

**Jon M. Huntsman School of Business**  
**Department of Marketing and Strategy**  
**International Business Major – Fall 2023**

<p><b>Business Acumen</b></p> <p>_____ <b>ACCT 2010</b> (3 cr.) Financial Accounting Principles</p> <p>_____ <b>ACCT 2020</b> (3 cr.) Managerial Accounting Principles</p> <p>_____ <b>BUS 3200</b> (3 cr.) Business Communication (CI)</p> <p>_____ <b>DATA 1100*</b> (1 cr.) Excel Business Analysis</p> <p>_____ <b>DATA 2100*</b> (3 cr.) Data &amp; Info in Business</p> <p>_____ <b>DATA 3100</b> (3 cr.) Making Decisions with Data</p> <p>_____ <b>DATA 3300</b> (3 cr.) Business Analytics (QI)</p> <p>_____ <b>ECN 1500</b> (3 cr.) Econ Institutions (Macroeconomics) (BAI)</p> <p>_____ <b>ECN 2010</b> (3 cr.) Intro to Microeconomics (BSS)</p> <p>_____ <b>FIN 3200**</b> (3 cr.) Fundamentals of Finance I (QI)</p> <p>_____ <b>FIN 3300**</b> (3 cr.) Fundamentals of Finance II</p> <p>_____ <b>MGT 3350</b> (3 cr.) Legal and Ethical Environment of Business</p> <p>_____ <b>MGT 3050</b> (3 cr.) Foundations of Business: Capitalism, Markets, and Innovation</p> <p>_____ <b>MGT 3700**</b> (2 cr.) Operations Management</p> <p>_____ <b>MSLE 3500**</b> (3 cr.) Fundamentals of Marketing</p> <p>_____ <b>MSLE 3800</b> (2 cr.) Leadership</p> <p>_____ <b>MSLE 3890</b> (2 cr.) Systems Strategy and Problem Solving</p>	<ul style="list-style-type: none"> <li>• Students must be formally admitted to the Jon M. Huntsman School of Business.</li> <li>• A 2.50 GPA in core and major courses is required for graduation.</li> <li>• Huntsman School of Business Courses are limited to one repeat.</li> <li>• For semester availability and prerequisites, see the USU general catalog or check online at <a href="http://catalog.usu.edu/">http://catalog.usu.edu/</a>.</li> <li>• All Utah State University graduation requirements must be met. Check USU catalog for more information regarding requirements.</li> <li>• It is strongly recommended that graduation applications be completed two semesters prior to graduation <a href="http://www.usu.edu/registrar/htm/graduation">http://www.usu.edu/registrar/htm/graduation</a></li> <li>• Math 1100 is recommended for International Business majors contemplating graduate studies in MBA.</li> <li>• <b>Students who have not attended any school beyond high school and have a declared major in the Huntsman School of Business are expected to enroll in BUS 1000 during their first year at USU</b></li> </ul> <p><i>*DATA 2100 and DATA 1100 can be taken concurrently</i>  <i>**B- or better is required in MSLE 3500, MGT 3700, FIN 3200, FIN 3300</i>  <i>C or better grade is required in all other Business Acumen</i></p>
---	---

