

INTERNATIONAL BUSINESS

Degree: B.S., Business Administration

College of Business (<https://business.umw.edu/about-the-college/>)

A major in International Business will help prepare students for jobs with multinational firms, domestic firms that import or export goods and services, public institutions such as the federal government and its myriad agencies, international charitable agencies, and environmental organizations. By carefully selecting course electives and experiences, students may find international careers in a host of fields, including traditional business paths (accounting, finance, logistics, management, MIS, marketing, and purchasing) or unique professions determined by the desires of individual students. For example, a student may pursue a degree in International Business along with a minor in art with a goal of managing an art museum. International Business students must be able to understand the importance and influence of culture on how people make decisions.

A student who has not declared a Business major is limited to taking no more than 27 hours in business or business related courses defined as those courses with the following prefixes: ACCT, BLAW, BUAD, DSCI, FINC, MKTG, MGMT, MIST, CIST, or LRSP.

Student Learning Outcomes

1. Students will demonstrate a working knowledge of accounting concepts.
2. Students will demonstrate a working knowledge of finance concepts.
3. Students will demonstrate a working knowledge of information systems concepts.
4. Students will demonstrate a working knowledge of management concepts.
5. Students will demonstrate a working knowledge of marketing concepts.
6. Students will understand global issues in business.
7. Students will understand ethical issues in business.
8. Students will think critically in solving complex business problems.
9. Students will effectively articulate business knowledge in oral communication.
10. Students will effectively articulate business knowledge in written communication.
11. Students will effectively apply research methods knowledge through defining research problem, formulating hypothesis, and data analysis.

To be admitted to the College of Business, students must have earned a cumulative grade point average of 2.0 or better after completing at least 27 college credits and a grade of C or higher in ACCT 102 Principles of Accounting II, and have met the criteria for major declaration (<https://catalog.umw.edu/undergraduate/academic-policies/major-minor-declaration/>) set forth in the Academic Catalog.

The major in Business Administration is a Bachelor of Science degree. Business majors should note the degree requirements for B.S. degrees,

found here (<https://catalog.umw.edu/undergraduate/undergraduate-degrees/ba-bs-degree/>).

Additional important information is contained in the description of B.A./B.S./B.S.Ed. General Education Requirements (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-arts-bachelor-science-degrees/>).

Please also note that the section of this *Catalog* outlining “University Academic Policies and Procedures” applies to students in the College of Business. Students with questions about general academic requirements should consult this part of the *Catalog* for guidance. All of the “Academic Resources” described in an earlier section of this *Catalog* are available as needed to students in the College of Business.

Major Requirements

Required Prerequisites

Code	Title	Credits
BLAW 201	Legal Environment of Business ¹	3
STAT 180	Introduction to Statistics ¹	3
ECON 201B	Principles of Macroeconomics	3
ECON 202B	Principles of Microeconomics	3
Total Credits		12

¹ Or its equivalent (ECON 361A Introductory Econometrics or PSYC 261A Introductory Statistics for Psychology)

Common Core

The International Business Major is one of four majors offered within the College of Business leading to the Bachelor’s of Science degree in Business Administration. All business majors are multi-disciplinary degrees that require students master concepts from across the business disciplines: Accounting, Business Administration, Business Law, Decision Sciences, Finance, Management, Management and Information Systems, and Marketing. All majors share a common core of 30 hours of business classes. This common core consists of:

Code	Title	Credits
Lower-Division Requirements		
ACCT 101 & ACCT 102	Principles of Accounting I and Principles of Accounting II	6
MIST 201	Management Information Systems and Applications	3
Upper-Division Requirements		
BUAD 350	Business Communication	3
DSCI 352	Analytics I: Predictive Models	3
DSCI 353	Analytics II: Optimization Models	3
FINC 301	Principles of Finance	3
MGMT 301	Principles of Management	3
MGMT 490	Strategic Management	3
MKTG 301	Principles of Marketing	3
Total Credits		30

Upper Level Electives

Student must then complete an additional eighteen (18) credits of classes to earn a Bachelor of Science degree in Business Administration. Students may major in Business Administration, Accounting, Finance,

International Business, Management and Entrepreneurship, or Marketing. Upon completion of the program, student transcripts shall state their degree (Bachelor of Science in Business Administration) and their major.

