

HARLEY LANGDALE, JR. COLLEGE OF BUSINESS ADMINISTRATION

Dr. L. Wayne Plumly, Jr., Dean

Room 3002A, Health Sciences and Business Administration Building

The four departments within the Harley Langdale, Jr. College of Business Administration offer the Bachelor of Business Administration (BBA) with majors in accounting, economics, finance, healthcare administration, international business, management, and marketing. The Master of Business Administration (MBA/HCAD) and Master of Accountancy (MAcc) degrees are available to graduate students.

MISSION STATEMENT

Langdale College

- provides a personalized learning environment where students can acquire knowledge, skills, and ethical and global awareness needed for successful managerial and professional careers;
- supports application and expansion of knowledge through research, with emphasis on contributions to practice and learning-pedagogical research;
- builds relationships with stakeholders to promote economic development in our region.

UNDERGRADUATE PROGRAM OBJECTIVES

Students majoring in programs of the Langdale College of Business Administration will be:

1. able to effectively utilize analytical skills to solve business problems;
2. effective oral and written communicators in a business environment;
3. able to recognize and resolve business dilemmas in a legal and ethical manner;
4. aware of the global business environment;
5. competent in management-specific areas;
6. cooperative and productive in group settings;
7. competent in the use of technology.

ACCREDITATION

The programs of the Harley Langdale, Jr. College of Business Administration (Langdale College) are accredited by AACSB International–The Association to Advance Collegiate Schools of Business. Fewer than five percent of the business programs in the world have achieved this distinction of quality. Part of the accreditation process requires ongoing curriculum assessment.

ASSESSMENT

With the support and cooperation of the Langdale College faculty, administration, and staff, the Langdale College Assurance of Learning Leadership Committee has the primary responsibility of assessing Langdale College students' achievement of the Undergraduate Program Objectives, evaluating the assessment results, and recommending curriculum improvements when appropriate. The Committee utilizes many different direct and indirect assessment techniques. Examples of these techniques are below.

Students majoring in programs of the Langdale College of Business Administration:

1. will identify and evaluate the factors that influence business decisions in a multinational corporate case study;
2. will assimilate and analyze business information using appropriate computer software;
3. will work as a team to complete a project in a Langdale College course;
4. will demonstrate management-specific knowledge by answering embedded multiple-choice questions;
5. will identify ethical solutions to a hypothetical business dilemma.

INTERNSHIPS AND CO-OP OPPORTUNITIES

Internships are available for business majors in the areas of accounting, economics, finance, healthcare administration, management, marketing, and the Master of Accountancy. Designed as 3-semester-hour senior-level courses, these internships allow students to apply knowledge learned in the classroom, attain work experience, and clarify career goals. Students are placed with major employers in business, industry, and government, and do substantive work while being supervised by a company manager. Practical work experience is also available through the Cooperative Education Program. Interested students should contact the Co-op Office for more details: 229-333-7172.

REQUIREMENTS FOR ADMISSION TO THE HARLEY LANGDALE, JR. COLLEGE OF BUSINESS ADMINISTRATION

Freshman and sophomore students who declare their intention to pursue one of the majors in business administration may be accepted for advising by business faculty or staff.

All students who wish to pursue one of the majors in business administration beyond their sophomore year must be accepted to the senior college of the Harley Langdale, Jr. College of Business Administration. Students who meet the following criteria are accepted.

1. Completion of all junior college requirements of the Harley Langdale, Jr. College of Business Administration.
2. A minimum overall grade point average (GPA) of 2.50 (on a 4.00 scale). The GPA calculation is based on all course work, including transfer credits.
3. A minimum grade of "C" in all courses in Area F of the junior college core curriculum.