<p><b>International Business Major Requirements</b></p> <p>_____ <b>ECN 3400</b> <i>Global Economic Institutions (DSS)</i> 3 cr</p> <p>_____ <b>FIN 4300</b> <i>International Finance</i> 3 cr</p> <p>_____ <b>MGT 3830</b> <i>International Law (FALL)</i> 2 cr</p> <p>_____ <b>MGT 4790</b> <i>Managing Global Value</i> 2 cr</p> <p>_____ <b>MSLE 3820</b> <i>International Management</i> 2 cr</p> <p>_____ <b>MSLE 4050</b> <i>International Marketing</i> 2 cr</p> <p>_____ <b>MSLE 4890</b> <i>Strategic Planning and Execution (CI)</i> 3 cr</p> <p>_____ _____</p> <p>_____ _____</p> <p>_____ _____</p>	<p><b>International Business Electives</b></p> <p><b>9 credits from the following career tracks</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> </tr> </thead> <tbody> <tr><td><b>BUS 2000</b> <i>Global Learning</i></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>CS 1400/1405</b> <i>Intro to Computer Science</i></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>FIN 4410</b> <i>Financial Institutions</i></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>FIN 4450</b> <i>Advance Corporate Finance</i></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>FIN 4460</b> <i>Investments</i></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>FIN 4490</b> <i>Hedge Funds &amp; Private Equity</i></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>FIN 4495</b> <i>Investment Banking</i></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>MGT 4720</b> <i>Production Planning &amp; Control</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MGT 4740</b> <i>Process Analytics &amp; Develop.</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MGT 5730</b> <i>Problem Solving &amp; Continuous Improvement</i></td><td>3 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MSLE 3710</b> <i>Team Management</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MSLE 4250</b> <i>MSLE Internship</i></td><td>1-3 cr</td><td>*</td><td>*</td><td>*</td></tr> <tr><td><b>MSLE 4510</b> <i>Buyer Behavior</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MSLE 4531</b> <i>Competitive Intelligence &amp; Data Visualization</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MSLE 4532</b> <i>Data-Driven Decision Making</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MSLE 4533</b> <i>Big Market Insights from Big Data</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MSLE 4534</b> <i>Survey Research</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MSLE 4535</b> <i>Promotional Strategy</i></td><td>2 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>MSLE 4590</b> <i>Marketing Strategy</i></td><td>3 cr</td><td></td><td></td><td>*</td></tr> <tr><td><b>DATA 3500</b> <i>Intro to Python Programming</i></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>DATA Elective 1</b></td><td>3 cr</td><td>*</td><td></td><td></td></tr> <tr><td><b>DATA Elective 2</b></td><td>3 cr</td><td>*</td><td></td><td></td></tr> </tbody> </table>		A	B	C	D	<b>BUS 2000</b> <i>Global Learning</i>	3 cr	*			<b>CS 1400/1405</b> <i>Intro to Computer Science</i>	3 cr	*			<b>FIN 4410</b> <i>Financial Institutions</i>	3 cr	*			<b>FIN 4450</b> <i>Advance Corporate Finance</i>	3 cr	*			<b>FIN 4460</b> <i>Investments</i>	3 cr	*			<b>FIN 4490</b> <i>Hedge Funds &amp; Private Equity</i>	3 cr	*			<b>FIN 4495</b> <i>Investment Banking</i>	3 cr	*			<b>MGT 4720</b> <i>Production Planning &amp; Control</i>	2 cr			*	<b>MGT 4740</b> <i>Process Analytics &amp; Develop.</i>	2 cr			*	<b>MGT 5730</b> <i>Problem Solving &amp; Continuous Improvement</i>	3 cr			*	<b>MSLE 3710</b> <i>Team Management</i>	2 cr			*	<b>MSLE 4250</b> <i>MSLE Internship</i>	1-3 cr	*	*	*	<b>MSLE 4510</b> <i>Buyer Behavior</i>	2 cr			*	<b>MSLE 4531</b> <i>Competitive Intelligence &amp; Data Visualization</i>	2 cr			*	<b>MSLE 4532</b> <i>Data-Driven Decision Making</i>	2 cr			*	<b>MSLE 4533</b> <i>Big Market Insights from Big Data</i>	2 cr			*	<b>MSLE 4534</b> <i>Survey Research</i>	2 cr			*	<b>MSLE 4535</b> <i>Promotional Strategy</i>	2 cr			*	<b>MSLE 4590</b> <i>Marketing Strategy</i>	3 cr			*	<b>DATA 3500</b> <i>Intro to Python Programming</i>	3 cr	*			<b>DATA Elective 1</b>	3 cr	*			<b>DATA Elective 2</b>	3 cr	*			<p><b>Choose one of the following career tracks</b></p> <p><b>(A) Finance</b> prepares you for a career as an appraiser, economic consultant, financial officer and an analyst.</p> <p><b>(B) Data Analytics and Information Systems</b> 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><b>(C) Marketing</b> prepares you for a career in sales, advertising, retail, customer relations, purchasing and market research.</p> <p><b>(D) Operations Management</b> 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> <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> <p>Internship credit (MSLE 4250) can be applied to the SEED experience.</p>
	A	B	C	D																																																																																																																	
<b>BUS 2000</b> <i>Global Learning</i>	3 cr	*																																																																																																																			
<b>CS 1400/1405</b> <i>Intro to Computer Science</i>	3 cr	*																																																																																																																			
<b>FIN 4410</b> <i>Financial Institutions</i>	3 cr	*																																																																																																																			
<b>FIN 4450</b> <i>Advance Corporate Finance</i>	3 cr	*																																																																																																																			
<b>FIN 4460</b> <i>Investments</i>	3 cr	*																																																																																																																			
<b>FIN 4490</b> <i>Hedge Funds &amp; Private Equity</i>	3 cr	*																																																																																																																			
<b>FIN 4495</b> <i>Investment Banking</i>	3 cr	*																																																																																																																			
<b>MGT 4720</b> <i>Production Planning &amp; Control</i>	2 cr			*																																																																																																																	
<b>MGT 4740</b> <i>Process Analytics &amp; Develop.</i>	2 cr			*																																																																																																																	
<b>MGT 5730</b> <i>Problem Solving &amp; Continuous Improvement</i>	3 cr			*																																																																																																																	
<b>MSLE 3710</b> <i>Team Management</i>	2 cr			*																																																																																																																	
<b>MSLE 4250</b> <i>MSLE Internship</i>	1-3 cr	*	*	*																																																																																																																	
<b>MSLE 4510</b> <i>Buyer Behavior</i>	2 cr			*																																																																																																																	
<b>MSLE 4531</b> <i>Competitive Intelligence &amp; Data Visualization</i>	2 cr			*																																																																																																																	
<b>MSLE 4532</b> <i>Data-Driven Decision Making</i>	2 cr			*																																																																																																																	
<b>MSLE 4533</b> <i>Big Market Insights from Big Data</i>	2 cr			*																																																																																																																	
<b>MSLE 4534</b> <i>Survey Research</i>	2 cr			*																																																																																																																	
<b>MSLE 4535</b> <i>Promotional Strategy</i>	2 cr			*																																																																																																																	
<b>MSLE 4590</b> <i>Marketing Strategy</i>	3 cr			*																																																																																																																	
<b>DATA 3500</b> <i>Intro to Python Programming</i>	3 cr	*																																																																																																																			
<b>DATA Elective 1</b>	3 cr	*																																																																																																																			
<b>DATA Elective 2</b>	3 cr	*																																																																																																																			

**UNIVERSITY STUDIES CHECKLIST**  
**FOR STUDENTS WITH A MAJOR IN THE SOCIAL SCIENCES**  
GENERAL EDUCATION

**COMPETENCY REQUIREMENTS**

Communications Literacy (3-6 credits)

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

Quantitative Literacy (3-4 credits)

- 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** (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** (15 credits)

Required Depth Courses (Two courses outside of major)

- 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.