

# General Business: International Business

## Associate in Science

### DIVISION OF BUSINESS & PROFESSIONAL STUDIES

Students will learn how American and international businesses interrelate. An in-depth study of American and international strategies and business practices is performed using case analysis, experiential learning exercises, team activities, guest speakers and the writing and presenting of student research/reaction papers. The concentration includes the following topics: international trade and banking policies and procedures, the impact of culture, demographics and infrastructure on global trade, and how marketing, law, politics, management and human resources are performed in the international marketplace. Also, a broad academic foundation in the sciences, humanities, communications and social sciences is part of the concentration. The program includes a language component, an optional internship, and the development of a team-based export business plan.

International internships and study abroad opportunities are strongly encouraged, and are available through the collaboration of the Business Department and MassBay's Office of International Education and Study Abroad Programs.

Students who complete the International Business Associate degree can take the certified Global Business Professional certification offered by the National Association of Small Business International Trade Educators to earn the Certified Global Business Professional certification. This prestigious certification designates a level of professionalism in various aspects of international business.

Upon successful completion, the Associate in Science in General Business with a concentration in International Business is awarded.

The degree prepares students for entry-level positions in global firms and organizations and provides a strong foundation for transfer to baccalaureate programs in international business.

#### PROGRAM FOOTNOTES

**Business Electives:** AC 201 Intermediate Accounting I, AC 202 Intermediate Accounting II, AC 206 Managerial Accounting, BF 203 Principles of Finance, BU 901 Internship, EC 202 Microeconomics, EC 205 Money & Banking, MG 204 Human Resources, MK 215 Principles of Advertising

**Foreign languages – Language Sequence:** French, Hindi, Italian and Spanish

**Science Electives:** Biology, Chemistry, Contemporary Nutrition (NS 101), Environmental Science, Integrated Science, Physics

**Math Elective:** 100-level Mathematics or higher (not MAC). MA 104 Pre-calculus math is strongly recommended

\*In order to fulfill the critical thinking graduate competency, students must pass the Critical Thinking Challenge Exam or complete CT 100 Critical Thinking.

COURSE	COURSE TITLE	CREDITS
<i>First Year Semester 1</i>		
AC 101	Financial Accounting I	4
CS 104	Microcomputer Applications/Business	3
EN 101	English Composition I	3
MG 101	Principles of Management	3
		<b>credits:</b>
		13
<i>First Year Semester 2</i>		
AC 102	Financial Accounting II	4
BU 201	Global Business	3
EN 102	English Composition II	3
GG 105	World Regional Geography	3
MK 103	Principles of Marketing	3
		<b>credits:</b>
		16
<i>Second Year Semester 1</i>		
MK 220	Global Marketing	3
EC 201	Macroeconomics	3
	Language Sequence	3/4
	Math Elective	3/4
	Science Elective	4
		<b>credits:</b>
		16/18
<i>Second Year Semester 2</i>		
	Business Elective	3/4
CO 103	Intercultural Communications	3
	Language Sequence	3/4
	Science Elective	3/4
LA 221	Principles of Business Law	3
		<b>credits:</b>
		15/18
		<b>Total Credits:</b>
		<b>60/65</b>

Quantitative skills is a MassBay graduation competency for associate degree programs. Prior to graduation, students must demonstrate this competency by completing a 100-level math course (not MAC); or placing into a 200-level mathematics course.

This program may qualify for MassTransfer with select public institutions in Massachusetts. For more information, visit [www.mass.edu/masstransfer](http://www.mass.edu/masstransfer).