



Richard E. & Sandra J. Dauch

**COLLEGE OF  
BUSINESS & ECONOMICS**  
ASHLAND UNIVERSITY



## Curriculum Guide: B.S.B.A. in International Business

*Four Year Curriculum Guide (Beginning with the 2024 catalog)*

### Year 1 - Fall Semester

Course #	Title	CR
ENG 101	English Composition I (Core 1)	3
MGT 240	Introduction to Management	3
MIS 221	Information Technology	3
FL 2XX/CCI	Foreign Language - 200 Level (Core 2)	3
CORE	Institutional Requirement (Core 7)	3
		<b>15</b>

### Year 2 - Fall Semester

Course #	Title	CR
ACCT 201	Financial Accounting	3
MKT 233	Principles of Marketing	3
ECON 232	Microeconomics (Core 3)	3
FL 3XX	Foreign Language - Level 300	3
CORE	Institutional Requirement (Core 11)	3
		<b>15</b>

### Year 3 - Fall Semester

Course #	Title	CR
FIN 228	Financial Management	3
MGT 319	Operations Management	3
ECON 342	International Economics (FA)	3
MKT 317	International Marketing (FA)	3
BUS 339	Internship/Elective (1)	3
		<b>15</b>

### Year 4 - Fall Semester

Course #	Title	CR
MGT 401	Business Law I	3
MGT 489	Senior Seminar	3
MINOR	Minor Course (3)	3
CORE	Institutional Requirement (Core 14)	3
CORE	Institutional Requirement (Core 15)	3
		<b>15</b>

This plan accommodates a 15 credit hour minor.

Refer to program evaluation for verification of program progress.

Institutional Requirements (CORE) - refer to catalog for specific guidelines/course options.

### Year 1 - Spring Semester

Course #	Title	CR
ENG 102	English Composition II (Core 4)	3
FL 2XX	Foreign Language - 200 Level	3
CORE	Institutional Requirement (Core 8)	3
CORE	Institutional Requirement (Core 9)	3
CORE	Institutional Requirement (Core 10)	3
		<b>15</b>

### Year 2 - Spring Semester

Course #	Title	CR
ACCT 202	Managerial Accounting	3
ECON 233	Macroeconomics (Core 5)	3
MATH 108	Introductory Statistics (Core 6)	3
MKT 310	International Business Culture	3
FL 3XX	Foreign Language - 300 Level	3
		<b>15</b>

### Year 3 - Spring Semester

Course #	Title	CR
MGT 323	Business Communications	3
MINOR	Minor Course (1)	3
MINOR	Minor Course (2)	3
CORE	Institutional Requirement (Core 12)	3
CORE	Institutional Requirement (Core 13)	3
		<b>15</b>

### Year 4 - Spring Semester

Course #	Title	CR
MGT 499	Senior Assessment	3
FIN 429	Global Finance	3
MGT 480	Global Management	1
MINOR	Minor Course (4)	3
MINOR	Minor Course (5)	3
MINOR	Minor Course (6)	3
		<b>16</b>

**Total Credit Hours 121**

### OFFICE OF ADMISSIONS

401 College Avenue Ashland, OH 44805  
**Phone:** 419.289.5052 **Fax:** 419.289.5999  
**E-Mail:** enrollme@ashland.edu