(For students admitted in 2012-13 under the 4-year degree)

BBA in Global Business

In addition to the requirements of their major programs, students are required to complete the University and School requirements for graduation. For details please refer to the respective sections on this website.

Unless approved by the Dean or the Dean's designate, students are not allowed to use courses included in the University Common Core or the School Requirements to fulfill the major requirements.

Major Requirements

			Credit(s)
Required Course(s)			
GBUS	1000	Global Leadership Development	0
GBUS	2010	Global Business Analysis	3
GBUS	2020	Public Service Project	1
GBUS	3010	Global Perspectives on Contemporary Issues	3
GBUS	3040**	Doing Business in Asia and Emerging Markets	3
GBUS		Note: GBUS 4910 OR (GBUS 4930 AND GBUS 4940)	4
GBUS	4910	Capstone Project	4
GBUS	4930	Capstone Project I	2
GBUS	4940	Capstone Project II	2
Elective(s)			
GBUS		Global Business Electives (2 courses from the specified elective list)	6
GBUS		All GBUS elective courses	
ACCT	3610	Functions of Law in Society and Business	3
ECON	4384	Globalization: Trade, Investment and Exchange Rate	4
ISOM	4020	Innovation Management and Technology Entrepreneurship	3
MARK	3430	Global Marketing	4
MARK	4450	Brand Management	4
MGMT	4220	Entrepreneurship and Small Business Studies	4
MGMT	4240	Strategic Management in China	4
LANG		Foreign Language Elective (1 course from the specified elective list)	3
LANG	1210	Japanese Language and Related Culture I	3
LANG	1220	Arabic: a key to the Middle East	3
LANG	1310	French: World Language and Culture	3
LANG	1320	German in the World of Science and Technology	3
LANG	1330	Spanish and the Other America	3
LANG	1410	Latin and the Legacy of the Roman World	3
LANG	1420	Classical Greek and its Impact in the Modern World	3

Other(s)

Additional Major in BBA or Minor Program should be taken
One regular term of study abroad

***Remarks on course(s):*

- GBUS 3040: This is a new course subject to approval.