



EASTERN KENTUCKY UNIVERSITY

College of Business & Technology

SUGGESTED CURRICULUM GUIDE FOR GENERAL BUSINESS (B.B.A. DEGREE) INTERNATIONAL BUSINESS OPTION – Fall 2009

Freshman (First Semester) 16 Hrs

BTO 100* Orientation
 MAT 107 College Algebra (or MAT 211 Calculus)
 PSY 200 or SOC 131 Intro PSY or Intro SOC
 Block I-A* ENG 101
 Block VI Wellness
 CIS 212 or CSC 104 Intro to CIS or Computer Literacy

Sophomore (First Semester) 15 Hrs

ECO 230 Principles of Economics I
 ACC 202 Introduction to Managerial Accounting
 GBU 201 International Business
 QMB 200 Business Statistics
 Block IV-A or B Biological or Physical Lab Science

Junior (First Semester) 15 Hrs

CCT 300W Managerial Reports
 CIS 300 Management Information Systems
 MGT 300 Principles of Management
 FIN 300 Business Finance I
 MGT 340 Management Science
 BTS 300 Business & Technology Seminar (0 credit)*

Senior (First Semester) 15 Hrs

MKT 400 International Marketing
 CCT 310 International Business Communication
 Foreign Language
 Approved Business course/co-op
 Block VIII Depth of Knowledge

Freshman (Second Semester) 15 Hrs

ACC 201 Introduction to Financial Accounting
 Block I-B* ENG 102
 Block IV-A or B Biological or Physical Lab Science
 Block III-B Humanities
 Block I-C CMS 100 or 210

Sophomore (Second Semester) 15 Hrs

ECO 231 Principles of Economics II
 GBU 204 Legal and Ethical Environments of Business
 Block III-A Arts
 Block V Social/Behavioral Sciences
 Block VII Breadth of Knowledge

Junior (Second Semester) 15 Hrs

MGT 370 Operations Management
 MKT 300 Principles of Marketing
 MGT 430 International Management
 FIN 330 International Finance
 Foreign Language

Senior (Second Semester) 15 Hrs

GBU 480* Business Strategy
 Free Elective (Non-Business for 5 hrs)
 Approved Business course/co-op
 Block VIII Depth of Knowledge
 BTS 400 Business & Technology Seminar (0 credit)*

*Course must be taken in semester indicated.

BACHELOR OF BUSINESS ADMINISTRATION - Dept of Management, Marketing, and Admin Comm	
General Business, International Business Option	
University Requirements	1 hr
BTO 100	
General Education Requirements	36 hrs
Standard General Education program, excluding general education course blocks II, VB, and VC. Refer to Section Four of the <i>Undergraduate Catalog</i> for details on the General Education and University requirements.	
College Requirement: Professional Skills Seminar	
BTS 300 (CR) and BTS 400 (CR).	
Supporting Course Requirements	15 hrs
MAT 211 or 107; and PSY 200 or 200W or SOC 131, ECO 230, 231; CIS 212 or CSC 104	
Free Electives (Non-Business)	5 hrs
Pre-Business Core	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	
Major Requirements	33 hrs
GBU 201, MGT 340; six hrs of foreign language, CCT 310, MGT 430, MKT 400, FIN 330; and six hrs of business credit which will include course of study and/or internship in a foreign country. Exemptions from the foreign study requirement are available only with the chairperson approval. International students may choose to fulfill this requirement through internships, co-operative education, or approved upper-division courses in business or economics (ECO 394).	
Total Curriculum Requirements	120 hrs