

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 20503 Finite Mathematics (Satisfies General Education Outcome 2.1)^{1, 2, 4}	3	
SCMT 21003 Integrated Supply Chain Management³	3	
BUSI 11101 Freshman Business Connection⁴	1	
MGMT 21003 Managing People and Organizations³	3	
ISYS 11203 Business Application Knowledge - Computer Competency^{2, 4}	3	
BLAW 20003 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)³		3
ACCT 20103 Accounting Principles⁴		3
BUSI 10303 Data Analysis and Interpretation⁴		3
SPCH 10003 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 20203 Accounting Principles II ⁴ or SEVI 20503 Business Foundations Satisfies General Education Outcome 3.3:	3	
ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203) ⁴ or ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)	3	
Foreign Language (3000 level or higher)	3	
ENGL 10103 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 22003 Survey of Calculus (ACTS Equivalency = MATH 2203)⁴		3
Satisfies General Education Outcome 3.3:		
ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) ⁴ or ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203)		3
Area Studies Course		3
ENGL 10203 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

Third Year	Units	
	Fall	Spring
FINN 20403 Principles of Finance³	3	
MKTG 34303 Introduction to Marketing³	3	
ECON 46303 International Trade	3	
International Business Elective	3	
ISYS 21003 Business Information Systems³	3	
MKTG 35503 Consumer Behavior		3
MKTG 36303 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 46303 Global Marketing	3	
ECON 46403 International Macroeconomics and Finance	3	
International Business Elective	3	
SEVI 30103 Strategic Management ((Satisfies General Education Outcome 6.1)	3	
Natural Science State Minimum Core (Satisfies General Education Outcome 3.4)	4	
MKTG 48503 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

¹ Students have demonstrated successful completion of the learning indicators for learning outcome 2.1, by meeting the prerequisites for MATH 20503.

² Must be completed prior to BUSI 10303.

³ Must be completed prior to SEVI 30103.

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 10003, ARHS 10003, COMM 10003, DANC 10003,
LARC 10003, MUSC 10003, MUSC 100H3, MUSC 10103,
MUSC 101H3, MUSC 13303, THTR 10003, THTR 10103, or
THTR 101H3.

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 10203,
HIST 11193, HIST 111H3, HIST 11293, HIST 112H3, SOCI 20103,
SOCI 101H3, or SOCI 20103.