

B.B.A. International Business

2020-21

WEBSITE

<https://www.swau.edu/business>

DEPARTMENT PERSONNEL

*AdventHealth Endowed Chair of
Business Administration*

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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. As corporations establish international operations and expand through global partnerships, demand for specialized skills is predicted to increase. A concentration in international business will prepare graduates with skills in cultural sensitivity and ethics awareness, international marketing, international management, cross-cultural communications, 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 a short-term cultural advisor.

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 2018 and 2028, the job outlook for a management analyst will grow at a rate of 14%, translator or interpreter will grow at a rate of 19% and marketing management will grow at a rate of 8%. 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 \$49,930 compared to a management analyst's median annual income of \$83,610. Specialized careers receive higher median annual salaries according to Salary.com. International Marketing manager has an average annual salary of \$134,290. Overall, career opportunities and salaries in international business are wide-ranging and reflect the everchanging global market place.

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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.

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

Item #	Title	Credits
BUAD 202	Introduction to Contemporary Business	3
ENGL 121	Freshman Composition	3
	History GE Curriculum Guide	3
	Life and Physical Science GE Curriculum Guide	4
UNIV 111	Wellness for Life	2
	Sub-Total Credits	15

First Year Second Semester

Item #	Title	Credits
CSIS 106	Comprehensive Spreadsheets	3
ENGL 220	Research Writing	3
	History GE Curriculum Guide	3
	Life and Physical Science GE Curriculum Guide	4
	Religion GE Curriculum Guide	3
	Sub-Total Credits	16

Second Year First Semester

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
	Beginning Language Requirement	4
BUAD 270	Management Information Systems	3
ECON 211	Macroeconomics	3
MATH 141	Introduction to Probability and Statistics	3
	Sub-Total Credits	16

Second Year Second Semester

Item #	Title	Credits
ACCT 212	Accounting Principles II	3
	Beginning Language Requirement	4
BUAD 211	Profiles of Entrepreneurship	3
ECON 212	Microeconomics	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	16

Third Year First Semester

Item #	Title	Credits
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
FNCE 321	Business Finance	3
	Kinesiology GE Curriculum Guide	1
MKTG 343	Principles of Marketing	3
	Intermediate Language Requirement	3
	Sub-Total Credits	16

Third Year Second Semester

Item #	Title	Credits
BUAD 453	Cross-Cultural Studies	3
	Fine Arts GE Curriculum Guide	3
	Intermediate Language Requirement	3
	Literature GE Curriculum Guide	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	15

Fourth Year First Semester

Item #	Title	Credits
BUAD 460	Ethics and Business Social Responsibility	3
BUAD 466	Production and Operations Management	3
FNCE 452	International Finance	3
IBUS 319	International Business	3
POLS 320	American International Relations	3
	Sub-Total Credits	15

Fourth Year Second Semester

Item #	Title	Credits
BUAD 317	Business Communication	3
BUAD 472	Business Policies and Strategies	3
IBUS 310	International Business Study Tour	3
	Kinesiology GE Curriculum Guide	1
	Religion GE Curriculum Guide	3
	Sub-Total Credits	13