

Jon M. Huntsman School of Business
Department of Marketing and Strategy
International Business Major – Fall 2022

Business Acumen	
_____ ACCT 2010	(3 cr.) Financial Accounting Principles
_____ ACCT 2020	(3 cr.) Managerial Accounting Principles
_____ BUS 3200	(3 cr.) Business Communication (CI)
_____ DATA 1100*	(1 cr.) Excel Business Analysis
_____ DATA 2100*	(3 cr.) Data & Info in Business
_____ DATA 3100	(3 cr.) Making Decisions with Data
_____ DATA 3300	(3 cr.) Business Analytics (QI)
_____ ECN 1500	(3 cr.) Econ Institutions (Macroeconomics) (BAI)
_____ ECN 2010	(3 cr.) Intro to Microeconomics (BSS)
_____ FIN 3200**	(3 cr.) Fundamentals of Finance I
_____ FIN 3300**	(3 cr.) Fundamentals of Finance II
_____ MGT 3350	(3 cr.) Legal and Ethical Environment of Business
_____ MGT 3050	(3 cr.) Foundations of Business: Capitalism, Markets, and Innovation
_____ MGT 3700**	(2 cr.) Operations Management
_____ MSLE 3500**	(3 cr.) Fundamentals of Marketing
_____ MSLE 3800	(2 cr.) Leadership
_____ MSLE 3890	(2 cr.) Systems Strategy and Problem Solving

- Students must be formally admitted to the Jon M. Huntsman School of Business.
- A 2.50 GPA in core and major courses is required for graduation.
- Huntsman School of Business Courses are limited to one repeat.
- For semester availability and prerequisites, see the USU general catalog or check online at <http://catalog.usu.edu/>.
- All Utah State University graduation requirements must be met. Check USU catalog for more information regarding requirements.
- It is strongly recommended that graduation applications be completed two semesters prior to graduation <http://www.usu.edu/registrar/htm/graduation>
- Math 1100 is recommended for International Business majors contemplating graduate studies in MBA.

***DATA 2100 and DATA 1100 can be taken concurrently**
****B- or better is required in MSLE 3500, MGT 3700, FIN 3200, FIN 3300**
C or better grade is required in all other Business Acumen

International Business Major Requirements	International Business Electives	A	B	C	D	Choose one of the following career tracks
_____ ECN 3400 <i>Global Economic Institutions (DSS)</i> 3 cr	BUS 2000 <i>Global Learning</i> 3 cr		*			<p>(A) Finance prepares you for a career as an appraiser, economic consultant, financial officer and an analyst.</p> <p>(B) Data Analytics and Information Systems prepares you for a career as a database administrator, web designer, electronic commerce developer, systems analysts, applications programmer, IT security manager, and systems trainer.</p> <p>(C) Marketing prepares you for a career in sales, advertising, retail, customer relations, purchasing and market research.</p> <p>(D) Operations Management prepares you for a career in facility management, purchasing and operations research.</p> <hr/> <p>A double major or minor is required for this major. Minors or majors outside of HSB will need Department Head approval.</p> <hr/> <p>An international experience is required and can be fulfilled by an approved international work experience, internship, traditional Study Abroad, Go Global experience, SEED experience or living in an international country for 3 months or longer.</p> <hr/> <p>Internship credit (MSLE 4250) can be applied to the SEED experience.</p>
_____ FIN 4300 <i>International Finance (FALL)</i> 3 cr	CS 1400/1405 <i>Intro to Computer Science</i> 3 cr		*			
_____ MGT 3830 <i>International Law (FALL)</i> 2 cr	FIN 4410 <i>Financial Institutions</i> 3 cr		*			
_____ MGT 4790 <i>Managing Global Value</i> 2 cr	FIN 4450 <i>Advance Corporate Finance</i> 3 cr		*			
_____ MSLE 3820 <i>International Management</i> 2 cr	FIN 4460 <i>Investments</i> 3 cr		*			
_____ MSLE 4050 <i>International Marketing (FALL)</i> 2 cr	FIN 4490 <i>Hedge Funds & Private Equity</i> 3 cr		*			
_____ MSLE 4890 <i>Strategic Planning and Execution</i> 3 cr	FIN 4495 <i>Investment Banking</i> 3 cr		*			
	MGT 4720 <i>Production Planning & Control</i> 2 cr				*	
	MGT 4740 <i>Process Analytics & Develop.</i> 2 cr				*	
	MGT 5730 <i>Problem Solving & Continuous Improvement</i> 3 cr				*	
	MSLE 3710 <i>Team Management</i> 2 cr				*	
	MSLE 4250 <i>MSLE Internship</i> 1-3 cr	*	*	*	*	
	MSLE 4510 <i>Buyer Behavior</i> 2 cr			*		
	MSLE 4531 <i>Competitive Intelligence & Data Visualization</i> 2 cr			*		
	MSLE 4532 <i>Data-Driven Decision Making</i> 2 cr			*		
	MSLE 4533 <i>Big Market Insights from Big Data</i> 2 cr			*		
	MSLE 4534 <i>Survey Research</i> 2 cr			*		
	MSLE 4535 <i>Promotional Strategy</i> 2 cr			*		
	MSLE 4590 <i>Marketing Strategy</i> 3 cr			*		
	DATA 3500 <i>Intro to Python Programming</i> 3 cr		*			
	DATA Elective 1 3 cr		*			
	DATA Elective 2 3 cr		*			

UNIVERSITY STUDIES CHECKLIST
FOR STUDENTS WITH A MAJOR IN THE SOCIAL SCIENCES
GENERAL EDUCATION (36-46 CREDITS)

COMPETENCY REQUIREMENTS (7-10 CREDITS)

Communications Literacy (3-6)

1. ENGL 1010 (CL1) or AP English or ACT English \geq 29 or CLEP (3)
2. ENGL 2010* (CL2) (3)

Quantitative Literacy (4)

- MATH 1050 or AP Calculus score of 3 or better or ACT Math \geq 26 or CLEP or one course in Math or Stats requiring Math 1050 as a prerequisite (4)

**This course must be completed with a C grade or higher.*

BREADTH REQUIREMENTS (7 COURSES –18-21 CREDITS)

Select at least one approved course from each of the following six categories. (A maximum of 4 CLEP or AP areas may be used.)

Approved courses can be found in the USU online catalog.

- American Inst. (BAI) Approved Course ECN 1500 or AP
- Creative Arts (BCA) Approved Course _____ or AP
- Humanities (BHU) Approved Course _____ or AP
- Life Sciences (BLS) Approved Course _____ or AP
- Physical Science (BPS) Approved Course _____ or AP
- Social Science (BSS) Approved Course ECN 2010 or AP
- Integrated Studies Approved Course _____ or AP

DEPTH REQUIREMENTS (5 COURSES)

Required Depth Courses (Two courses outside discipline)

- 3000+ Level Life and Physical Sciences (DSC) Approved Course _____
- 3000+ Level Humanities and Creative Arts (DHA) Approved Course _____

Communications Intensive (Two courses which are part of major)

- BUS 3200 (CI) Business Communication
- MSLE 4890 (CI) Strategic Planning and Execution

Quantitative Intensive (One course which is part of major)

- DATA 3300 Intro to Modern Data Analytics

UPPER-DIVISION CREDITS

Completion of a minimum of 40 credits numbered 3000 or above.