Non-business majors may enroll in 3000- and 4000-level business courses if the business courses are required in their major programs. Other non-business majors may enroll in 3000- and 4000-level business courses only if (a) they have completed at least 60 semester hours prior to the semester of enrollment, (b) they have met the specific prerequisites for the course as listed in the course description, and (c) they have permission of the Dean or Associate Dean of Langdale College. Non-business majors are limited to no more than 29 semester hours of undergraduate business courses, including course work transferred from other institutions.

ACADEMIC REQUIREMENTS

Business majors are required to earn minimum grades of "C" in all senior college courses related to their majors. Business majors must have a minimum cumulative GPA of 2.00 to graduate from the Harley Langdale, Jr. College of Business Administration.

MINIMUM REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

All departmental majors leading to the Bachelor of Business Administration degree have the following Core Curriculum:

CORE CURRICULUM REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

| | |
|---|-----------------|
| Core Areas A-E (See VSU Core Curriculum) | 42 hours |
| Area F Requirements¹ | 18 hours |
| BUSA 2201, BUSA 2106 | 6 hours |
| ECON 2105, ECON 2106 | 6 hours |
| ACCT 2101, ACCT 2102 | 6 hours |

¹ The grade in each of these courses must be a “C” or better.

Students completing Area F courses in Areas B through E will be required to substitute VSU core curriculum courses as part of their Area F requirements. Students should see their advisor to ensure that appropriate courses are selected in order to satisfy this requirement.

GENERAL BUSINESS ADMINISTRATION (BUSA)

General Business Administration courses are taught by faculty from the departments of Accounting, Economics and Finance, Marketing and International Business, and Management and Healthcare Administration. The College of Business Administration does not offer a major in General Business Administration.

Department of Accounting

Dr. Lynn C. Jones, Department Head

Room 3017B, Health Sciences and Business Administration Building

The Department of Accounting offers a B.B.A. degree in Accounting and a Master of Accountancy degree.

Students acquire basic knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and are required for professional careers in business and not-for-profit organizations. Each program stresses critical thinking skills, cooperative learning, oral and written communication abilities, and the application of knowledge to solve business problems. Undergraduate and graduate students are able to gain relevant work experience in their major through internships and the VSU Co-op Program.

The courses in the undergraduate accounting program: (1) provide an understanding of the importance of accounting systems and financial disclosures for profit-seeking entities; (2) teach students how to acquire, process, and analyze information; (3) provide rigorous preparation for accounting careers in industry and public practice.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN ACCOUNTING

EDUCATIONAL OBJECTIVES OF ACCOUNTING MAJORS

An accounting graduate will be able to

1. demonstrate fundamental knowledge in the functional areas of accounting: financial and managerial reporting, taxation, information systems, and auditing;
2. explain ethical and legal responsibilities of an accounting professional;
3. apply computer technology skills in an accounting context;
4. apply and perform research techniques in an accounting context.

EXAMPLES OF OUTCOME ASSESSMENTS

1. Embedded test items;
2. A common rating instrument to evaluate written and oral communication skills (including use of presentation software);
3. Case studies to evaluate critical thinking and problem-solving skills;
4. Application-based testing of spreadsheets, accounting databases, research skills, and accounting general ledger software.

REQUIREMENTS FOR THE B.B.A. WITH A MAJOR IN ACCOUNTING

| | |
|--|---------------------------|
| Core Areas A-E (See VSU Core Curriculum) | 42 hours |
| Area F Requirements ¹ | 18 hours |
| BUSA 2201, BUSA 2106 | 6 hours |
| ECON 2105, ECON 2106 | 6 hours |
| ACCT 2101, ACCT 2102 | 6 hours |
| Accounting Major Curriculum | 60 hours |
| Required Senior College Core ¹ | 18 hours |
| BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050, BUSA 4900 | |
| Required Accounting Core ¹ | 18 hours |
| ACCT 3201, ACCT 3202, ACCT 3400, ACCT 4410, ACCT 4500, ACCT 4800 | |
| Accounting Electives ¹ (select two) | 6 hours |
| ACCT 3100, ACCT 3203, ACCT 3250, ACCT 3700, ACCT 4400, ACCT 4980 | |
| Accounting and Business Electives ¹ | 9 hours |
| Any three 3000-level or 4000-level business courses | |
| General Electives (6 hours must be non-business) | 9 hours |
| Total hours required for the degree. | 120 semester hours |

¹ The grade in each of these courses must be a "C" or better.

