Nebraska Wesleyan University

International Business (B.A.)

Catalog

2017-2018

Program Description

The International Business major consists of three sections. A minor or major in a modern foreign language is required. International Business majors must study or work abroad for at least one semester in an approved program.

Mathematics, as required for the business administration major, is strongly recommended. This is especially important for those students who plan to pursue graduate studies in this field.

Departments

1. Business, Accounting and Economics (Undergraduate)

International Business major (B.A., 45 hours)

International Business courses	42 hours
ACCT 1310 Principles of Accounting I	3 hours
ACCT 1320 Principles of Accounting II	3 hours
ECON 1530 Macroeconomic Principles	3 hours
ECON 1540 Microeconomic Principles	3 hours
ECON 4570 International Trade	3 hours
BUSAD 2000 Principles of Marketing	3 hours
BUSAD 2100 Business and Economic Statistics	3 hours
BUSAD 2300 Business Communication	3 hours
BUSAD 2500 Principles of Management	3 hours
BUSAD 2700 Business Law I	3 hours
BUSAD 3700 Financial Management	3 hours
BUSAD 4300 International Marketing	3 hours
BUSAD 4400 International Finance	3 hours
BUSAD 4800 Strategic Management	3 hours
Modern Language Major or Minor	
A Modern Language Literacy minor or Modern Language Studies major is required. Students whose second language is English can meet this requirement by completing seven credit hours in Modern Language electives.	
Study Abroad	
International Business majors must study or work abroad for at least one semester in an approved program.	
Capstone	**3 hours**

BUSAD 4970 Business Internship	3 hours

The senior internship must be approved by the studentâ??s advisor and the coordinator for internships. It is the responsibility of the student to seek out an appropriate internship. This internship may be completed as part of an approved study abroad experience.