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Resources:

IBUS Website

<http://www.jmu.edu/cob/ibus>

Careers in IBUS

http://www.jmu.edu/cap/career_guide

WHAT IS AN INTERNATIONAL BUSINESS MAJOR?

The International Business Program was instituted in 1978 by the College of Business. It is especially known for its broad-based orientation and high level of education attained by its graduates. Students gain a thorough foundation in business and are required to be proficient in at least one additional language.

Since modern enterprises - governmental, nonprofit, business - operate in a global environment, success is difficult for those who are unaware of events and cultures outside their own. The program's goal is to equip students with the ability to work comfortably in more than one corner of the global marketplace.

International business is more than a different discipline - it is a different perspective. This definition of the program requires it to be interdisciplinary. In addition to a thorough foundation in business, the program stresses the need for graduates to function well in a foreign environment. Competency in a second language and thorough exposure to a chosen second culture are graduation requirements. Study abroad or a one semester international internship is required and must be integrated into the student's schedule. The requirements of the major are designed to allow students to choose an optional concentration in finance or marketing. Many of our students choose to minor in their foreign language. Given the multidisciplinary nature of our program, students minor in Economics, Asian Studies, Chinese Business Studies or Latin American Studies. Some international business majors also declare another major, such as their foreign language or an additional College of Business discipline.

CAREER POSSIBILITIES

- Consultant
- Foreign Currency Investment Advisor
- Foreign Exchange Consultant
- Immigration Specialist
- Import/Export Data Coordinator
- International Attorney
- Research Analyst
- International Bank Officer
- International Marketing Planner
- International Trade Specialist
- Investment Counselor
- Tourism Promotion Director
- Global Marketing Manager
- Peace Corps Coordinator
- Marketing Coordinator
- Investor Relations Consultant
- Expatriate Services Coordinator
- Sales Executive
- Management Consultant/Analyst

B.B.A. CORE COURSE CURRICULUM

B.B.A. Lower-Level Core

COB 191. Business and Economics Statistics
 COB 202. Interpersonal Skills
 COB 204. Computer Information Systems
 COB 218. Legal Environment of Business
 COB 241. Financial Accounting
 COB 242. Managerial Accounting
 COB 291. Introduction to Management Science
 ECON 201. Principles of Economics
 GECON 200. Macroeconomics
 MATH 205 or MATH 235. Calculus

B.B.A. Upper-Level Core

COB 300A. Integrated Functional Systems: Management
 COB 300B. Integrated Functional Systems: Finance
 COB 300C. Integrated Functional Systems: Operations
 COB 300D. Integrated Functional Systems: Marketing
 COB 487. Strategic Management

Notes:

COB 191 and MATH 205 are prerequisites for COB 291.
 COB 241 is a prerequisite for COB 242.
 MATH 220 may be substituted for COB 191.
 COB 300 A-D must be taken in the same semester.
 COB 487 is taken in the senior year.

MAJOR REQUIREMENTS for INTERNATIONAL BUSINESS

B.B.A. Core Curriculum	45 hours
Non-Business major requirements	15-18 hours
General Education hours	41 hours
IBUS Core Courses	24 hours

BLAW 497. Legal Aspects of International Business
 IBUS 480. International Business Theory and Policy
 MGT 340. International Management
 Foreign language 300. Grammar and Communication
 Foreign language 307-308. Civilization
 Foreign language 330. Business
 Foreign language 375. Business and Society

General Concentration Courses

ACTG 483. International Accounting and Financial Reporting
 ECON 270. International Economics
 FIN 355. International Financial Management
 IBUS Elective
 MKTG 460. Global Marketing

Marketing Concentration Courses

ECON 270. International Economics
 IBUS Elective
 MKTG 460. Global Marketing
 Choose 2 of the following:
 MKTG 385. Buyer Behavior
 MKTG 430. Sales Management and Personal Selling
 MKTG 470. Strategic Internet Marketing
 MKTG 482. Market Database Development

Finance Concentration Courses:

ACTG 483. International Accounting and Financial Reporting
 ECON 370. International Trade and Trade Policies
 ECON 372. International Finance and Payments
 FIN 355. International Financial Management
 FIN 360. Money and Capital Markets



College of Business Acceptance Requirements

The College of Business has acceptance requirements for all three degrees (B.A., B.B.A., and B.S.). All students planning to take upper-level business courses must first be accepted. For more information on current requirements, contact the College of Business Academic Services Center in Suite 205 of Zane Showker Hall or call 540-568-2785.