INTERNAL AUDITING CERTIFICATE

All BBA students who have a cumulative grade point average (GPA) of 2.8 or higher, have completed at least 60 semester hours of work that counts toward the completion of the BBA degree, and have been formally accepted into the Langdale College (if a BBA has not been previously earned) may submit an application to the Internal Auditing Certificate Coordinator. Applicants meeting the above criteria will be accepted into the program. Once admitted into the program, students who successfully complete the BBA degree (if not previously earned), attend one local Institute of Internal Auditors' chapter meeting, and earn at least a GPA of 2.8 in the courses listed below, each with a grade of "C" or better, will be awarded the Internal Auditing Certificate by the Department of Accounting and Finance.

The Internal Auditing program's course requirements may be completed within the 120 hours provided by the BBA degree. However, accounting and business electives must be selected so that they include ACCT 3100, ACCT 3250, and ACCT 3700. Students must earn a cumulative GPA of at least 2.8 in the following courses, each with a grade of "C" or better:

Area F: ACCT 2101, ACCT 2102, BUSA 2106

Required Senior College Core: MGNT 3250 and MKTG 3050

Accounting and Business Electives: ACCT 3100, ACCT 3250, ACCT 3700

Department of Economics and Finance

Dr. Attila Cseh, Head

Room 214A, Thaxton Hall

The Department of Economics and Finance is a multidisciplinary department with programs that lead to a B.B.A. degree with a major in economics and a B.B.A. degree with a major in finance.

The department's programs are designed to give students the basic knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and are required for professional careers in business and government. Each program stresses the importance of critical thinking skills, effective oral and written communication, and the application of knowledge to solve business problems. Students majoring in economics or finance are able to gain work experience related to their major through internships, ENACTUS, and the VSU Co-op Program.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN ECONOMICS

Courses in economics (1) provide an understanding of the economic processes that provide the foundation for our business, political, and social behavior; (2) teach students how to acquire, process, and analyze information; and (3) provide a rigorous preparation for management careers in business and government and for graduate study in economics, business administration, and law.

SELECTED EDUCATIONAL OUTCOMES

1. Economics majors will demonstrate knowledge of macroeconomic concepts and the influence government policies have on the overall economy.
2. Economics majors will demonstrate knowledge of microeconomic concepts and the influence market structure and government policies have on market outcomes.
3. Economics majors will demonstrate knowledge of econometric concepts and use the results to predict and forecast.
4. Economics majors will utilize quantitative skills to solve economic problems.

Assessment of the educational outcomes for the economics major is primarily the responsibility of the economics faculty. A variety of methods may be used to assess the learning outcomes, including examinations, quizzes, oral presentations, written assignments, research papers, and projects. The faculty members use the assessment results to continuously review and improve the economics curriculum.

REQUIREMENTS FOR THE B.B.A. WITH A MAJOR IN ECONOMICS

| | |
|--|---------------------------|
| Core Areas A-E (See VSU Core Curriculum) | 42 hours |
| Area F Requirements ¹ | 18 hours |
| BUSA 2201, BUSA 2106 | 6 hours |
| ECON 2105, ECON 2106 | 6 hours |
| ACCT 2101, ACCT 2102 | 6 hours |
| Economics Major Curriculum | 60 hours |
| Required ¹ | 27 hours |
| BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050, ECON 3000, ECON 4100, ECON 4500, BUSA 4900 | |
| Economics Electives ¹ | 15 hours |
| Any 3000- or 4000-level ECON courses not required or selected above. Students who double-major in another BBA degree may use ONE of the following as an ECON elective: MKTG 3650, MGNT 4640, FIN 4520, or ACCT 3400. | |
| Business Electives ¹ | 9 hours |
| Any 3000- or 4000-level ACCT, BUSA, ECON, FIN, HCAD, IB, MGNT, or MKTG courses not required or selected above | |
| General Electives | 9 hours |
| At least 6 hours must be non-business courses | |
| Total hours required for the degree | 120 semester hours |

