

JMU College of Business Advising Checklist

International Business, BBA

A Bachelor of Business Administration (BBA) in International Business (IB) from James Madison University requires a minimum of 120 credit hours of undergraduate coursework, comprised of the following:

- BBA Core (45 credit hours)
- IB Major and language requirements
- JMU General Education Program (35-41 credit hours): <https://www.jmu.edu/gened/>
- Electives to meet the minimum 120 credit hours (minimum of 60 from a 4-year school, minimum of 30 from JMU)

This document is provided as an advising resource only. Official curriculum requirements are listed in the JMU Undergraduate Catalog: <https://www.jmu.edu/catalog/>. In the case of discrepancies, the University Catalog is the official curriculum students must follow. This document was reviewed by the Director of the CoB Advising and Support Center on August 2024. For more information contact the CoB Advising and Support Center: <https://www.jmu.edu/cobasc>.

Bachelor of Business Administration (BBA) Core Requirements

All students seeking a BBA degree must complete all of the BBA core components (45 credit hours) and be formally accepted to the CoB as a part of their degree program. The BBA core components are broken down into two groups, the lower-level core (completed before formal acceptance) and the upper-level core (completed after formal acceptance).

BBA Core Progression: Formal Acceptance to the CoB

To be formally accepted to the College of Business, students seeking a BBA degree must complete the following requirements.

- Complete all lower-level BBA core requirements. No lower-level core course may be attempted more than two times.
- Earn a BBA GPA of at least a 2.7 earned in lower-level BBA core courses excluding calculus and COB 242. The university policy for calculating repeat credit and repeat forgiveness will be honored. Only grades received at JMU are used in the GPA calculation.
- Complete a COB 300 application by the deadline for the semester they intend to enroll in COB 300.

The BBA GPA calculator, COB 300 application, and more information are available here: <https://www.jmu.edu/cob/asc/advising/formal-acceptance.shtml>

Lower-Level BBA Core Requirements (27 credit hours completed before formal acceptance)

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> COB 191 – Business Analytics I ¹	3	Pre: MATH 155, calculus, or sufficient score on math placement exam
<input type="checkbox"/> COB 202 – Interpersonal Skills	3	Pre: Sophomore standing
<input type="checkbox"/> COB 204 – Computer Information Systems	3	
<input type="checkbox"/> COB 241 – Financial Accounting	3	Pre: Sophomore standing
<input type="checkbox"/> COB 242 – Managerial Accounting	3	Pre: COB 241
<input type="checkbox"/> COB 291 – Business Analytics II	3	Pre: Calculus and COB 191 or equivalent
<input type="checkbox"/> ECON 200 – Introduction to Macroeconomics ²	3	
<input type="checkbox"/> ECON 201 – Introduction to Microeconomics	3	
<input type="checkbox"/> MATH 205 or MATH 235 – Calculus ³	3	Pre: MATH 135/155 or sufficient score on Math Placement Exam
Total	27	

¹ MATH 220 or MATH 229 may be substituted for COB 191. If COB 191 and a substitute are taken and a grade is earned in both, only the COB 191 grade will be used in the BBA GPA calculation.

² ECON 200 also fulfills the Cluster Four Global Experience (C4GE) General Education requirement.

³ MATH 231, MATH 233, or ISAT 151 also fulfills the calculus requirement. Calculus also fulfills the Cluster 3 Quantitative Reasoning (C3QR) General Education requirement.

Upper-Level BBA Core Requirements (18 credit hours completed after formal acceptance)

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> COB 300A – Integrative Business: Management ¹	3	Pre: formal acceptance to the CoB
<input type="checkbox"/> COB 300B – Integrative Business: Finance ¹	3	Pre: formal acceptance to the CoB
<input type="checkbox"/> COB 300C – Integrative Business: Operations ¹	3	Pre: formal acceptance to the CoB
<input type="checkbox"/> COB 300D – Integrative Business: Marketing ¹	3	Pre: formal acceptance to the CoB
<input type="checkbox"/> COB 318 – Legal & Ethical Environment of Business	3	Pre or Co: COB 300
<input type="checkbox"/> COB 487 – Strategic Management	3	Pre: COB 318, senior standing, completion of at least one full semester after COB 300
Total	18	

¹ COB 300 courses are taken concurrently during the semester immediately following formal acceptance.

