

# BACHELOR OF SCIENCE IN INTERNATIONAL BUSINESS

Program Contact: Robert Yawson (Robert.Yawson@qu.edu)  
203-582-5023

Corporations, nonprofits and government agencies from around the world need talented professionals who have the ability to successfully work in culturally diverse environments and possess a knowledge of global markets and international business trends. International business students learn how to work with culturally diverse businesses and populations, and develop critical thinking and analytical skills. Students also develop a foundation in international finance, international marketing, global supply chain, and international management and strategy, and also learn how to work with international data and its sources. Graduates with this background are prepared for careers in global supply chain management, international marketing and marketing research, business development, financial analysis and business consulting.

Students in the IB major are encouraged to immerse in a foreign country with a study abroad program to better understand its history, politics, business and culture. Students also may complete an internship while studying abroad. Alternatively, internships with local businesses or major firms in neighboring New York City enable students to apply their knowledge in a real-world setting. IB majors can also graduate with a certificate in Global Supply Chain (<http://catalog.qu.edu/business/entrepreneurship-strategy/global-supply-chain-cert/>).

**The BS in International Business requires a minimum of 122 credits for degree completion.**

Code	Title	Credits
<b>University Curriculum (<a href="http://catalog.qu.edu/academics/university-curriculum/">http://catalog.qu.edu/academics/university-curriculum/</a>)</b>		<b>46</b>
<b>Complete the Business Core Curriculum (<a href="http://catalog.qu.edu/business/#corecurriculumtext">http://catalog.qu.edu/business/#corecurriculumtext</a>)</b>		<b>28</b>
<b>International Business Core</b>		
ENT 210	Introduction to Entrepreneurial Thinking and Practice	3
IB 311	International Marketing	3
IB 324	Negotiating Internationally	3
	or ENT 340 Opportunity Recognition and Negotiation	
IB 335	International Finance	3
IB 352	International Management	3
IB 401	International Strategy and Business Plan	3
	or ENT 420 Business Launch	
<b>International Business Electives</b>		
Select two of the following: <sup>1</sup>		6
ENT 220	The Business of Music	
ENT 250	Idea Validation and Business Model Development	
ENT 290	Business Accelerator	
ENT 299	Special Topics in Entrepreneurship	
ENT 320	Small Business Marketing	
ENT 330	Entrepreneurial Finance	

ENT 331	Family or Small Business Financing	
ENT 350	Social Entrepreneurship	
ENT 360	Small and Family Business	
ENT 361	Managing the Family or Small Business	
ENT 371	Business Plan Competition	
ENT 490	Field Projects	
IB 120	Introduction to Doing Business in the European Union	
IB 313 or MK 320	International Marketing Research or Marketing Research	
IB 320	Introduction to Global Entrepreneurship	
IB 345	Global Supply Chain	
MG 340	Transportation and Logistics Management	
MG 341	Service Operations Management	
MG 342	Supply Chain Analytics	
MG 343	Procurement and Sourcing	
MK 320	Marketing Research	
PO 332	European Politics	
SB 360	International Business Immersion (This is a short-term study abroad course)	
SB 488	Business Internship	
Open Electives		24
Total Credits		122

<sup>1</sup> Students are strongly encouraged to take SB 488 Business Internship as one of these electives.

**For those students interested in an ENT/IB double major please consult with the department chair for information about course requirements.**

## Study Abroad

Students are encouraged to study abroad, ideally for a semester but in special circumstances a shorter program is possible (e.g., J-term, summer). Please see the department chair if you have further questions.