¹ The grade in each of these courses must be a "C" or better.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN FINANCE

The courses in the finance program: (1) provide an understanding of the importance of financial information and decision-making for businesses, government, investors, and creditors; (2) teach students how to acquire, process, and analyze information; (3) provide rigorous training for finance careers in industry, financial institutions, and government.

EDUCATIONAL OBJECTIVES OF FINANCE MAJORS

A finance graduate will be able to

1. demonstrate a working knowledge of corporate finance, financial institutions, markets, and instruments.
2. gather, interpret, and analyze financial information.
3. demonstrate knowledge of current issues related to finance.

EXAMPLES OF OUTCOME ASSESSMENTS

1. Finance-related cases that require solving unstructured problems are used to assess problem-solving ability, research skills, and mastery of finance content.
2. Written examinations are used to assess knowledge of the functional areas of finance.
3. Oral presentations are used to assess knowledge of current finance issues.

REQUIREMENTS FOR THE B.B.A. WITH A MAJOR IN FINANCE

| | |
|--|---------------------------|
| Core Areas A-E (See VSU Core Curriculum) | 42 hours |
| Area F Requirements ¹ | 18 hours |
| BUSA 2201, BUSA 2106 | 6 hours |
| ECON 2105, ECON 2106 | 6 hours |
| ACCT 2101, ACCT 2102 | 6 hours |
| Finance Major Curriculum | 60 hours |
| Required Senior College Core ¹ | 18 hours |
| BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050, BUSA 4900 | |
| Required Finance Core ¹ | 12 hours |
| FIN 3360, FIN 4760, FIN 4520, and one of the following: | |
| FIN 4310, FIN 4720 or FIN 4900 | |
| Elective Business Courses from the following ¹ | 12 hours |
| Any 3000- or 4000-level ACCT, ECON, or FIN course not listed above | |
| Elective Business Courses ¹ | 9 hours |
| Any 3000- or 4000-level business courses not selected above | |
| Non-Business Electives ² | 9 hours |
| Total hours required for the degree | 120 semester hours |

¹ The grade in each of these courses must be a “C” or better.

² If BUSA 2201 is not taken in Area F, it is required here.

MINOR IN ECONOMICS

| | |
|--|-----------------|
| Minor in Economics (open only to non-business majors) | 15 hours |
| ECON 2105, ECON 2106 | 6 hours |
| Any three 3000- or 4000-level ECON courses | 9 hours |

Department of Management and Healthcare Administration

Dr. Edward Walker, Head

Room 3002L, Health Sciences and Business Administration Building

The Department of Management and Healthcare Administration offers the Bachelor of Business Administration (BBA) with a major in management and the BBA with a major in healthcare administration. The department also offers courses in the Master of Business Administration (MBA) degree, the Master of Business Administration with a concentration in Healthcare Administration (MBA/HCAD), the Human Resources minor, the Healthcare Administration Certificate program, and the Entrepreneurship minor, which is open to all majors.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN MANAGEMENT

The management major is designed to give students the basic knowledge, skills, and values of management that build on the foundation provided by the University Core Curriculum and that are required for professional careers in management. The program of study provides courses in key areas of management education: organization behavior and development, human resources management, information systems, operations management, and small business management. The program stresses the importance of critical thinking skills, diverse cultural perspectives, and ethical awareness.

Management majors are able to gain relevant work experience through internships and the VSU Co-op Program.

