

B.B.A. International Business

2023-24

WEBSITE

<https://www.swau.edu/academics/international-business/>

DEPARTMENT PERSONNEL

AdventHealth Endowed Chair of Business Administration
Aaron Moses, Ph.D.

Faculty

Chanda Santo, M.B.A., M.S.
Licci Zemleduch, M.B.A.
Jon Turk, M.B.A.
Adrian Cecotto, M.F.

LOCATION

Pechero Hall

CONTACT

mosesa@swau.edu
(817) 202-6771

The Bachelor of Business Administrations degree (BBA) with a concentration in International Business is one of many BBA's offered by the Southwestern Adventist University's Department of Business. The goal of the Business Department is to prepare the student for a career in business, guiding them in obtaining the abilities needed to succeed in their chosen area. The student will develop competencies in integrity, research and critical thinking, communications, leadership, & professional skills through classroom instruction and activities, projects, case studies, interaction with professionals from the community, and other methods.

Job Market

The job market for international business continues to evolve as advances in technology solidify the expansion of globalization into all areas of business. A concentration in international business will prepare graduates with skills in cultural sensitivity and ethics awareness, international finance, cross-cultural communications, foreign language, and leadership. Graduates with these skills have many job opportunities including: an international business expatriate, a specialist in the public sector, a management analyst, a translator or interpreter, or an international director.

Job Outlook

The job outlook for individuals with international business degrees is expected to grow as fast as or faster than average. According to the U.S. Bureau of Labor Statistics, between the years 2021 and 2031, the job outlook for a management analyst will grow at a rate of 11%, and translators or interpreters will grow at a rate of 20%. The development of specialized skills is essential to the improvement of job outlook.

Earnings

Earnings potential for graduates with international business degrees varies widely depending on many factors including the geographic location, the industry you choose, position, skills, and experience. According to the U.S. Bureau of Labor Statistics, the median annual income for a translator/interpreter is \$49,110 compared to a management analyst's median annual income of \$93,000. Specialized careers receive higher median annual salaries according to Salary.com. For example, International Directors have an average annual salary of \$84,761. Overall, career opportunities and salaries in international business are wide-ranging and reflect the ever-changing global market place.

A bachelor's degree qualifies an individual for most entry-level positions. However, a graduate degree will significantly increase the potential of obtaining many positions as well as earning potential.

100 W. Hillcrest Street
Keene TX 76059

(800) 433-2240 toll-free
(817) 202-6794 phone
www.swau.edu



Business Core Courses

Required of all BBA students.

**BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor.*

Southwestern students who are changing from another major to a BBA are also required to take BUAD 202 unless their advisor recommends an alternative.

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
ACCT 212	Accounting Principles II	3
BUAD 202	Introduction to Contemporary Business	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 270	Management Information Systems	3
BUAD 275	Introduction to Data Analytics	3
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
BUAD 460	Ethics and Business Social Responsibility	3
	BUAD 466 or ECON 401	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics	3
ECON 212	Microeconomics	3
FNCE 321	Business Finance	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3
	Sub-Total Credits	48

International Business Concentration		
Item #	Title	Credits
BUAD 453	Cross-Cultural Studies	3
FNCE 452	International Finance	3
POLS 320	American International Relations	3
	Intermediate Foreign Language	6
	International Experience	3
	Sub-Total Credits	18

Cognate Requirements

****BUAD 317** may be taken as an alternative to **COMM 111** and also fulfill the communication competency requirement.

Item #	Title	Credits
COMM 111	Speech	3
CSIS 106	Comprehensive Spreadsheets	3
MATH 141	Introduction to Probability and Statistics	3
	Sub-Total Credits	9

Sample 4 Year Curriculum

General Education Requirements

To view general education requirements for this major please visit: <https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>

First Year First Semester			First Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 202	Introduction to Contemporary Business	3	CSIS 106	Comprehensive Spreadsheets	3
ENGL 121	Freshman Composition	3		Fine Arts GE Requirement	3
MATH 141	Introduction to Probability and Statistics	3		History GE Requirement	3
UNIV 111	Wellness for Life	2		Life and Physical Science GE Requirement	4
	Life and Physical Science GE Requirement	4		Religion GE Requirement	3
	Sub-Total Credits	15		Sub-Total Credits	16
Second Year First Semester			Second Year Second Semester Second Semester		
Item #	Title	Credits	Item #	Title	Credits
ACCT 211	Accounting Principles I	3	ACCT 212	Accounting Principles II	3
BUAD 270	Management Information Systems	3	BUAD 211	Profiles of Entrepreneurship	3
ECON 211	Macroeconomics	3	BUAD 275	Introduction to Data Analytics	3
ENGL 220	Research Writing	3	ECON 212	Microeconomics	3
	Beginning Language Requirement	4		Beginning Language Requirement	4
	Sub-Total Credits	16		Sub-Total Credits	16
Third Year First Semester			Third Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 301	Principles of Management	3	BUAD 311	Business Law	3
FNCE 321	Business Finance	3	BUAD 453	Cross-Cultural Studies	3
MKTG 343	Principles of Marketing	3		Intermediate Language Requirement	3
	History GE Requirement	3		Literature GE Requirement	3
	Intermediate Language Requirement	3		Religion GE Requirement	3
	Kinesiology GE Requirement	1		Sub-Total Credits	15
	Sub-Total Credits	16			
Fourth Year First Semester			Fourth Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 460	Ethics and Business Social Responsibility	3	BUAD 317	Business Communication	3
IBUS 319	International Business	3	BUAD 472	Business Policies and Strategies	3
POLS 320	American International Relations	3	IBUS 310	International Business Study Tour	3
	BUAD 466 or ECON 401	3	FNCE 452	International Finance	3
	Religion GE Requirement	3		Kinesiology GE Requirement	1
	Sub-Total Credits	15		Religion GE Requirement	3
				Sub-Total Credits	16