

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

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

Courses in **BOLD** must be taken in the designated semester. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units	
	Fall	Spring
Intermediate World Language (2003/2013 level or higher) (Satisfies General Education Outcome 3.2)	3	
MATH 2053 Finite Mathematics (Satisfies General Education Outcome 2.1)^{1, 2, 4}	3	
SCMT 2103 Integrated Supply Chain Management³	3	
BUSI 1111 Freshman Business Connection⁴	1	
MGMT 2103 Managing People and Organizations³	3	
ISYS 1123 Business Application Knowledge - Computer Competency^{2, 4}	3	
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)³		3
ACCT 2013 Accounting Principles⁴		3
BUSI 1033 Data Analysis and Interpretation⁴		3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)⁴		3
Foreign Language (3000 level or higher)		3
Year Total:	16	15

Second Year	Units	
	Fall	Spring
ACCT 2023 Accounting Principles II ⁴ or SEVI 2053 Business Foundations Satisfies General Education Outcome 3.3:	3	
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) ⁴ or ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)	3	
Foreign Language (3000 level or higher)	3	
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) ⁴	3	

Fine Arts - State Minimum Core (Satisfies General Education Outcome 3.1) ⁵	3	
Social Sciences - State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1 as well as the Social Issues, Multicultural Environment and Demographic Diversity requirement) ⁶		3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)⁴		3
Satisfies General Education Outcome 3.3:		
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) ⁴ or ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)		3
Area Studies Course		3
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) ⁴		3

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

Year Total:	15	15
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Third Year	Units	
	Fall	Spring
FINN 2043 Principles of Finance³	3	
MKTG 3433 Introduction to Marketing³	3	
ECON 4633 International Trade	3	
International Business Elective	3	
ISYS 2103 Business Information Systems³	3	
MKTG 3553 Consumer Behavior		3
MKTG 3633 Marketing Research		3
Natural Science State Minimum Core (Satisfies General Education Outcome 3.4)		4
Area Studies Course		3
U.S. History or Government (Satisfies General Education Outcome 4.2)		3
Year Total:	15	16

Fourth Year	Units	
	Fall	Spring
MKTG 4633 Global Marketing	3	
ECON 4643 International Macroeconomics and Finance	3	
International Business Elective	3	
SEVI 3013 Strategic Management ((Satisfies General Education Outcome 6.1)	3	
Natural Science State Minimum Core (Satisfies General Education Outcome 3.4)	4	
MKTG 4853 Marketing Management		3
Junior/Senior MKTG Elective		3
International Business Elective		3
Junior/Senior Interdisciplinary Elective		3
Year Total:	16	12

Total Units in Sequence:	120
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¹ Students have demonstrated successful completion of the learning indicators for learning outcome 2.1, by meeting the prerequisites for MATH 2053.

² Must be completed prior to BUSI 1033.

³ Must be completed prior to SEVI 3013.

⁴ Must be completed prior to taking any 3000 or 4000 level business courses.

⁵ The Fine Arts Elective courses which satisfy General Education Outcome 3.1 include:

ARCH 1003, ARHS 1003, COMM 1003, DANC 1003, LARC 1003, MLIT 1003, MLIT 1003H, MLIT 1013, MLIT 1013H, MLIT 1333, THTR 1003, THTR 1013, or THTR 1013H.

⁶ The Social Sciences Elective courses which satisfy General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and

Demographic Diversity requirement include: ANTH 1023, HIST 1113, HIST 1113H, HIST 1123, HIST 1123H, SOCI 2013, SOCI 2013H, or SOCI 2033.