

MAJOR IN BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS

The International Business Concentration is an interdisciplinary program comprising courses drawn from disciplines within CBE. Students complete the major in Business Administration and 24 units of International Business Concentration requirements.

Requirements for all Business Administration Majors

Code	Title	Units
Courses Required for Admission to Major		18
ACCT 201 or ACCT 211	PRINCIPLES OF FINANCIAL ACCOUNTING HONORS ACCOUNTING PRINCIPLES I	3
ECON 201 or ECON 203	MICROECONOMIC PRINCIPLES HONORS MICROECONOMIC PRINCIPLES	3
ECON 202 or ECON 204	MACROECONOMIC PRINCIPLES HONORS MACROECONOMIC PRINCIPLES	3
LEGL 225	LEGAL ENVIRONMENT OF BUSINESS	3
MATH 211 or MATH 273	CALCULUS FOR APPLICATIONS CALCULUS I	3
Select one of the following:		3
ECON 205 MATH 231 or MATH 233	STATISTICS FOR BUSINESS AND ECONOMICS I BASIC STATISTICS HONORS BASIC STATISTICS	

Admission to the BUAD major requires an average GPA of 2.7 or higher in the eight courses required for admission. A grade of C or higher is required in each individual course.

Required Business Courses (open to Pre-BUAD majors)		20
ACCT 202 or ACCT 212	PRINCIPLES OF MANAGERIAL ACCOUNTING HONORS ACCOUNTING PRINCIPLES II	3
BUSX 301	BUSINESS COMMUNICATIONS	3
EBTM 250	PROBLEM SOLVING IN BUSINESS I	1
EBTM 251	PROBLEM SOLVING IN BUSINESS II	1
EBTM 337	ENTERPRISE INFORMATION SYSTEMS	3
FIN 331	PRINCIPLES OF FINANCIAL MANAGEMENT	3
MKTG 341	PRINCIPLES OF MARKETING	3
MNGT 361	LEADERSHIP AND MANAGEMENT	3
Required Business Courses (open to BUAD majors only)		12
BUSX 460	PROFESSIONAL EXPERIENCE	3
EBTM 350	BUSINESS ANALYTICS	3
EBTM 365	PRINCIPLES OF OPERATIONS MANAGEMENT	3
MNGT 481	STRATEGIC MANAGEMENT	3

BUAD majors must also complete an approved concentration or track of between 21 and 24 units.

International Business Concentration Requirements

Code	Title	Units
International Business Concentration		
MNGT 375	INTERNATIONAL BUSINESS: THEORY AND PRACTICE	3
FIN 435	INTERNATIONAL FINANCE	3
MNGT 438	MULTINATIONAL MANAGEMENT AND CULTURE	3
MKTG 445	GLOBAL MARKETING	3
Select four of the following: ¹		12
Foreign Language (a maximum of 12 intermediate or 200+ level or above units)		
ANTH 368	GLOBALIZATION IN CROSS CULTURAL PERSPECTIVE	
EBTM 310	INTRODUCTION TO ERP SYSTEMS	
ECON 305	SURVEY OF INTERNATIONAL ECONOMICS	
MKTG 494	MARKETING STUDY ABROAD	
MNGT 494	STUDY ABROAD IN MANAGEMENT	
Total Units		24

¹ Four courses to develop an understanding of the linguistic, economic, sociocultural and physical environments of foreign countries or regions. (Approval by the appropriate department may be needed depending upon the student's qualifications.)

Suggested Four-Year Plan

Based on course availability and student needs and preferences, the selected sequences will probably vary from those presented below. Students should consult with their adviser to make the most appropriate elective choices.

Freshman		
Term 1	Units Term 2	Units
ENGL 102 (Core 2)	3 TSEM 102 (Core 1)	3
ECON 201 or 203 (Core 6)	3 MATH 211 (may substitute MATH 273)	3
Prerequisite for MATH 211 (Core 3)	3 ECON 202 or 204	3
Core 4, 5, 8, 10, 11, 12 or 13	3 Core 4, 5, 8, 10, 11, 12 or 13	3
Core 4, 5, 8, 10, 11, 12 or 13	3 Core 4, 5, 8, 10, 11, 12 or 13	3
		15
Sophomore		
Term 1	Units Term 2	Units
ACCT 201 or 211	3 ACCT 202 or 212	3
ECON 205 or MATH 231	3 EBTM 250	1
LEGL 225	3 EBTM 251	1
Core 4, 5, 8, 10, 11, 12 or 13	3 Lab Science	4
Core 4, 5, 8, 10, 11, 12 or 13	3 Core 4, 5, 8, 10, 11, 12 or 13	3
Elective		3
		15
Junior		
Term 1	Units Term 2	Units
MNGT 361	3 MNGT 375	3
MKTG 341	3 EBTM 350	3

BUSX 301 (Core 9)	3 MKTG 445	3
EBTM 337	3 International Business Elective 1	3
FIN 331	3 Elective	3
	15	15
Senior		
Term 1	Units Term 2	Units
MNGT 482 (recommended Core 14)	3 MNGT 481	3
EBTM 365	3 BUSX 460	3
MNGT 438	3 International Business Elective 3	3
FIN 435	3 International Business Elective 4	3
International Business Elective 2	3 Elective	3
	15	15

Total Units 120

Profile of a CBE Graduate

As a premier school of applied business learning, the College of Business and Economics prepares its graduates to achieve excellence in their professional careers. Rigorous academic studies and hands-on business experience—all subject to strict measures of performance—work in combination to **develop** the foundation for success, **connect** students with the professional community and **transform** students who will have a positive impact in and beyond Maryland.

Graduates of Towson University's College of Business and Economics will:

Apply Business Knowledge in the Context of Professional Employment

- Demonstrate knowledge of business concepts and theories
- Successfully complete a quality, mentored, reflective professional experience in preparation for future employment

Communicate Properly and Effectively

- Write professional documents that provide audience-centric content, rhetorically appropriate organization and follow accepted conventions of design, style, grammar, punctuation and mechanics
- Make articulate and persuasive oral presentations

Apply Critical Thinking and Problem-Solving Skills to Organizational Decision Making

- Conduct internal and external analyses of domestic and global organizations, formulate strategies and identify issues with implementing these strategies
- Practice creative ideation
- Develop comprehensive, justified conclusions that result from systematic application of relevant information and decision criteria to decision alternatives within a realistic organizational decision context

Use Technology Effectively in Business Settings

- Demonstrate competency in the use of analytical software
- Utilize state-of-the-practice software for business applications

Work Effectively Toward Achieving Common Goals within Diverse Teams

- Guide teams, as leaders and followers, to achieve team goals while maintaining group cohesion, follower satisfaction and efficient operations
- Treat others with respect and show sensitivity to their views, values, cultures and customs

Distinguish Between Ethical and Unethical Conduct in the Professional Lives

- Explain how ethical conduct of managers affects individuals' motivation and organizations' performance
- Apply ethics in business decision-making, considering the impact of ethical conduct on multiple stakeholders