

PROGRAM NAME: **BSBA DEGREE, with an International Business Concentration**

PROGRAM COLLEGE: **Helzberg School of Management**

CATALOG TERM: **2019-20**

In order to be competitive in the long-run, any business has little option but to compete internationally. It's not just about moving business to other countries, it's about doing so in a way that gives credence to the cultural, socio-political and historical context. It's this deep, contextual knowledge that leads to global business success.

In the International Business concentration of the Bachelor of Business Administration (BSBA) in the Helzberg School of Management, students gain special insight into what it means to go global. Students gain an understanding of the unique challenges inherent to globalization so they can plan and implement successful business strategy. They will also learn about current theories on process and organization to best support international business operations.

In addition to International Business coursework, International Business students complete two innovative sequences as part of the BSBA core. Both the Professional Readiness sequence and the Technology and Predictive Analytics sequences were developed by the Helzberg School of Management based on market research and consultation with hiring managers at area corporations to prepare students for the evolving workplace. Students also have the option to pursue Excel certifications as part of their studies.

The Helzberg School of Management is an AACSB*-accredited business school, an achievement only 5% of all business schools in the world can claim. Students in the Helzberg School of Management emerge from their undergraduate education as leaders of competence and conscience.

NOTE: Individual Programs of Study will vary in consultation with your Advisor and course/section availability each term. The below schedule serves only as an **example** four year degree plan.

YEAR 1

Fall Semester

Course Name	Credits	Minimum Grade Required	Experience Notes
Core: EN 1110 College Composition I (WCP)	3		<ul style="list-style-type: none"> Join an RU Academy Participate in the Finucane Service Project Attend the New Student Retreat
Core/Prereq: MT 1190 (MTP) Precalculus	3		
Core: PL 1100 Reality and Human Existence	3		
Core/Prereq: EC 1000 (SR I) Principles of Macroeconomics	3		
Prereq: MG 1900 Business Leadership and Social Issues	3		
Prereq: MG 1001 Professional Readiness I	1		
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: EN 1120 College Composition II (WCP)	3		<ul style="list-style-type: none"> Join a campus club/organization (can be dept. specific)
Core: TH 1000 or 1020 or 2000 (TH, Level I)	3		
Prereq: BIA 1800 Data Analysis	3		
Prereq: EC 1100 Principles of Microeconomics	3		
Core: Natural Science with Lab (Science/Causal, Level I)	4		
TOTAL HOURS	16		

YEAR 2

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Prereq: *AC 2000 Financial Accounting (only offered in Fall)	3		<ul style="list-style-type: none"> Students want to have a Minimum of 60 hours completed, by the end of Year 2, to progress to Junior Standing.
Prereq: BIA 2200 Stats & Predictive Analytics (prereq's: MT 1190 & BIA 1800)	3		
Core: HS 1100 or 1500 or 1701 or 1702 (HS, Level I)	3		
Core: Relational Mode, Level I	3		
Core: CT 2000 Fundamentals of Communication (OCP)	3		
General Elective:	1		
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Prereq: *AC 2100 Managerial Accounting (only offered in Spring; prereq: AC 2000)	3		<ul style="list-style-type: none"> Courses in Bold should be completed prior to the beginning of the student's Junior year to ensure proper sequencing of HSOM Core and Concentration courses.
√ HSOM Core/GPR: MG 3350 Business in the Global Environment	3		
Core: PL 3100 Ethical Theory	3		
Core: Literary Mode, Level I	3		
Core: Artistic Mode	3		
General Elective	1		
TOTAL HOURS	16		

YEAR 3

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
√ HSOM Core: MK 3000 Principles of Marketing	3		<ul style="list-style-type: none"> Courses with an * indicate that they are only offered in that semester, i.e., Fall or Spring. Courses with a √ must be completed, prior to taking capstone: MG 4940.
√ HSOM Core: MG 3300 Leadership & Organizational Behavior	3		
Concentration: MG 3800 Competitive Analysis (Fall/Even Year)	3	C	
Core: Theological Mode, Level II (at least one TH must be Christian Based)	3		
Core: Historical Mode or Literary Mode, Level II	3		
General Elective	3		
TOTAL HOURS	18		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
√ HSOM Core: FN 3000 Essentials of Finance (Prereq: AC 2000 & BIA 2200)	3		<ul style="list-style-type: none"> Student must complete Capstone and all Concentration courses, with a C grade or better. Student must have a minimum, 2.5 GPA, for the HSOM Core courses.
Concentration: CT 3850 Intercultural Communication (Spring/Odd years)	3	C	
√ HSOM Core: BIA 3100 Computing Technologies for Business	3		
Core: Relational Mode Lv II	3		
General Elective	3		
TOTAL HOURS	15		

YEAR 4

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Concentration: FN 4000 International Finance (Fall/Odd years)	3	C	<ul style="list-style-type: none"> Course offered Odd/Even years will be taken in Junior or Senior Year, depending on when the student enters Rockhurst.
HSOM Core: MG 3400 Business Law of Commercial Transaction	3		
HSOM Core: BIA 3201 Prescriptive Analytics for Business Decision Making	3		
HSOM Core: MG 3001 Professional Readiness II	1		
General Elective	6		
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes

HSOM Core: MG 4940 Bus Strategy, Policy, & Ethics (fulfills capstone requirement)	3	C	<ul style="list-style-type: none"> • Core: 52 hrs; • Prerequisites: 19-22 hrs; • HSOM Core: 25 hrs; • Concentration: 15 hrs; • General Electives: 17-14.
Concentration: MG 4350 International Management (Spring/Even years)	3	C	
Concentration: * MK 3350-International Marketing	3	C	
Core: PL or TH Swing Course, Level II	3		
General Elective	3		
TOTAL HOURS	15		

Credit Hours

- Core: 52 hrs;
- Prerequisites: 19-22 hrs;
- HSOM Core: 25 hrs;
- Concentration: 15 hrs;
- General Electives: 17-14.

TOTAL Credit Hours: 128