SELECTED EDUCATIONAL OUTCOMES

Management majors will

1. demonstrate knowledge of management concepts and processes and their applications in organizations;
2. plan, organize, lead, and control in a variety of organizations and cultures;
3. recognize and resolve managerial issues using quantitative and behavioral methods and interpersonal skills.

Educational outcomes are assessed by embedded test items in major courses, internship evaluations, and examination of projects.

REQUIREMENTS FOR THE B.B.A. WITH A MAJOR IN MANAGEMENT

| | |
|--|---------------------------|
| Core Areas A-E (See VSU Core Curriculum) | 42 hours |
| Area F Requirements ¹ | 18 hours |
| BUSA 2201, BUSA 2106 | 6 hours |
| ECON 2105, ECON 2106 | 6 hours |
| ACCT 2101, ACCT 2102 | 6 hours |
| Management Major Curriculum | 60 hours |
| Required Courses ¹ | 33 hours |
| BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MGNT 3300, MGNT 4000, MGNT 4640, MGNT 4800, MGNT 3450, MKTG 3050, BUSA 4900 | |
| Management Electives ¹ | 9 hours |
| Any 3000- or 4000-level MGNT courses not required above or BUSA 3110 or HCAD 4100 | |
| Business Electives ¹ | 9 hours |
| Any 3000- or 4000-level ACCT, BUSA, ECON, FIN, HCAD, IB, MGNT, or MKTG courses not required or selected above | |
| General Electives ² | 9 hours |
| At least 6 hours must be non-business courses | |
| Total hours required for the degree. | 120 semester hours |

¹ The grade in each of these courses must be a "C" or better.

² If a foreign language is not taken in Area C, it is required here.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN HEALTHCARE ADMINISTRATION

The major in healthcare administration prepares students for careers on the business side of the healthcare industry. Hospitals, nursing homes, doctors’ practices, therapists, medical equipment manufacturers and retailers are some of the organizations that require employees with business skills.

SELECTED EDUCATIONAL OUTCOMES

Healthcare administration majors will

1. identify and explain the relationship among the major components of the American healthcare system and contrast it with other systems;
2. identify legal and ethical challenges in a healthcare setting;
3. analyze issues in motivation and management of employees in healthcare professions;
4. apply principles of cost analysis and control in a healthcare setting.

Assessment of educational outcomes will be by case studies, embedded questions on exams, and internship evaluations.

REQUIREMENTS FOR THE B.B.A. WITH A MAJOR IN HEALTHCARE ADMINISTRATION

| | |
|---|---------------------------|
| Core Areas A-E (See VSU Core Curriculum) | 42 hours |
| Area F Requirements ¹ | 18 hours |
| BUSA 2201, BUSA 2106 | 6 hours |
| ECON 2105, ECON 2106 | 6 hours |
| ACCT 2101, ACCT 2102 | 6 hours |
| Healthcare Major Curriculum. | 60 hours |
| Required Senior College Core ¹ | 15 hours |
| BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050 | |
| Required Healthcare Core ¹ | 18 hours |
| HCAD 3200, HCAD 3400, HCAD 3600, | |
| HCAD 4000, HCAD 4100, HCAD 4980 | |
| Healthcare Electives ¹ (select three) | 9 hours |
| ECON 3810, MKTG 3100, COMM 4160, SOCI 3750 | |
| Business Electives ¹ (select three) | 9 hours |
| Any 3000- or 4000-level ACCT, BUSA, ECON, FIN, | |
| HCAD, IB, MGNT, or MKTG course | |
| General Electives ² | 9 hours |
| 6 hours must be non-business | |
| Total hours required for the degree. | 120 semester hours |

¹ The grade in each of these courses must be a “C” or better.

² If PERS 2485 is not taken in Area B, it must be taken here.

