

GLOBAL BUSINESS LEADERSHIP MAJOR WITH A CONCENTRATION IN MARKETING

Acceptance to Major Requirements

Course Requirements:

Code	Title	Hours
ACFN 111	Principles I	4
ECON 111	Introduction to Economics	4
MATH 124	Probability and Statistical Inference	4
GBUS 202	Principles of Management Under Global Context	4
GBUS 203	Decision Making Analytics in Business	4

Minimum Grade and/or GPA for required courses: GPA 2.0

Minimum Cumulative GPA: 2.00

Other requirements: Student must obtain a cumulative GPA of 2.0 for the 5 courses listed above. We do not consider the student's overall college GPA in deciding whether to admit to the major.

Code	Title	Hours
ACFN 111	Principles I ¹	4
ECON 111	Introduction to Economics ¹	4
MATH 124	Probability and Statistical Inference ¹	4
GBUS 202	Principles of Management Under Global Context	4
GBUS 203	Decision Making Analytics in Business	4
GBUS 300	Global Enterprise	4
GBUS 321	Marketing Theories, Concepts and Practices ¹	4
8 credits from the following:		8
GBUS 303	Leadership: Theory & Practices	
GBUS 311	Human Resources	
GBUS 341	Operations and Supply Chain Management	
GBUS 361	Law and Business	
GBUS 325	Global Marketing	4
4 credits from the following:		4
GBUS 322	Product and Brand Management	
GBUS 323	Consumer Behavior	
GBUS 324	Digital Marketing	
GBUS 332E	Topics in Global Business Leadership: Sport Marketing	
4 Credits of Non-GBUS electives (see approved courses below).		4
4 credits from the following:		4
GBUS 394	Practicum	
GBUS 397	Internship	
GBUS 381	Advanced Global Strategy ²	4
Total Hours		56

¹ Must be taken during first year

² Taken last semester of senior year

Non-GBUS Electives

Take 4 credits from the courses listed below. Please be aware, Non-GBUS electives differ by concentration. Students who have not yet decided upon a concentration need to review the course options and register with this in mind.

Code	Title	Hours
ART 218	Introduction to Computer Art	4
ART 233G	Computer Art: Introduction to Digital Visual Narrative	2
ART 233S	Digital Media: Movement	4
ART 243A	Introduction to Graphic Design	4
COMM 225	Argumentation and Advocacy	4
COMM 245	Introduction to Media Writing	4
COMM 265	Group Communication	4
COMM 277A	Listening for Justice	4
COMM 305	Gender, Voice, and Power	4
COMM 314	Public Health Marketing	4
COMM 336	Marketing, Advertising and Public Relations Campaign Design	4
COMM 338	Strategic Social Media Marketing and Communication	4
COMM 346	Strategic Communication Campaigns Design Experience	4
COMM 379B	Rhetoric of Advertising	4
COMM 379C	The Truth Wars: Media and the Limits of the First Amendment	4
ECON 320	Market Structures and Firm Strategy	4
ECON 329A	Behavioral Economic Ideas	2
ECON 329B	Behavioral Economic Analysis	2
ECON 329E	Economics of Innovation and Entrepreneurship	4
ENGL 311	Creative Nonfiction	4
ENGL 224	Leadership Through Literature	4
ENGL 315B	Editing and Publishing	4
ENGL 317	Writing in Business	4
ENTR 201	Foundations of Entrepreneurship	4
ENTR 304	Applied Entrepreneurship	4
GEND 360B	Leadership, Social Change, and the Workplace	4
GEND 377A	Disability Justice	4
PSYC 111	Introductory Psychology	4
PSYC 304	Industrial and Organizational Psychology	4
PSYC 309C	Cross-Cultural Psychology	4
PSYC 309Q	Cognition in a Digital Age	4
PSYC 310	Community Psychology	4
PSYC 350	Social Psychology	4
THEA 117	Acting Out Loud	4

Additional Requirements:

General Education Requirements:

All undergraduate students must complete the requirements of the Integrations Curriculum (IC) which is designed to ensure all of our students receive a liberal arts education. Please review details of the

Integrations Curriculum (<https://catalog.csbsju.edu/catalog/academic-programs-policies-regulations/integrations-curriculum/>) requirements here (<https://catalog.csbsju.edu/catalog/academic-programs-policies-regulations/integrations-curriculum/>).

Graduation Requirements:

In addition to the Integrations Curriculum, all undergraduate students must meet the following minimum degree requirements to earn their degree from CSB and SJU.

Credits: 124 total credits, 40 of which must be from upper division coursework

GPA: 2.0 or higher*

Residency: At least 24 of your last 32 credits must be completed at CSB and SJU

Please visit Graduation (<https://catalog.csbsju.edu/catalog/academic-programs-policies-regulations/graduation/>) under the Academic Policies and Regulations (<https://catalog.csbsju.edu/catalog/academic-programs-policies-regulations/>) portion of the catalog for additional details regarding degree requirements.

* Cumulative GPA as well as major(s)/minor(s) GPA. Please note some majors/minors may require a higher GPA to earn their degree.

Four Year Plan

Course	Title	Hours
First Year		
Fall		
INTG 100	Learning Foundations	4
Language 111		4
ACFN 111	Principles I	4
MATH 124	Probability and Statistical Inference (w/Theme)	4
INTG 105	College Success	1
Hours		17
Spring		
Cultural/Social Difference - Identity		4
Language 112		4
ECON 111	Introduction to Economics	4
GBUS 202	Principles of Management Under Global Context	4
Hours		16
Second Year		
Fall		
Theological Explorations		4
Language 211		4
GBUS 203	Decision Making Analytics in Business	4
GBUS Foundational Course		4
Hours		16
Spring		
GBUS 300	Global Enterprise	4
Elective		4
GBUS Elective		4
Elective		4
Hours		16
Third Year		
Fall		
Cultural/Social Difference - Systems		4
Human Experience		4
Theological Integrations		4
Elective		4
Potential Study Abroad semester can also be done in the Spring		
Hours		16

Spring		
GBUS Foundational Course		4
GBUS Elective		4
Artistic Expression/Artistic Engagement		4
Elective		4
Hours		16
Fourth Year		
Fall		
GBUS Foundational Course		4
Non GBUS Elective		4
Natural World		4
Thematic Focus		4
Hours		16
Spring		
INTG 300	Learning Integrations	4
GBUS 381	Advanced Global Strategy	4
GBUS 397	Internship	4
Elective		4
Hours		16
Total Hours		129