

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 Global Business	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 Global Business	4
GBUS 203	Decision Making Analytics in Business	4
GBUS 300	Global Business	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	
4 credits from the following:		4
ART 218	Introduction to Computer Art	
ART 233G	Computer Art: Visual Narrative	
ART 233S	Digital Media: Movement	
COMM 225	Argumentation and Advocacy	
COMM 245	Introduction to Media Writing	
COMM 277A	Listening for Justice	
COMM 379B	Rhetoric of Advertising	
ECON 320	Market Structures and Firm Strategy	
ECON 329A	Behavioral Economic Ideas	
ECON 329B	Behavioral Economic Analysis	

PSYC 309N	Environmental Psychology	
PSYC 309Q	Cognition in a Digital Age	
4 credits from the following:		4
GBUS 394	Practicum	
GBUS 397	Internship	
or 397A		
GBUS 381	Advanced Global Strategy ²	4
Total Hours		56

¹ Must be taken during first year

² Taken last semester of senior year

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/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	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 Global Business	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 Business	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
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