

GENERAL BUSINESS, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN INTERNATIONAL BUSINESS (B.B.A.)

Program Requirements

CIP Code: 52.0101

Summary Checklist for General Education

Code	Title	Hours
Element 1		
A:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
B:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
C:	Oral Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
Element 2		
	Quantitative Reasoning (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/)	3
Element 3		
A:	Arts (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
B:	Humanities (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
Element 4		
	Natural Sciences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/)	6
Element 5		
A:	Historical Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
B:	Social Behavioral Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
Element 6		
	Diversity of Perspectives Experiences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/)	6
Total Hours		36

Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

Major

Code	Title	Hours
University Graduation Requirements		
General Education		36
<i>Student Success Seminar</i>		
BUS 100	Professional Development One	1
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
Major Requirements		
<i>Business Core Courses</i>		
Professional Development Series:		
BUS 200	Professional Development Two	1
BUS 300	Professional Development Three	1
BUS 400	Professional Development Four	1
Nature of Business:		
BUS 101	Nature of Business	3
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
BUS 204	Fundamentals of Business Law and Ethics	3
Tools of Business		
BUS 206	Fund of Prob Solving w Excel	3
BUS 207	Fund of Interpersonal Bus Comm	3
BUS 209	Fundamentals of Financial and Managerial Accounting	3
Essential Series: Functions of Business		
BUS 301W	Essentials of Formal Communication	3
or BUS 301	Essentials of Formal Communication	
BUS 302	Essentials of Finance	3
BUS 303	Essentials of Org Behav/HR Mgt	3
BUS 304	Essentials of MIS	3
BUS 305	Essentials of Marketing	3
BUS 306	Essentials of Supply Chain Mgt	3
Mastery of Business:		
BUS 402	Integrated Strategic Mgmt	3
<i>Supporting Course Requirements</i>		
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
ECO 230	Fundamentals of Microeconomics (Element 5B) ^G	3
ECO 231	Fundamentals of Macroeconomics	
Choose one of the following three options:		
MAT 112A	Algebra: Polynomials (Element 2) ^G	
And		
MAT 112B	Algebra: Functions & Matrices (Element 2) ^G	
Or		
MAT 114	College Algebra (Element 2) ^G	
Or		
MAT 211	Applied Calculus (Element 2) ^G	
Choose one of the following:		
STA 260	Business Statistics	3-4
STA 270	Applied Statistics	

Concentrations

Students must select one of the following Concentrations:

Business and Marketing Education/Teaching	
Corporate Communication and Technology	
General Business	
International Business	27
<i>Free Electives</i>	
Choose 10-11 hours of free electives	10-11
Total Hours	120

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 Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

Concentration

Code	Title	Hours
Concentration Courses		
GBU 201	International Business	3
Choose six hours of foreign language		6
CCT 310	International Business Communication	3
FIN 330	Principles of International Finance	3
MGT 430	International Management	3
MKT 400	International Marketing	3
Choose six hours of business credit which will include course of study and/or internship in a foreign country ¹		6
Total Hours		27

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 Exemptions from the foreign study requirement are available only with the chairperson approval. International students may choose to fulfill this requirement through internships, cooperative education, or approved upper-division courses in business or economics (ECO 394 International Economics).