Code	Title	Credits
BUAD 473A	Environment of International Business Seminar	3
MKTG 460	International Marketing	3
BUAD 472	Business Administration Seminar Abroad ¹	3
or MKTG 472	Marketing Seminar Abroad	
or MKTG 370	Ecotourism	
or ACCT 491	Individual Study in Accounting	
or BUAD 491	Individual Study in Business Administration	
or FINC 491	Individual Study in Finance	
or MKTG 491	Individual Study in Marketing	
ECON 382	International Trade	3
Select 6 credits of the following:		6
Any additional upper-level College of Business electives		
FREN 313	Business French ²	
GERM 313	German for Professional Use I ²	
SPAN 393	Business Spanish ²	
ECON 386	International Finance	
Total Credits		18

¹ The BUAD 472 Business Administration Seminar Abroad or MKTG 472 Marketing Seminar Abroad or MKTG 370 Ecotourism requirement is to ensure all students who graduate with an International Business major have travel experience, ideally international travel. MKTG 370 Ecotourism, with annual domestic trips, is a more affordable options for students who may not be able to financially justify an international trip. Students with alternative international experience and/or financial challenges may take an independent study (491) instead, so long as the project they research is international in scope.

² Students may count FREN 313 Business French, GERM 313 German for Professional Use I, SPAN 393 Business Spanish as both their upper level International Business Major electives and toward their Business French, German, or Spanish minor if they are also pursuing one or more of these minors.

Note 1: A maximum of three (3) credits of 499 courses may count toward the upper level elective requirement.

Note 2: Students may repeat 472 courses for credit toward the upper level elective requirement.

Note 3: International Business majors may also benefit from:

Code	Title	Credits
GEOG 101	World Regional Geography	3
GEOG 301A	Geography of Latin America and the Caribbean	3
GEOG 304A	Geography of the Middle East	3
ECON 384	Economic Development	3
HIST 349	History of the British Isles	3
HIST 354	History of France	3
HIST 358	History of Modern Russia	3
HIST 381	Europe Since 1945	3
PSCI 354A	Politics of South Asia	3
PSCI 355	Politics of the Middle East and North Africa	3

PSCI 362	The Politics of Central and Eastern Europe	3
PSCI 366	Government and Politics of China	3
PSCI 367	East Asia in World Affairs	3

General Education Requirements

The general education requirements for Bachelor of Arts/Bachelor of Science degrees (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-arts-bachelor-science-degrees/>) apply to all students who are seeking to earn an undergraduate B.A., B.S. or B.S.Ed. degree.

Students seeking a Bachelor of Liberal Studies degree have a separate set of BLS general education requirements (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-liberal-studies-degrees/>).

Electives

Elective courses are those that are not needed to fulfill a general education requirement or major program requirement but are chosen by the student to complete the 120 credits required for graduation with a B.A./B.S./B.S.Ed. degree or the BLS degree. These courses may be taken graded or pass/fail (or S/U in the case of physical education and 100-level dance). No student in a regular B.A./B.S./B.S.Ed. program may count more than 60 credits in a single discipline toward the 120 credits required for graduation.

Total Credits Required for the Degree: 120 credits

Plan of Study

For a suggested plan of study for the International Business major, please contact the College of Business directly.

Business Faculty

Filiz Tabak, *Dean for Faculty*

Professors

Christopher J. Garcia
Lance C. Gentry
David L. Henderson, III
Kenneth D. Machande
Mukesh Srivastava
Xiaofeng Zhao

Associate Professors

Wei Chen
Kanchan Deosthali
Alexandra M. Dunn
Rachel L. Graefe-Anderson
Kashef A. Majid
John S. Marsh
Sayan Sarkar

Assistant Professors

Samira Fallah
Siang-Ru [Lulu] Huang
Tsung-Hsuan Yang

Senior Lecturers

John D. Burrow
Kimberley L. Kinsley

Smita Jain Oxford

Instructors

Durgesh Pattanayak

Christopher H. Willis