

HERZING

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT WITH A CONCENTRATION IN INTERNATIONAL BUSINESS (BSBMIB)

PROGRAM DESCRIPTION

This bachelor's program is designed to provide an understanding of businesses in a global environment. Students will be equipped with the necessary skills and academic knowledge for entry-level positions in international companies. Areas of focus in international business include marketing, banking, finance, economics, exporting, importing, cultural protocol, and foreign language. Students will learn the social, cultural, legal, political, and technological barriers to international business and understand international trade and investment opportunities while demonstrating how to manage international business affairs.

PROGRAM OBJECTIVES

Upon completion of their program, the student should be able to:

1. Demonstrate the ability to manage international business affairs and implement effective business decisions in a global environment.
2. Demonstrate an understanding of the legal and political systems' impact on international trade, including country risk assessment.
3. Demonstrate knowledge of research methods for examining cultural, geographical, technological, and socioeconomic obstacles to international business.
4. Demonstrate knowledge of marketing decisions and management processes required in export operations development.
5. Demonstrate an understanding of the international banking practices and the impact of international financial markets complexities on competitive international markets.
6. Analyze various foreign entry modes and the international business relationships between countries.
7. Think critically at a conceptual level by using mathematical analysis as well as the scientific method; write and speak effectively, use basic computer applications; and understand human behavior in the context of greater society in a culturally diverse world.

POTENTIAL JOB POSITION TITLES

Potential entry-level and management training titles include international sales manager, export sales representative, international business development manager, and international marketing representative.

PROGRAM CONTENT

A minimum of 123.00 semester credit hours is required for graduation.

REQUIRED MANAGEMENT CORE COURSES

All courses, 36.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
AC 107	Accounting I	IS 102	3.00
AC 220	Finance	AC 107	3.00
BU 106	Introduction to Management	None	3.00
BU 204	The Digital Firm and Business Communications	BU 106	3.00
BU 206	Business Law I	None	3.00
BU 220	Principles of Marketing	BU 106	3.00
BU 302	Leadership and Organizational Behavior	BU 106	3.00
BU 327	Business Ethics	BU 206	3.00
BU 345	Project Management	None	3.00
BU 407	Quantitative Decision-Making	MA 204 or MA 225 or MA 320	3.00
EC 111	Principles of Microeconomics	None	3.00
EC 121	Principles of Macroeconomics	None	3.00

REQUIRED COURSES IN INTERNATIONAL BUSINESS

All courses, 33.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
AC 216	Accounting II	AC 107	3.00
BU 226	Export Management and International Business Strategy	BU 106	3.00
BU 307	Organizational Change	BU 106	3.00
BU 310	Business Law II	BU 206	3.00
BU 331	Managing Information Systems	IS 102	3.00
BU 337	International Banking and Finance	AC 220	3.00
BU 361	Cross-Cultural Management Dimensions	BU 106 and SS 310	3.00
BU 406	International Business	BU 106	3.00
BU 421	Operations Management	AC 216	3.00
BU 440	International Marketing	BU 220	3.00
BU 482	Strategic Management	BU 220	3.00

OPEN ELECTIVE COURSES

A minimum of 12.00 semester credit hours is required.

REQUIRED CAPSTONE OR INTERNSHIP

3.00 semester credit hours are required.

Course Number	Course Name	Prerequisite	Credit Hours
BU 491	Capstone Project	Final semester	3.00
BU 495	Internship	Final semester and PD 214	3.00

REQUIRED COURSES IN GENERAL EDUCATION

Students enrolled in this bachelor's degree must complete a minimum of 37.00 semester credit hours in general education distributed among the following disciplines. A minimum of 9.00 semester credit hours must be upper level (300- to 400-level courses). Refer to the General Education section of the catalog for Herzing University courses that would satisfy these requirements. *

- 1.00 Semester Credit Hour in Information Literacy
- 6.00 Semester Credit Hours in English Composition or Literature
- 3.00 Semester Credit Hours in Speech
- 4.00 Semester Credit Hours in Computer Applications ♦
- 7.00 Semester Credit Hours in Mathematics (College Algebra or Above)
- 4.00 Semester Credit Hours of Natural Science With a Lab Component
- 3.00 Semester Credit Hours in Social or Behavioral Science
- 3.00 Semester Credit Hours in Humanities With a Critical Thinking Focus ** ♦
- 3.00 Semester Credit Hours in Cultural Diversity
- 3.00 Semester Credit Hours of General Education Electives ♦

* Transfer students may transfer courses that are within 1.00 semester credit hour of the courses listed above to meet these discipline requirements. Any resulting deficiency in the total of 37.00 semester credit hours required in general education may be made up with general education electives from any of the listed disciplines.

** A course with a critical thinking focus would be a course that addresses the theories and application of critical analysis with an emphasis on developing sequential reasoning skills. Examples may be courses in critical thinking, philosophy, logic, or science.

- ◆ The state of Minnesota requires a minimum of 30.00 semester credit hours of general education for bachelor's degrees, not counting computer applications. However, all Herzing University students in the BSBMIB program must complete a minimum of 37.00 semester credit hours in general education, including computer applications, to complete the requirement for graduation from this bachelor's degree program. Minnesota students must complete at least 4.00 semester credit hours of general education in the humanities.

PERSONAL AND PROFESSIONAL DEVELOPMENT COURSES

2.00 semester credit hours are required. Students taking the BU 495 Internship must also take PD 214.

Course Number	Course Name	Prerequisite	Credit Hours
PD 121	Professional Development I	None	1.00
PD 202	Professional Development II	None	1.00
PD 214	AS/AAS/BS/Diploma Internship Preparation	None	0.00

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at <http://www.herzing.edu/academics/business-management>

