

International Business B.S.I.B. with Marketing Concentration

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Eight-Semester Degree Program

Students who wish to pursue the eight-semester degree program should see the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy>) for requirements of the program.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)	3	
MATH 2053 Finite Mathematics	3	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)*	3	
WCOB 1111 Freshman Business Connection	1	
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)**	3	
ISYS 1120 Computer Competency Requirement	0	
Intermediate World Language (2003/2013 level or higher)	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)		3
ACCT 2013 Accounting Principles		3
WCOB 1033 Data Analysis and Interpretation		3
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)		3
Foreign Language (3000 level or higher)		3
Year Total:	16	15

Second Year	Units	
	Fall	Spring
MGMT 2053 Business Foundations or ACCT 2023 Accounting Principles II	3	
ISYS 2103 Business Information Systems**	3	
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)***	3	
U.S. History or Political Science (University Core)	3	
Foreign Language (3000 level or higher)	3	
SCMT 2103 Introduction to Supply Chain Management**		3
MGMT 2103 Managing People and Organizations**		3
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)***		3
Fine Art/Humanities (University Core) or ACCT 1013 Accounting Principles (for Accounting concentration)		3
Natural Science (University Core)		4

ALL pre-business requirements should be met by end of term

Year Total: 15 16

Third Year	Units	
	Fall	Spring
FINN 3043 Principles of Finance**	3	
MKTG 3433 Introduction to Marketing**	3	
ECON 4633 International Trade	3	
International Business and Collateral Elective	3	
Social Science - University Core	3	
MKTG 3553 Consumer Behavior		3
MKTG 3633 Marketing Research		3
MGMT 3013 Strategic Management		3
Area Studies Course		3
Year Total:	15	12

Fourth Year	Units	
	Fall	Spring
MKTG 4633 Global Marketing	3	
ECON 4643 International Macroeconomics and Finance	3	
International Business and Collateral Elective	3	
Area Studies Course	3	
Natural Science – University Core	4	
MKTG 4853 Marketing Management		3
MKTG Elective		6
International Business and Collateral Elective		3
Junior/Senior Business Electives		3
Year Total:	16	15

Total Units in Sequence: 120

* Must be completed prior to WCOB 1033.

** Must be completed prior to MGMT 3013.

*** Must be completed prior to taking any 3000 or 4000 level business courses.