadership and Organizational Management	3
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
Foreign Language or Free Elective		3-4
Term Credit Hours		16-17
Spring		
STAT 1102	Quantitative Methods for Business II	4
ECON 1102	Microeconomic Principles	3
BA 1103	Legal and Ethical Reasoning in Business	3
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
Foreign Language or Free Elective		3-4
Term Credit Hours		16-17
Year 2		
Fall		
ACCT 2103	Financial and Managerial Accounting for Decision Making	4
STAT 2103	Statistical Business Analytics (waives GenEd Quantitative Literacy requirement)	4
MIS 2101	Digital Systems	3
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
Foreign Language or Free Elective		3
Term Credit Hours		17
Spring		
MKTG 2101	Marketing Management	3
BA 2101	Professional Development Strategies	1
BA 2196	Business Communications [WI]	3
Select one of the following: ¹		3
BA 2501	Turning Numbers into Knowledge: Visualizing Data	
BA 2502	Business Analytics: Modern Data Science Techniques	
RMI 2101	Introduction to Risk Management	3
Foreign Language or Free Elective		3
Term Credit Hours		16
Year 3		
Fall		
FIN 3101	Financial Management	3
MSOM 3101	Operations Management	3
IB 3101	Fundamentals of International Business	3
Select one Geographical Area IB course:		3
IB 2501 or ASST 2511	Fundamentals of Asian Business	
IB 2502 or LAS 2502	Fundamentals of Latin American Business	
IB 2503	Fundamentals of European Business	
IB 2504	Fundamentals of Business in Africa and the Middle East	
IB 2509	Short Study Trip Abroad: Doing Business in a Foreign Country	

Business Elective ²		3
Term Credit Hours		15
Spring		
IB 3596	Global Entrepreneurship [WI]	3
Business Elective ²		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Free Elective		2
Term Credit Hours		14
Year 4		
Fall		
BA 4102	Strategic Management	3
Select one of the following:		3
IB 3581 or 3585	International Business Internship	
MKTG 3504	Sales and Sales Management	
MKTG 3512	Professional Selling	
SGM 2525	Management Consulting: Principles and Practices	
Business Elective ²		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15
Spring		
IB 4587	International Business Practicum	3
Select one of the following:		3
IB 3581 or 3585	International Business Internship	
MKTG 3504	Sales and Sales Management	
MKTG 3512	Professional Selling	
SGM 2525	Management Consulting: Principles and Practices	
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15
Total Credit Hours:		124-126

¹ Please check with your departmental advisor on which course is most appropriate for the major.

² 2000-3999 electives can be selected from: ACCT, AS, BA, ECON, FIN, HRM, IB, LGLS, MIS, MKTG, RE, RMI, STAT, SCM, SGM. Please see your advisor for elective suggestions that match your career objectives.