WHAT IS AN INTERNATIONAL BUSINESS B.B.A. MAJOR?

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 International Business major is designed to equip students not only with strong business skills, but with the ability to work comfortably in more than one corner of the global marketplace.

INTERNATIONAL BUSINESS IS...

- understanding the global scope of business activities
- expanding cross-cultural awareness
- having competency in a second language
- having a global mindset
- developing increased levels of cross-cultural understanding from the experience of studying or working abroad

Pursuing this degree allowed me to gain a global perspective not otherwise offered through a more traditional program. Both the unique projects I was involved with and the people I met through them shaped my time at JMU.'

Erik Hedstrom
James Madison University '19

CAREER POSSIBILITIES

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

CO-CURRICULAR ORGANIZATIONS

- Global Commerce Club
- Epsilon Chi Omicron
- Association of Supply Chain Management
- Financial Management Association

CONTACT INFORMATION

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Academic Success Center
Sharon Newman
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## Lower B.B.A. Core

<table>
<thead>
<tr>
<th>Course</th>
<th>Course</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>COB 191 – Business Analytics I</td>
<td>COB 202 – Interpersonal Skills</td>
<td>COB 191 and Calculus are prerequisites for COB 291</td>
</tr>
<tr>
<td>COB 204 – Computer Information Systems</td>
<td>COB 291 – Business Analytics II</td>
<td>COB 241 is a prerequisite for COB 242</td>
</tr>
<tr>
<td>COB 241 – Financial Accounting</td>
<td>COB 242 – Managerial Accounting</td>
<td>MATH 220 may be substituted for COB 191</td>
</tr>
<tr>
<td>ECON 200 – Macroeconomics</td>
<td></td>
<td>MATH 235 (Calculus) is preferred for ECON and FIN</td>
</tr>
<tr>
<td>ECON 201 – Microeconomics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATH 205 – Calculus</td>
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</tbody>
</table>

### COB Acceptance

- Students are formally admitted into the College of Business as a B.B.A. major and permitted to register for COB 300 when the following requirements are met:
- Credit is earned for all eight lower B.B.A. core courses: COB 202, COB 204, COB 241, COB 291, ECON 200, ECON 201, Calculus, Statistics
- No B.B.A. core course is attempted more than twice
- A 2.7 average GPA is earned in the lower B.B.A. core
- Only grades earned at JMU are included in the GPA calculation. Calculus is not included in the GPA calculation.
- A COB 300 application is submitted to the COB Academic Success Center by Nov. 1 for Spring and April 1 for Fall

### Graduation Requirements

- General Education
- B.B.A. Core
- Major Courses
- Non-business Electives (see advisor)
- 120 credit hours minimum
- 60 credit hours from a 4-year university
- 2.0 or higher cumulative GPA
- 2.0 or higher major GPA

## Major Coursework and Upper B.B.A. Core

<table>
<thead>
<tr>
<th>Course</th>
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</tr>
</thead>
<tbody>
<tr>
<td>COB 242 – Managerial Accounting</td>
<td>IB 480 – International Business Theory and Policy</td>
</tr>
<tr>
<td>Note: COB 242 may be taken as a prerequisite or a co-requisite with COB 300</td>
<td>MGT 340 – International Management</td>
</tr>
<tr>
<td>COB 300A – Integrated Business: Management</td>
<td>Foreign language 300 – Grammar and Communication</td>
</tr>
<tr>
<td>COB 300B – Integrated Business: Finance</td>
<td>Foreign language 307/308 – Civilization</td>
</tr>
<tr>
<td>COB 300C – Integrated Business: Operations</td>
<td>Foreign language 330 – Business</td>
</tr>
<tr>
<td>COB 300D – Integrated Business: Marketing</td>
<td>Foreign language 375 – Business and Society*</td>
</tr>
<tr>
<td>COB 318 – Legal and Ethical Environment of Business</td>
<td>*Students choosing Spanish to meet the IB language requirement should take either SPAN 485 or SPAN 486.</td>
</tr>
<tr>
<td>Note: COB 318 must be taken before COB 487</td>
<td>The remaining courses will depend upon which concentration the student selects - General, Marketing, or Finance.</td>
</tr>
<tr>
<td>COB 487 – Strategic Management</td>
<td></td>
</tr>
<tr>
<td>BLAW 497 – Legal Aspects of International Business</td>
<td></td>
</tr>
</tbody>
</table>

## Recommended Minors

- Foreign Language
- Economics
- Asian Studies
- Latin American Studies
STUDY/WORK ABROAD

Each student majoring in International Business is required to study or work abroad for a minimum of six weeks outside of the United States, unless express permission is granted by the program director for another option.

The primary language spoken in the country chosen by each student for the study/work abroad requirement is not to be English and must be the language chosen by the student to meet the IB language requirement.

Approval of the study/work abroad requirement must be obtained from the program director if the chosen program is not a JMU program.

