



# Bachelors of Business Administration, B.B.A.

## (International Business Concentration)

2017-2018

### **Additional Sources of Information**

#### **WEBSITE:**

www.swau.edu

#### **DEPARTMENT CONTACTS:**

##### **Chair**

Aaron Moses, Ph.D.

##### **Faculty**

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M.S.A.E.

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The Bachelor of Business Administrations degree (BBA) with a concentration in International Business is one of five 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; Accounting, Management, Marketing, Finance or International Business. 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 are 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 2014 and 2024, the job outlook for a management analyst will grow at a rate of 13.6%, translator or interpreter will grow at a rate of 28.7% and marketing management will grow at a rate of 13 %. The development of specialized skills is essential to the improvement of job outlook.

#### **Earnings:**

Earnings potential for graduates with international business degrees vary 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 2014-2015 Occupational Outlook Handbook, the average annual income for a translator /interpreter is \$45,430 compared to a management consultant's average annual income of \$78,600. Specialized careers receive higher median annual salaries. An International Finance manager has an average annual salary of \$109,740 and an International Marketing manager has an average annual salary of \$119,480. Overall, career opportunities and salaries in international business are wide-ranging and reflect the ever-changing global market place.

#### **Educational Qualifications:**

A Bachelors 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.

#### **General Education Requirements:**

To view general education requirements for this major please visit [catalog.swau.edu/Undergraduate/2017-2018](http://catalog.swau.edu/Undergraduate/2017-2018).



**BUSINESS CORE**

<b>ACCT 211</b>	Accounting Principles I .....	<b>3</b>
<b>ACCT 212</b>	Accounting Principles II .....	<b>3</b>
<b>BUAD 202</b>	Introduction to Contemporary Business.....	<b>3</b>
<b>BUAD 211</b>	Profiles of Entrepreneurship .....	<b>3</b>
<b>BUAD 270</b>	Management Information Systems .....	<b>3</b>
<b>BUAD 301</b>	Principles of Management.....	<b>3</b>
<b>BUAD 311</b>	Business Law .....	<b>3</b>
<b>BUAD 321</b>	Business Finance.....	<b>3</b>
<b>BUAD460</b>	Ethics & Business Social Responsibility.....	<b>3</b>
<b>BUAD466</b>	Production and Operations Management.....	<b>3</b>
<b>BUAD 472</b>	Business Policies and Strategies .....	<b>3</b>
<b>ECON 211</b>	Macroeconomics.....	<b>3</b>
<b>ECON 212</b>	Microeconomics .....	<b>3</b>
<b>MKTG343</b>	Principles of Marketing.....	<b>3</b>

**TOTAL: 40**

**INTERNATIONAL BUSINESS CONCENTRATION**

<b>BUAD 452</b>	International Finance .....	<b>3</b>
<b>BUAD453</b>	Cross-Cultural Studies .....	<b>3</b>
<b>BUAD454</b>	International Management.....	<b>3</b>
<b>MKTG452</b>	International Marketing.....	<b>3</b>
<b>BUAD</b>	International Business Electives .....	<b>6</b>

**TOTAL: 18**

**REQUIRED COGNATE**

<b>CSIS 106</b>	Comprehensive Spreadsheets.....	<b>3</b>
<b>MATH 241</b>	Introduction to Probability and Statistics.....	<b>3</b>

**SAMPLE FOUR-YEAR SCHEDULE**

	FIRST SEMESTER	SECOND SEMESTER
<i>First Year</i>	ENGL 121—Freshman Composition.....3 MATH 110—College Algebra .....	BUAD 211—Profiles of Entrepreneurship .....
	UNIV 111—Wellness for Life .....2 BUAD 202—Introduction to Contemporary Business.....3 Life Science Elective.....4 <b>TOTAL .....</b>	History/Social Science Elective .....
	<b>15</b>	Computer Application Elective .....
		Religion Elective .....
		Fine Arts Elective .....
		<b>15</b>
<i>Second Year</i>	ACCT 211—Principles of Accounting I.....3 BUAD 270—Management Information Systems.....3 ECON 211—Macroeconomics .....	ACCT 212—Principles of Accounting II.....3 COMM 111—Speech .....
	ENGL 220—Research Writing.....3 MATH 241—Introduction to Probability and Statistics .....	ECON 212—Microeconomics .....
	KINA Activity Elective.....1 <b>TOTAL .....</b>	History/Social Science Elective .....
	<b>16</b>	Physical Science Elective.....4 <b>TOTAL .....</b>
		<b>16</b>
<i>Third Year</i>	BUAD 301—Principles of Management .....	BUAD 453—Cross-Cultural Studies .....
	BUAD 311—Business Law.....	BUAD xxx—International Business Electives (U.D.).....
	BUAD 321—Business Finance .....	BUAD xxx—Business Electives (U.D.).....
	MKTG 343—Principles of Marketing .....	History/Social Science Elective .....
	Religion Elective .....	Religion Elective .....
	KINA Activity Elective.....1 <b>TOTAL .....</b>	<b>15</b>
	<b>16</b>	
<i>Fourth Year</i>	BUAD 452—International Finance .....	BUAD 472—Business Policies and Strategies (Capstone) ....
	BUAD 454—International Management .....	BUAD xxx—Business Electives (U.D.).....
	BUAD 460—Ethics & Business Social Responsibility.....	Religion Elective .....
	BUAD 466—Production & Operations.....	Literature Elective .....
	MKTG 452—International Marketing.....	<b>TOTAL .....</b>
	<b>15</b>	<b>15</b>