CERTIFICATE IN HEALTHCARE ADMINISTRATION

Students who are admitted to the Langdale College of Business may earn a certificate in healthcare administration within the 120 hours required for any business major. Students should notify the Student Advising Center and the Head of the Department of Management and Healthcare Administration of their intention to earn the certificate so that they can be properly advised.

The Healthcare Administration Certificate is a collaborative effort among VSU's Langdale College of Business Administration and College of Nursing and Health Sciences, the South Georgia Medical Center, and the Southwest Georgia Area Health Education Center.

| | |
|---|--------------------|
| Required Courses | 6-8 hours |
| PERS 2485 (if not taken in Area B) | 0-2 hours |
| NURS 4203, HCAD 4980 | 6 hours |
| Electives chosen from: | 9 hours |
| ECON 3810, MKTG 3100, HCAD 4100 | |
| Total Certificate Requirements | 15-17 hours |

MINOR IN ENTREPRENEURSHIP

| | |
|---|-----------------|
| Minor in Entrepreneurship (open only to non-business majors) | 18 hours |
| ECON 2106 | 3 hours |
| ACCT 2099 | 3 hours |
| MKTG 3050 | 3 hours |
| MGNT 3250, MGNT 3900, and MGNT 3910 | 9 hours |

MINOR IN HUMAN RESOURCES MANAGEMENT

| | |
|---|-----------------|
| Minor in Human Resources Management | 18 hours |
| MGNT 3500, MGNT 4000*, MGNT 4010, MGNT 4020 | 12 hours |
| Additional upper-level MGNT courses | 6 hours |
| MGNT 4060*, MGNT 4630*, MGNT 4650, MGNT 4980 | |

*For non-business majors pursuing the HRM minor, PSYC 3800 may replace MGNT 3250 as a prerequisite for these MGNT courses.

Department of Marketing and International Business

*Dr. Aubrey Fowler, Head
Room 212, Thaxton Hall*

The Department of Marketing and International Business offers the Bachelor of Business Administration (BBA) with a major in marketing and the BBA with a major in international business. The department also offers a minor in Advertising and Promotions, which is open to all majors. The majors in marketing and international business are designed to give students basic knowledge, skills, and values of marketing and international business that build on the foundation provided by the University Core Curriculum and that are required for professional careers in marketing or international business. The programs stress the importance of critical thinking skills, diverse cultural perspectives, and ethical awareness.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN MARKETING

Courses in marketing enable students to (1) define marketing opportunities; (2) plan and carry out marketing strategies; (3) manage sales and salespeople; and (4) engage in professional sales activities. The marketing program prepares individuals for challenging careers in both profit and non-profit organizations.

SELECTED EDUCATIONAL OUTCOMES

Marketing majors will be able to demonstrate knowledge of

1. marketing strategy as it relates to market selection, product development and management, supply chain management, integrated marketing communication, and pricing;
2. current consumer behavior theories as they relate to the evaluation, selection, and consumption of products and services;
3. the tools needed to conduct a small-scale marketing research study;
4. the major factors affecting the development of a marketing strategy when it is to be implemented globally.

Assessment of the educational outcomes for the marketing major is primarily the responsibility of the marketing faculty. A variety of methods are used to assess the learning outcomes, including examinations, quizzes, oral presentations, written assignments, and projects. The faculty use the assessment results to continuously review and improve the marketing curriculum.

REQUIREMENTS FOR THE B.B.A. WITH A MAJOR IN MARKETING

| | |
|--|---------------------------|
| Core Areas A-E (See VSU Core Curriculum) | 42 hours |
| Area F Requirements ¹ | 18 hours |
| BUSA 2201, BUSA 2106 | 6 hours |
| ECON 2105, ECON 2106 | 6 hours |
| ACCT 2101, ACCT 2102 | 6 hours |
| Marketing Major Curriculum | 60 hours |
| Required Senior College Core ¹ | 12 hours |
| BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050, BUSA 4900 | |
| Marketing electives ¹ | 12 hours |
| Any 3000- or 4000-level MKTG courses | |
| Business electives ¹ | 9 hours |
| Any 3000- or 4000-level ACCT, BUSA, ECON, FIN, HCAD, IB, MGNT, or MKTG courses not required or selected above | |
| General Electives | 9 hours |
| At least 6 hours must be non-business courses | |
| Total hours required for the degree. | 120 semester hours |

