

International Business (B.B.A.)

The International Business Program is designed to offer students the necessary knowledge to perform the basic managerial functions within a conceptual framework of international dimensions. The theoretical and practical academic activities aim to prepare students in the search for alternatives to promote international business within a global perspective. Students must pass the required core and major courses with a minimum grade of C.

Program Objectives

- 1 - Define the functions of a manager in international business.
- 2 -Discuss the normative aspects of international business, so that students adopt ethical and moral practices.
- 3 - Analyze the history, culture, economic and social environment of the most important countries and regions in the world and how they are important to the United States' economy.
- 4 -Analyze the different components of international business.
- 5 -Develop student computer technology skills needed to facilitate international business.
- 6 -Foster an entrepreneurial spirit enabling students to explore their own employment opportunities and to introduce new managerial approaches with global perspective.
- 7 -Develop the conceptual ability and human relations skills that students need to express their ideas and thoughts optimally.

Graduate Competences

- 1 - Possess the skills and multidisciplinary business knowledge to carry out highly professional work both locally and internationally.
- 2 -Understand the dynamics and causes of the changes that occur in national and international markets and how they affect business.
- 3 -Understand the processes related to business performance in the economic chain of production, distribution and interaction with global markets.
- 4 -Learn analytical techniques that will enable students to make decisions in a rational and efficient manner.
- 5 -Deploy technology to facilitate corporate direction, control and international projections.
- 6- Carry out comparative analysis of the position of a company relative to the competition.
- 7 - Understand the local implications of international treaties and regulations and be able to apply them to ensure corporate compliance.
- 8 - Integrate federal and state regulations related to international trade in the administration of companies and organizations.
- 9 - Possess a clear, precise and logical communication capacity.
- 10- Be aware of a business leader's social responsibilities.
- 11 - Demonstrate an attitude of reliability, honesty and responsibility in the management of economic and administrative matters.

The requirements for the Bachelor in Business Administration Degree in International Business include the following: (1) 48 general education credits; (2) 38 core course credits, (3) 39 major credits; and (4) 3 elective credits.

Students have the option of taking courses for this program entirely in-person, entirely on line, or any hybrid of the two.

TOTAL COST OF PROGRAM (Price per credit hour \$187.00 as of June 2018)

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|----------|----------------|
| Tuition | \$23,936 |
| Fees | \$3,200 |
| Books | \$3,472 |
| Supplies | <u>\$2,304</u> |
| Total | \$32,912 |

REQUIREMENTS FOR THE BACHELOR IN BUSINESS ADMINISTRATION DEGREE IN INTERNATIONAL BUSINESS

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|--------------------------------|------------------|
| General Education Requirements | 48 credits |
| Core Course Requirements | 38 credits |
| Major Requirements | 39 credits |
| Elective Courses | <u>3</u> credits |
| Total | 128 |

Forty-eight (48) credits are required as explained in the section “General Education Requirements for Bachelors’ Degrees.” Students will take the course GEMA 1200 in the Basic Skills in Mathematics category.

Core Course Requirements - 38 credits

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|-----------|---------------------------------------|---|
| ACCT 1161 | Introduction to Financial Accounting | 4 |
| ACCT 1162 | Introduction to Managerial Accounting | 4 |
| BADM 1900 | Fundamentals of Management | 3 |
| BADM 3900 | Information Systems in Business | 3 |
| FINA 2100 | Managerial Finance | 3 |
| MAEC 2140 | Fundamentals of Quantitative Methods | 3 |
| MAEC 2211 | Principles of Economics (MICRO) | 3 |
| MAEC 2212 | Principles of Economics (MACRO) | 3 |
| MAEC 2221 | Basic Statistics | 3 |
| MAEC 2222 | Managerial Statistics | 3 |
| MKTG 1210 | Introduction to Marketing | 3 |
| OMSY 3030 | Business Communication in Spanish | |
| or | | |
| OMSY 3040 | Business Communication in English | 3 |

Major Requirements – 39 credits

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|-----------|--|---|
| INTB 2100 | Introduction to International Business | 3 |
| INTB 2200 | Cultural Conscience in International Business | 3 |
| INTB 2301 | Basic Concepts of Imports and Exports | 3 |
| INTB 2302 | Licenses and Regulations for Imports and Exports | 3 |
| INTB 3330 | Management of Human Resources at the International Level | 3 |
| INTB 3600 | International Business Environment in the Americas, Europe and the Pacific | 3 |
| INTB 3710 | International Sales Contracts and Terms of International Business | 3 |
| INTB 3750 | Financial Institutions and International Investments | 3 |
| INTB 3800 | Administration of International Transportation: Ocean, Air and Land | 3 |
| INTB 3900 | Computerized Information Systems in International Business | 3 |
| INTB 4220 | International Business Strategy | 3 |
| INTB 4911 | Practice in International Business | 3 |
| MAEC 3243 | International Economics | 3 |

Elective Requirements - 3 credits

An elective course is (i) any course a student takes in any General Education, Major or Prescribed Distributive Course within the student’s degree program, in addition to the courses that the student has taken to satisfy the minimum degree program requirements in each category and/or (ii) any course in another degree program. Provided that the student must meet course prerequisites and cannot count the same course twice.