**This is a *recommended* plan of study as course plans are subject to change. Course availability, potential transfer credits, and course prerequisite completion may influence the final course schedule for each program.**

Course	Title	Credits
<b>First Year</b>		
<b>Fall Semester</b>		
FYS 101	First-Year Seminar (UC Foundations Inquiry)	3
EN 101	Introduction to Academic Reading and Writing (UC Writing 1)	3
SB 101	The Business Environment (Business Core Curriculum)	3
CIS 101	Introduction to Applied Ai and Business Analytics	3
MA 170	Probability and Data Analysis (UC Math)	3
<b>Credits</b>		<b>15</b>

**Spring Semester**

IB 201	Globalization and International Business (Business Core and UC Personal Inquiry 1/ Intercultural)	3
EN 102	Academic Writing and Research (UC Writing 2)	3
EC 111	Principles of Microeconomics (Business Core and UC Social Science)	3
EC 272	Advanced Applied Statistics	3
Business Core		3
<b>Credits</b>		<b>15</b>

**Second Year****Fall Semester**

ENT 210	Introduction to Entrepreneurial Thinking and Practice	3
EC 112	Principles of Macroeconomics (Business Core and UC Social Science)	3
Business Core		3
Business Core		3
Business Core		3
<b>Credits</b>		<b>15</b>

**Spring Semester**

Business Core		3
Business Core		3
Business Core		3
UC Disciplinary Inquiry		3
UC Disciplinary Inquiry		3
SB 250	Career Planning and Development	1
<b>Credits</b>		<b>16</b>

**Third Year****Fall Semester**

IB 324 or ENT 340	Negotiating Internationally or Opportunity Recognition and Negotiation	3
IB 352	International Management	3
IB Elective		3
UC Disciplinary Inquiry NS +Lab		4
UC Personal Inquiry		3
<b>Credits</b>		<b>16</b>

**Spring Semester**

IB 311 or MK 320	International Marketing or Marketing Research	3
IB Elective		3
UC Personal Inquiry		3
UC Personal Inquiry		3
Open Elective		3
<b>Credits</b>		<b>15</b>

**Fourth Year****Fall Semester**

IB 335	International Finance	3
SB 420	Strategic Management Integrated Seminar	3
UC Personal Inquiry		3
Open Elective		3
Open Elective		3
<b>Credits</b>		<b>15</b>

**Spring Semester**

IB 401 or ENT 420	International Strategy and Business Plan or Business Launch	3
Open Elective		3
Open Elective		3
Open Elective		3
Open Elective		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>122</b>

## Student Learning Outcomes

On completion of the BS in International Business, students will demonstrate the following competencies:

1. **Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
2. **Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
3. **Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
4. **Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
5. **Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
6. **Cultural Adaptability:** Students recognize and apply knowledge and diversity within and across individuals and groups.
7. **Professionalism:** Students exhibit professional behavior, including a strong work ethic in their classes, in their interactions with faculty, staff and colleagues, and in their team assignments.

## Admission Requirements: School of Business

The requirements for admission into the undergraduate School of Business programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the **Admissions** page of this catalog.

## Seamless Transfer Agreement with Gateway Community College (GCC), Housatonic Community College (HCC) and Norwalk Community College (NCC)

Under this Transfer Agreement, GCC, HCC and NCC graduates will be guaranteed admission into a bachelor's degree program with third year (junior) status at Quinnipiac University on the condition that they:

- Graduate with an associate in arts, an associate in science in business, College of Technology engineering science, nursing or an allied health degree with a minimum cumulative GPA of 3.00 (this may be higher in specific programs).
- Satisfy all other Quinnipiac University transfer admission requirements and requirements for intended major.

## Suggested Transfer Curriculum for BS in International Business

A minimum of 60 credits is required for transfer into the BS in International Business program. Below is a sample plan of study for the first two years prior to matriculation at Quinnipiac University.

Course	Title	Credits
<b>First Year</b>		
<b>Fall Semester</b>		
English I		3
Introduction to Business		3
Microeconomics		3
Business Statistics		3
History Elective		3
<b>Credits</b>		<b>15</b>
<b>Spring Semester</b>		
English II		3
Macroeconomics		3
Financial Accounting		3
Information Systems		3
Marketing		3
<b>Credits</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall Semester</b>		
Managerial Accounting		3
Finance		3
International Business		3
Management		3
Art Elective		3
<b>Credits</b>		<b>15</b>
<b>Spring Semester</b>		
Operations Management		3
Business Law		3
Science Elective with Lab		4
Social Science Elective		3
Additional Elective (Business or other)		3
<b>Credits</b>		<b>16</b>
<b>Total Credits</b>		<b>61</b>