¹ The grade in each of these courses must be a “C” or better.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE WITH A MAJOR IN INTERNATIONAL BUSINESS

The international business major is designed to prepare students for careers in international business. The major integrates international business topics and theories with other functional areas of business and will serve to develop students' foreign language skills; to develop their understanding of global, cultural, and political issues; and provide the experience of living in another culture.

SELECTED EDUCATIONAL OUTCOMES

International Business majors will

1. demonstrate basic reading and conversational skills in a language other than their native language;
2. demonstrate knowledge of cultural differences as they relate to conducting business in a global context;
3. demonstrate knowledge of basic international trade and related concepts.

Assessment of educational outcomes will be the responsibility of the faculty teaching courses in the international business curriculum. Methods used to assess the outcomes will include examinations, quizzes, oral presentations, written assignments, and projects.

REQUIREMENTS FOR THE B.B.A. IN INTERNATIONAL BUSINESS

| | |
|--|---------------------------|
| Core Areas A-E (See VSU Core Curriculum) | 42 hours |
| Area F Requirements ¹ | 18 hours |
| BUSA 2201, BUSA 2106 | 6 hours |
| ECON 2105, ECON 2106 | 6 hours |
| ACCT 2101, ACCT 2102 | 6 hours |
| International Business Major Curriculum | 60 hours |
| Senior College Core. | 18 hours |
| BUSA 2000, BUSA 2100, ENGL 2010, FIN 3350, MGNT 3250, MKTG 3050, BUSA 4900 | |
| Required Courses for Major ¹ | 33 hours |
| IB 3000, ECON 3600, FIN 3650, MGNT 4800, MKTG 4680 | |
| Required Business Concentration ¹ | 9 hours |
| Select one area of concentration from ACCT, ECON, FIN, MGNT, or MKTG. From your chosen area of concentration, select any three 3000- or 4000-level courses not required above. | |
| Required Cross-Cultural Studies ^{1,2} | 9 hours |
| Select any courses from the approved list of cross-cultural courses not taken elsewhere in the curriculum. Courses from at least two different disciplines must be selected. Other courses will be allowed with the department head's approval. | |
| Required Foreign Language ¹ | 9 hours |
| These 9 hours are in addition to the 3 hours required in Area C. All foreign language courses must be from the same language, through at least the 2002 level, with a "C" or better. With approval, students proficient in a foreign language may instead choose from the Cross-Cultural Studies courses or any 3000- or 4000-level business course not taken above. | |
| Required Study Abroad | 0 hours |
| With approval, this requirement can be met with the Summer Study Abroad Program, semester exchange, internship abroad, or foreign living or working experience. | |
| Total hours required for the degree. | 120 semester hours |

¹ The grade in each of these courses must be a "C" or better.

² This list is available from the Student Advising Center.

MINOR IN ADVERTISING AND PROMOTIONS

| | |
|--|-----------------|
| Minor in Advertising and Promotions. | 18 hours |
| Required Courses. | 12 hours |
| MKTG 3050, MKTG 3080*, MKTG 4000, MKTG 4300 | |
| Electives | 6 hours |
| ART 3071, ART 3072, ART 3091, COMM 2100, COMM 3000, COMM 3200, ENGL 2080, ENGL 3020, JOUR 3080, JOUR 4500, MDIA 2000, MKTG 4720, MKTG 4730, MKTG 4730, SOCI 3090 | |

*Students may substitute ART 2030 or MDIA 2500 in place of MKTG 3080; however, those students who do so must take either MKTG 4720 or MKTG 4730.