International Business (IB) Major Requirements

IB majors complete a minimum of 36 credit hours of major-specific coursework. All IB majors complete the IB major core (12 credit hours), 12 credit hours of foreign language requirements, and a concentration (12 credit hours). Additionally, they must complete an International Experience abroad. **With the exception of IB 200, students must first be formally accepted to the College of Business before they can take IB major courses. Students must take IB 200 prior to COB 300.**

International Business Core

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> IB 200 – Introduction to International Business ^F	3	
<input type="checkbox"/> BLAW 497 – Legal Aspects of International Business ^F	3	Pre or Co: COB 318 and Senior Standing
<input type="checkbox"/> MGT 340 – International Management	3	Pre: COB 300
<input type="checkbox"/> IB 480 – International Business Theory and Policy ^S	3	Pre: Senior standing
Total	12	

Foreign Language Requirement

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> Foreign Language 300 – Grammar and Communication	3	Pre: Sufficient score on placement exam or 232 level language
<input type="checkbox"/> Foreign Language 307 or 308 – Civilization	3	Pre: Foreign Language 300
<input type="checkbox"/> Foreign Language 330 – Business	3	Pre: Foreign Language 300
<input type="checkbox"/> Foreign Language 375 – Business and Society ¹	3	Pre: Foreign Language 300
Total	12	

International Experience Abroad Requirement

All students majoring in IB are required to have an International Experience in a country whose primary language is not English. The International Experience must be at least 6 weeks long. COB 300 in Antwerp can also fulfill this requirement. **Students should discuss the international experience requirement and develop an appropriate academic plan with their advisor.**

Required Concentration (choose 1)

General Concentration

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> ECON 270 – International Economics	3	Pre: ECON 200 and ECON 201
<input type="checkbox"/> FIN 355 – International Financial Management ^F	3	Pre: COB 300
<input type="checkbox"/> MKTG 460 – Global Marketing	3	Pre: COB 300
<input type="checkbox"/> IB elective ²	3	Requisites differ by class, see course catalog
Total	12	

Finance Concentration

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> ECON 370 – International Trade and Trade Policies ^F	3	Pre: ECON 200, ECON 201, and COB 300
<input type="checkbox"/> ECON 372 – International Finance and Payments	3	Pre: ECON 200, ECON 201, and COB 300
<input type="checkbox"/> FIN 360 – Analytical Methods in Finance	3	Pre: C or better in COB 291; Pre or Co: COB 300
<input type="checkbox"/> FIN 355 – International Financial Management ^F	3	Pre: COB 300
Total	12	

Marketing Concentration

Class	Credits	Pre-Requisite(s) and/or Co-Requisite(s)
<input type="checkbox"/> ECON 270 – International Economics	3	Pre: ECON 200 and ECON 201
<input type="checkbox"/> MKTG 460 – Global Marketing	3	Pre: COB 300
<input type="checkbox"/> MKTG elective ³	3	Pre: COB 300; Additionally, some requisites differ by class, see course catalog
<input type="checkbox"/> MKTG elective ³	3	
Total	12	

^F Offered in Fall semesters only

^S Offered in Spring semesters only

¹ Students choosing Spanish to meet the IB language requirement should take either SPAN 485 or SPAN 486.

² Students should contact their academic advisor to determine an appropriate elective.

³ MKTG 384, MKTG 385, MKTG 430, MKTG 470, or MKTG 482 (choose 2 for a total of 6 credit hours).