



## General Business B.B.A. Degree International Business Concentration

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 enable students to customize an academic program to fit their needs.

### International Business Concentration

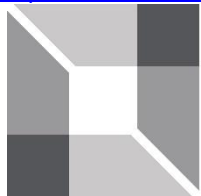
Businesses and national economies are becoming increasingly interdependent. To succeed as an effective manager, our graduates need an understanding of the complex political, economic, legal, and cultural environment of international business, as well as principles of international marketing, management, 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 required to study abroad with individually designed programs. <https://studyabroad.eku.edu/programs>

### 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 Professional Development Series that are structured to provide additional professional experiences outside of the traditional classroom.

### For More Information

College of Business  
214 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<https://business.eku.edu/>



**AACSB**  
**ACCREDITED**

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.



# College of Business

## 2023-2024

### Suggested Curriculum Guide for International Business Concentration

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

**BUS 100\*** (1) Professional Development Series  
**BUS 101** Nature of Business  
**E-1A\*** ENG 101  
**E-2 MAT 112A/B, 114** Algebra & Applications or **MAT 211** Calculus  
**E-6** Diversity  
**E-3A** Arts

#### Sophomore (1<sup>st</sup> Semester) 16 hrs

**BUS 200** (1) Professional Development Series  
**BUS 209** Fundamentals of Financial & Managerial Accounting  
**ECO 230** Fundamentals of Microeconomics (Element 5B)  
**E-5A** History  
**BUS 207** Fundamentals of Interpersonal Business Comm.  
**Free Elective** (Non-Business 3 hrs)

#### Junior (1<sup>st</sup> Semester) 13 hrs

**BUS 300** (1) Professional Development Series  
**BUS 302** Essentials of Finance  
**BUS 303** Essentials of Organizational Behavior and HR  
**BUS 305** Essentials of Marketing  
**GBU 201** International Business

#### Senior (1<sup>st</sup> Semester) 16 hrs

**BUS 400** (1) Professional Development Series  
**MKT 400** International Marketing  
**Foreign Language** (3 hrs)  
**Approved Business Elective** (3 hrs)  
**Free Elective** (Non-Business 3 hrs)  
**E-4A** Biological or **E4B** Physical Lab Science

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

**BUS 206** Fundamentals of Problem Solving with Excel  
**E-1B\*** ENG 102  
**E-1C** CMS 100 or 210  
**E-4A** Biological or **E4B** Physical Lab Science  
**E-3B** Humanities

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

**BUS 204** Fundamentals of Business Law and Ethics  
**STA 260** Business Statistics  
**ECO 231** Fundamentals of Macroeconomics  
**BUS 304** Essentials of Management Information Systems  
**BUS 301** Essentials of Formal Business Communication

#### Junior (2<sup>nd</sup> Semester) 14 hrs

**Foreign Language** (3hrs)  
**BUS 306** Essentials of Operations and Supply Chain  
**CCT 310** International Business Communication  
**E-6** Diversity  
**Free Elective** (Non-Business 2 hrs)

#### Senior (2<sup>nd</sup> Semester) 15 hrs

**BUS 402** Integrated Business Management  
**FIN 330** Principles of International Finance  
**Approved Business Elective** (3 hrs)  
**Free Elective** (Non-Business 3 hrs)  
**MGT 430** International Management

\*Course must be taken in semester indicated.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.