

General Business: International Business

Associate in Science

DIVISION OF BUSINESS & PROFESSIONAL STUDIES

Students will learn how American and international businesses interrelate. An in-depth study of American and international strategies and business practices is performed using case analysis, experiential learning exercises, team activities, guest speakers and the writing and presenting of student research/reaction papers. The concentration includes the following topics: international trade and banking policies and procedures, the impact of culture, demographics, and infrastructure on global trade, and how marketing, law, politics, management, and human resources are performed in the international marketplace. Also, a broad academic foundation in the sciences, humanities, communications, and social sciences is part of the concentration. The program includes a language component, an optional internship, and the development of a team-based export business plan.

Upon successful completion, the Associate in Science in General Business with a concentration in [International Business](#) is awarded.

The degree prepares students for entry-level positions in global firms and organizations and provides a strong foundation for transfer to baccalaureate programs in international business.

PROGRAM FOOTNOTES

Business Electives: Any AC (except AC 210), BF, BU, EC, HM, MK, or MG course worth 3 or more credits

Foreign Languages-Language Requirement: Any college-level foreign language course

Science Electives: Biology, Chemistry, Contemporary Nutrition (NS 101), Environmental Science, Integrated Science, Physics

Math Elective: 100-level Mathematics or higher (not MAC). MA 104 Pre-Calculus Math is strongly recommended.

Quantitative skills are a MassBay graduation competency for associate degree programs. Prior to graduation, students must demonstrate this competency by completing a 100-level math course (not MAC); or placing into a 200-level mathematics course.

This program may qualify for MassTransfer with select public institutions in Massachusetts. For more information, visit www.mass.edu/masstransfer.

COURSE	COURSE TITLE	CREDITS
<i>First Year Semester 1</i>		
AC 101	Financial Accounting I	4
BU 104	Introduction to Business Data Analytics and AI	3
EN 101	English Composition I	3
MG 101	Principles of Management	3
		credits:
		13
<i>First Year Semester 2</i>		
AC 102	Financial Accounting II	4
EN 102	English Composition II	3
GG 105	World Geography	3
MK 103	Principles of Marketing	3
		credits:
		16
<i>Second Year Semester 1</i>		
MK 220	Global Marketing Management	3
EC 201	Macroeconomics	3
	Language Sequence	3/4
	Math Elective	3/4
	Science Elective	4
		credits:
		16/18
<i>Second Year Semester 2</i>		
	Business Elective	3/4
CO 103	Intercultural Communications	3
	Language Sequence	3/4
	Science Elective	3/4
LA 221	Principles of Business Law	3
		credits:
		15/18
		Total Credits:
		60/65