CONCENTRATIONS

- General
- Finance
- Marketing

Coursework for each of the concentrations is listed below

INTERNATIONAL BUSINESS EXAMPLE PATHWAY

<table>
<thead>
<tr>
<th>Freshman, 1st Sem</th>
<th>Freshman, 2nd Sem</th>
<th>Sophomore, 1st Sem</th>
<th>Sophomore, 2nd Sem</th>
<th>Junior, 1st Sem</th>
<th>Junior, 2nd Sem</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 201</td>
<td>COB 191</td>
<td>COB 202</td>
<td>COB 241</td>
<td>COB 300</td>
<td></td>
</tr>
<tr>
<td>MATH 205 or 235</td>
<td>COB 204</td>
<td>ECON 200</td>
<td>Gen. Ed. courses</td>
<td>Foreign language 300</td>
<td></td>
</tr>
<tr>
<td>Gen. Ed. courses</td>
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<td></td>
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</tr>
</tbody>
</table>

General Concentration

Senior Year
- ACTG 483** – International Accounting and Financial Reporting
- BLAW 497* – Legal Aspects of International Business
- FIN 355* – International Financial Management
- IB 480** – International Business Theory and Policy
- ECON 270 – International Economics
- MKTG 460 – Global Marketing
- COB 487 – Strategic Management
- COB 318 – Legal and Ethical Environment of Business
- International Business Approved Elective
- Foreign Language (330) Business Course

Marketing Concentration

Senior Year
- BLAW 497* – Legal Aspects of International Business
- IB 480** – International Business Theory and Policy
- ECON 270 – International Economics
- MKTG 460 – Global Marketing
- COB 487 – Strategic Management
- COB 318 – Legal and Ethical Environment of Business
- International Business approved elective
- Foreign language (330) business course

Choose two of the following:
- MKTG 384*** – Integrated Marketing Communications
- MKTG 385 – Consumer Behavior
- MKTG 430 – Professional Selling
- MKTG 470 – Strategic Internet Marketing
- MKTG 482 – Marketing Analytics

Finance Concentration

Senior Year
- ACTG 483** – International Accounting and Financial Reporting
- BLAW 497* – Legal Aspects of International Business
- ECON 372 – International Finance and Payments
- COB 318 – Legal and Ethical Environment of Business
- International Business approved elective
- Foreign language (330) business course

SOFTWARE AND TECHNICAL SKILLS

- Microsoft Excel, Access and Sharepoint
- Others dependent on concentration chosen and electives within the concentration, e.g., IBM SPSS Modeler and Salesforce Certification if Marketing concentration and Bloomberg if Finance concentration

DEPARTMENT HIGHLIGHTS

- Student groups participate in annual case competitions
- James Madison University is a member of the Virginia International Trade Alliance, and students in the International Business senior level capstone class complete customized export plans for local businesses
- The International Business Program is a full member of the Consortium of Undergraduate Business Education (CUIBE)

SOFTW ARE AND TECHNICAL SKILLS

- Microsoft Excel, Access and Sharepoint
- Others dependent on concentration chosen and electives within the concentration, e.g., IBM SPSS Modeler and Salesforce Certification if Marketing concentration and Bloomberg if Finance concentration

* Fall only, ** Spring only, *** MKTG 384 is a prerequisite for MKTG 470
### STEPS TO CAREER SUCCESS

#### FRESHMAN
- Adjust to campus life
- Explore majors
- Build rapport with faculty
- Establish a solid GPA
- Join a student organization
- Attend professional development events
- Consider study abroad programs
- Practice professional behavior
- Create a resume/make an appointment with a career advisor to review
- Ask your network about part time/summer job leads
- Shadow professionals in a field of interest to you
- Polish your online presence

#### SOPHOMORE
- Participate in the CoB Career KickStart
- Identify skills and interests
- Continue to work on your resume and build a reference list
- Activate your Handshake account
- Create a LinkedIn profile
- Attend JMU Career and Internship Fairs
- Attend career related events
- Research employers
- Apply for externship/internship
- Join a CoB student organization
- Apply for a CoB Career Trek
- Apply for a study abroad program

#### JUNIOR
- Apply for internships
- Practice with mock interviews and InterviewStream
- Attend JMU Career and Internship Fairs
- Seek leadership roles on campus (e.g., student organizations)
- Join a professional organization related to your interests
- Consider graduate school
- Develop a job search strategy
- Network and conduct informational interviews with business professionals and JMU alumni
- Participate in case competitions

#### SENIOR
- Update your resume
- Practice with mock interviews and InterviewStream
- Apply for full-time positions
- Follow up on job leads
- Network with business professionals and JMU alumni
- Use the on-campus recruiting program (OCR)
- Connect with the JMU Alumni Relations office
- Apply to graduate school
- Negotiate salary

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### COLLEGE OF BUSINESS CLASS OF 2018 PROFILE

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Starting IB Salary</td>
<td>$50,038</td>
</tr>
<tr>
<td>Average Starting CoB Salary</td>
<td>$57,837</td>
</tr>
<tr>
<td>% CoB Jobs with Signing Bonus</td>
<td>58%</td>
</tr>
<tr>
<td>Average CoB Signing Bonus</td>
<td>$5,580</td>
</tr>
</tbody>
</table>

95% of CoB graduates are employed, in continuing education or engaged in other career related endeavors.

The Class of 2018 includes 800 students graduating August 2017, December 2017 and May 2018.

Updated 9/2019