

# BSBA INTERNATIONAL BUSINESS (ICP)

WCBA Student Services

(330) 941-2376

## INTERNATIONAL BUSINESS (ICP)

The Williamson College of Business Administration offers an Individualized Curriculum Program (ICP) in International Business. This major utilizes the core functional areas (management, marketing, finance, accounting, etc.) of any business or organization to conduct business internationally. Virtually all businesses deal with international suppliers, buyers, or other parties. The International Business major allows students the education and experiences of conducting business with organizations from multiple countries around the globe. This program prepares students to enter a global market and leads to jobs such as import/export agent, translator, foreign currency investment advisor, foreign sales representative, and international management consultant.

## Student Leadership Opportunities

Students studying International Business at Youngstown State University have the opportunity to build their knowledge and leadership skills through various student leadership organizations such as the International Business Organization, Beta Gamma Sigma, Enactus, Student Investment Fund, Student Leadership Council, and Student Nonprofit Leadership Organization.

## Global Learning Experiences

The Williamson Center for International Business offers short-term study trips lasting approximately 10 days. These are typically offered during class break periods (winter and spring break). WCBA short-term trips have included destinations such as Italy, Ireland, The Czech Republic and China. Students receive three credit hours of course work that can be applied to their degree requirements.

Youngstown State University's International Studies and Programs offers a wide variety of semester long international study experiences. Study Abroad programs allow a student to live in a foreign country and attend a foreign university. Students are immersed in the culture through the learning experience. WCBA students have studied for a semester at various locations around the world including Italy, Africa, Australia, England, Brazil and Germany.

COURSE	TITLE	S.H.
<b>GENERAL EDUCATION</b>		
Core Competencies		
ENGL 1550	Writing 1	3-4
	or ENGL 1549	Writing 1 with Support
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics Requirements <small>Met through MATH 1552 (see Business Tool)</small>		
Knowledge Domains		
Arts & Humanities <small>3 SH met through PHIL 2628 required for major</small>		
PHIL 2628	Business Ethics	3
Arts & Humanities Elective		
Natural Sciences <small>One science course must include a lab</small>		
Social Sciences <small>Met through ECON 2610 &amp; ECON 2630 (see business tool)</small>		
Social and Personal Awareness <small>3 SH met through REL 2601 required for major</small>		
REL 2601	Introduction to World Religions	3
Social & Personal Awareness Elective		
<b>BUSINESS TOOL COURSES</b>		

Business Tool courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.

BUS 1500	Exploring Business	3
BUS 2600	Business Applications of Microsoft Excel	3
MATH 1552	Applied Mathematics for Management	4
ECON 2610	Principles 1: Microeconomics	3
ECON 2630	Principles 2: Macroeconomics	3
MGT 2604	Legal Environment of Business 1	3
ACCT 2602	Financial Accounting	3
ACCT 2603	Managerial Accounting	3
ENGL 3742	Business Writing	3
ECON 3788	Statistics for Business and Economics 1	3

### BUSINESS CORE COURSES

To enroll in upper level business courses student must have successfully completed ENGL 1550, ENGL 1551, PHIL 2628, CMST 1545, all Business Tool courses and have a minimum 2.5 overall GPA.

Upper level business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.

BUS 3715	Principles of International Business	3
BUS 3700	Business Analytics	3
FIN 3720	Business Finance	3
MKTG 3702	Business Professionalism	1
MKTG 3703	Marketing Concepts and Practice	3
MGT 3725	Fundamentals of Management	3
MGT 3761	Management Information Systems	3
MGT 3789	Operations Management	3
MGT 4850	Strategic Management and Leadership	3

### INTERNATIONAL BUSINESS CORE COURSES

Select 12 SH from the following: International Business majors are encouraged to participate in at least ONE Global Learning Experience for credit.

BUS 4860	International Business Internship	
BUS 4875	International Business Field Study Tour	
ECON 5811	International Trade	
MKTG 48420	Special Topics: Ohio Export Program	
BUS 4881B	Ohio Export Internship	
ECON 5812	International Finance	
FIN 4839	International Accounting and Finance	
MGT 3755	Managing Workplace Diversity	
MGT 4820	Supply Chain Management	
MKTG 4845	International Marketing	
MKTG 4846	Marketing Channels and Logistics	
MKTG 4851	Services Marketing	

### FUNCTIONAL CORE REQUIREMENTS

Select 12 SH from one of the following areas: ACCT, BUS, ENT, FIN, MGT, MKTG OR ECON

### UPPER-LEVEL BUSINESS COURSES

Select 6 SH of upper level business courses (ACCT, ADV, BUS, ENT, FIN, MGT, MKTG)

### NON-BUSINESS COURSES

**Total Semester Hours** 120-121

Course	Title	S.H.
<b>Year 1</b>		
<b>Fall</b>		
ENGL 1550	Writing 1	3-4
	or ENGL 1549	or Writing 1 with Support
BUS 1500	Exploring Business	3
MATH 1552	Applied Mathematics for Management	4

CMST 1545	Communication Foundations	3	Non-Business Elective	3
GE: Social and Personal Awareness		3		
<b>Semester Hours</b>		<b>16-17</b>	<b>Semester Hours</b>	<b>15</b>
<b>Spring</b>				
ENGL 1551	Writing 2	3	ENGL 1550, ENGL 1551, Business Tool and upper level business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.	
MGT 2604	Legal Environment of Business 1	3		
ECON 2610	Principles 1: Microeconomics	3		
BUS 2600	Business Applications of Microsoft Excel	3		
GE: Arts & Humanities Course		3		
<b>Semester Hours</b>		<b>15</b>	To enroll in upper level business courses students must have successfully completed ENGL 1550, ENGL 1551, PHIL 2628, CMST 1545, all Business Tool courses AND have a minimum 2.5 overall GPA.	
<b>Year 2</b>				
<b>Fall</b>				
ACCT 2602	Financial Accounting	3		
PHIL 2628	Business Ethics	3		
ENGL 3742	Business Writing	3		
ECON 2630	Principles 2: Macroeconomics	3		
GE: Natural Science		3		
<b>Semester Hours</b>		<b>15</b>		
<b>Spring</b>				
ACCT 2603	Managerial Accounting	3		
ECON 3788	Statistics for Business and Economics 1	3		
MKTG 3702	Business Professionalism	1		
REL 2601	Introduction to World Religions <sup>(GE: SPA)</sup>	3		
GE: Lab Science		4		
<b>Semester Hours</b>		<b>14</b>		
<b>Year 3</b>				
<b>Fall</b>				
MKTG 3703	Marketing Concepts and Practice	3		
MGT 3725	Fundamentals of Management	3		
BUS 3715	Principles of International Business	3		
BUS 3700	Business Analytics	3		
Functional Core Course		3		
<b>Semester Hours</b>		<b>15</b>		
<b>Spring</b>				
FIN 3720	Business Finance	3		
International Business Core Course		3		
International Business Core Course		3		
Business Upper Level Course <sup>Internship recommended</sup>		3		
Functional Core Course		3		
<b>Semester Hours</b>		<b>15</b>		
<b>Year 4</b>				
<b>Fall</b>				
MGT 3789	Operations Management	3		
MGT 3761	Management Information Systems	3		
International Business Core Course		3		
Functional Core Course		3		
Non-Business Elective		3		
<b>Semester Hours</b>		<b>15</b>		
<b>Spring</b>				
MGT 4850	Strategic Management and Leadership	3		
International Business Core Course		3		
Functional Core Course		3		
Business Upper Level Business Course		3		