

# Bachelors of Science in Business Administration (BSBA)

## Option in International Business (72 Semester Units)

Catalog Fall 2016

Major Catalog Date: \_\_\_\_\_

Name \_\_\_\_\_ CIN \_\_\_\_\_  
 Last First MI

Street Address \_\_\_\_\_ City \_\_\_\_\_ ZIP Code \_\_\_\_\_ Quarter Admitted \_\_\_\_\_

Adviser's Signature \_\_\_\_\_ Date \_\_\_\_\_ Student's Signature \_\_\_\_\_ Date \_\_\_\_\_

### **SEMESTER - LOWER DIVISION REQUIRED COURSES (15 Units)** *Prerequisites* *Completed?*

ACCT	2100	Principles of Financial Accounting	3		
ACCT	2110	Principles of Managerial Accounting	3	ACCT 2100	
ECON <sup>1</sup>	2010	Principles of Economics I: Microeconomics	3		
ECON <sup>1</sup>	2020	Principles of Economics II: Macroeconomics	3	ECON 2010	
FIN	2050	Legal and Regulatory Environment of Business	3		

### **SEMESTER - UPPER DIVISION REQUIRED COURSES (30 Units)** *Prerequisites* *Completed?*

BUS <sup>2</sup>	3050	Business Communication ( <i>wi</i> )	3		
BUS	4150	Contemporary Issues in Global Business	3		
CIS	3010	Management Information Systems	3		
ECON <sup>3</sup>	3060	Statistics for Business Analysis and Decision Making	3	GE Block B4 (Mathematics/Quantitative Reasoning)	
FIN	3030	Business Finance	3	ACCT 2100	
MGMT	3060	Production and Operations Management	3		
MGMT	3070	Organizational Behavior and Management	3		
MGMT <sup>4</sup>	3080	Business Responsibilities in Society	3	Block A (Basic Subjects)	
MKT	3100	Principles of Marketing	3		
BUS	4970	Capstone: Strategic Management	3	Business Core Requirements	

Note 1: ECON 2010 or ECON 2020 is double-counted in Lower Division GE Block D.

Note 2: BUS 3050 and MKT 3200 are designated as Writing Intensive (*wi*) courses.

Note 3: ECON 3060 is double-counted in GE Upper Division Block B - Natural Science and Mathematics.

Note 4: MGMT 3080 is double-counted in GE Upper Division Block C - Arts and Humanities.

### **SEMESTER - OPTION: International Business (27 Units)**

#### **Semester - Required Courses (18 units):** *Prerequisites* *Completed?*

FIN	4310	Multinational Financial Management	3	FIN 3030	
MGMT	4102	Comparative Management	3	Senior or Graduate standing	
MKT <sup>2</sup>	3200	High Performance Professional Skills ( <i>wi</i> )	3	MKT 3100	
MKT	3500	Global Business	3	MKT 3100	
MKT	4500	International Marketing	3	MKT 3100	
MKT	4510	Intercultural Business Communications	3		

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### Semester - Electives (9 units): Select three courses

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MKT	3210	Personal Selling	3 MKT 3100	
MKT	3400	Consumer Behavior	3 MKT 3100	
MKT	3700	Marketing Analytics	3 GE Blocks A, B4, +1 from Block B, Blocks C, and D.	
MKT <sup>5</sup>	3950	Community Based Social Marketing (cl)	3 GE Blocks A, B4, +1 from Block B, Blocks C, and D.	
MKT	4320	Sustainability Marketing	3 MKT 3100 or Consent of Instructor	
MKT	4454	Special Topics in Marketing	1-3	
MKT	4460	Marketing Research - Quantitative	3 MKT 3100 and ECON 3060	
MKT	4461	Marketing Research - Qualitative	3 MKT 3100 or Consent of Instructor	
MKT	4520	Import/Export	3 MKT 3500	
MKT	4530	Global Transportation and Logistics	3 MKT 3100	
MKT	4610	Digital Marketing and E-Commerce	3 MKT 3100	
MKT	4710	Pricing	3 MKT 3100	
ECON*	4260	International Political Economy	3 Three units in Economics and Political Science	
<b>Also Listed As</b>				
POLS*	4260	International Political Economy	3 Three units in Economics and Political Science	
<b>OR</b>				
ECON*	4600	Economics of Developing Countries	3 ECON 1500 of 2020	
<b>OR</b>				
ECON*	4610	Economics of International Trade	3 ECON 2020	
<b>OR</b>				
ECON*	4620	International Monetary Economics	3 ECON 2020	

\*Only one economics course can be used to meet the option elective course requirement

### Semester - Additional Required Courses:

Students may require additional courses to meet the 120 units required for graduation. Students are strongly encouraged to take additional classes offered by the College of Business and Economics.


Note 5: MKT 3950 is double-counted in GE Upper Division Block D - Social Sciences, and is also a Civic Learning (cl) course.