



EASTERN KENTUCKY UNIVERSITY

College of Business & Technology

SUGGESTED CURRICULUM GUIDE FOR GENERAL BUSINESS (B.B.A. DEGREE) INTERNATIONAL BUSINESS OPTION – Fall 2008

Freshman (First Semester) 16 Hrs

BTO 100* Orientation
Block I-A* ENG 101
Block VII Breadth of Knowledge
Block VI Wellness
MAT 107 College Algebra (or MAT 211 Calculus)
SOC 131 Introduction Sociology

Sophomore (First Semester) 18 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
Block III-A Arts

Junior (First Semester) 18 Hrs

CCT 300 Managerial Reports
CIS 300 Management Information Systems
MGT 300 Principles of Management
FIN 300 Business Finance I
MGT 340 Management Science
Foreign Language

Senior (First Semester) 15 Hrs

CIS 400 Electronic Business Planning and Strategy
MKT 400 International Marketing
CCT 310 International Business Communication
Approved Business course/co-op
Block VIII Depth of Knowledge

*Course must be taken in semester indicated.

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) 16 Hrs

ECO 231 Principles of Economics II
GBU 204 Legal and Ethical Environments of Business
Block VII Breadth of Knowledge
Block V Social/Behavioral Sciences
Free Elective (Non-Business for 4 hrs)

Junior (Second Semester) 15 Hrs

MGT 370 Operations Management
MKT 300 Principles of Marketing
MGT 430 International Management
FIN 330 International Finance
Foreign Language
BTS 300 Business & Technology Seminar (0 credit)**

Senior (Second Semester) 15 Hrs

GBU 480* Business Strategy
Free Elective (Non-Business for 6 hrs)
Approved Business course/co-op
Block VIII Depth of Knowledge
BTS 400 Business & Technology Seminar (0 credit)**

** Spring Only

BACHELOR OF BUSINESS ADMINISTRATION - Dept of Management, Marketing, and Admin Comm General Business, Internal Business Option

University Requirements	1 hr
BTO 100	
General Education Requirements.....	39 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	12 hrs
MAT 211 or 107; and SOC 131, ECO 230, 231	
Free Electives (Non-Business).....	10 hrs
Pre-Business Core	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	
Major Requirements.....	33 hrs
CIS 400, 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.....	128 hrs