



---

## MAJOR CHOSEN: INTERNATIONAL BUSINESS

---

### I. A BRIEF DESCRIPTION OF THE MAJOR

The major in International Business prepares you with a core curriculum that will place you on a solid footing with all other business majors. Moreover, the study of international business trains you to expand your thinking in terms of world-wide enterprise opportunities. In addition, the major equips you with the language skills needed to engage in cross-cultural exchanges, at home or abroad. You may choose from opportunities to become an entrepreneur, or to be an employee of a multinational corporation, a government agency, or an international organization.

### II. COURSE HIGHLIGHTS

Here are some of the courses you will especially enjoy:

*International Business* In this class you will examine the components of the international business environment which a manager must face. These include the effects of socioeconomic and financial differences, the disparity of environmental and infrastructure conditions, and the importance of variations in political and legal systems. You will also address cultural attitudes toward labor and competition, the function of regional trading blocs, the role of international organizations, and the challenges of securing overseas employment.

*Protocol and Practices of International Business* Here you will explore foreign customs and regulations dealing with business formality and etiquette. You will also learn some of the differences among foreign attitudes concerning management philosophy as well as the various ways of doing business around the world. You will study regional and country-specific cases from Europe, Asia, and Latin America.

*International Marketing* This class examines legal, economic, and social factors influencing marketing abroad, as well as the problems of pricing, promotion, and distribution of products in foreign markets.

*International Business Abroad: Europe* This elective course provides you with the opportunity to observe the dynamics of foreign business first-hand. You will join a group of other students and business professionals in a journey to several of the 15 member countries of the European Union. You will see stock exchanges, international banks, multinational corporate headquarters, and go on a factory tour or two. Not only is this experience an eye-opener, but it will also give you a chance to make some contacts and practice your new language skills on location.



### III. A TYPICAL YEARLY COURSE SEQUENCE

This is a suggested program of study for you. Other refinements to your program can be made when you consult your faculty advisor at the time of your enrollment.

You will notice that some courses are listed as electives. These electives give you the opportunity to tailor your program by selecting courses you would like to take for your own personal enjoyment.

#### *Freshman*

Orientation .....	1
Old Testament Messages .....	1
Principles of Accounting I .....	4
English Composition .....	3
Computer Applications Elective .....	3
Minor or Electives .....	<u>4</u>
Total .....	16

Orientation .....	1
New Testament Messages .....	1
Fundamentals of Speech .....	3
Principles of Accounting II .....	4
English Composition .....	3
Computer Applications Elective .....	3
Minor or Electives .....	<u>1</u>
Total .....	16

#### *Sophomore*

History of Civilization .....	3
Principles of Macroeconomics .....	3
Principles of Management .....	3
Sophomore Bible Elective .....	1
English Literature.....	3
Minor or Electives .....	<u>3</u>
Total .....	16

History of Civilization .....	3
Principles of Microeconomics .....	3
General Psychology .....	3
International Business .....	3
Sophomore Bible Elective .....	1
Minor or Electives .....	<u>3</u>
Total .....	16

#### *Junior*

Elementary Statistics .....	3
Bible Doctrines .....	3
Protocol/Practices of International Business.....	3
Principles of Marketing.....	3
Mathematics Elective.....	3
Minor or Electives .....	<u>1</u>
Total .....	16

Bible Doctrines .....	3
Legal Environment & Ethics of Business .....	3
Business Statistics .....	3
Corporate Finance .....	3
International Marketing.....	3
Minor or Electives .....	<u>1</u>
Total .....	16

#### *Senior*

Oral Communication for the Professions.....	3
Organizational Behavior .....	3
Management Policies .....	3
International Finance .....	3
Upper-Level Bible Elective.....	2
Minor or Electives.....	<u>2</u>
Total .....	16

Christian Family Forum .....	1
Business Law .....	3
Business Internship .....	3
Upper-Level Bible Elective .....	2
Minor or Electives .....	<u>7</u>
Total .....	16



## IV. FACILITIES, EQUIPMENT, AND OPPORTUNITIES

**Field trips** are arranged throughout your program to various facilities where you will have the opportunity to observe current business procedures and environments.

**As a part of the University Business Association**, a campus organization comprised of students in the various business majors, you will have an opportunity to become acquainted with successful Christian business people who speak at the regular meetings. The emphasis of UBA is to help prepare you to be an effective testimony for Christ in the business world. In addition, this organization operates an Investment Club that manages a portfolio of real stocks.

**Completely equipped computer laboratories** are available for your use. There are many academic computer labs conveniently located all over campus. They consist of various types of PCs, Apple PowerMacs, and laser printers and are all interconnected via a Novell computer network.

**Four computer laboratories** are maintained for the use of business students. These laboratories are equipped with 90 IBM-compatible computers, 5 laser printers, 12 transcribers, and 1 scanner.

**Chapel** is a central feature of Bob Jones University. This 35-minute service is held every morning, Monday through Thursday. These services are a source of great inspiration to students. Four days a week the Chapel message is brought by the President or by selected speakers. Each Friday the Chapel period is devoted to the meetings of various literary societies.

**Davis Field House**, with over 87,000 square feet and seating for 3,000 people, contains 4 full-sized courts; auxiliary courts; indoor and outdoor tracks; swimming pool; café; and a fitness center with fully-equipped exercise room, aerobic room, sauna, and whirlpool.

**The Mack Library**, with 90,000 square feet of floor space and seating for over 1,300 students, gives you access to 294,000 volumes, 1,100 current periodical subscriptions, and more than 17,000 music, speech, and language recordings. Mack Library offers access to over 65 electronic databases on the library web site. An interlibrary loan program is available through OCLC, a national database, for books not held in our library. Other prominent features include the Jerusalem Chamber, a replica of the room in Westminster Abbey in London in which work was done on the 1611 King James Bible, and the University Archives Room which displays materials about the Founder and history of the University.

**If you are planning to live on campus**, you will be glad to know that all of our residence halls are air-conditioned, carpeted, and telephone-equipped. You are able to make long-distance calls directly from your room and have them automatically placed on your school bill. Computer network connectivity is available in all residence halls, as well.

Classrooms are also air-conditioned. Awnings over the sidewalks keep you dry when it is raining. The Dining Common is one of the ten largest in the country, and the Snack Shop and Bookstore in the Student Center carry just about anything you'll need.

You will find that the finest Christian young people in the country are your fellow students, and without trying too hard, you may end up making a life-long friend!



## V. ABOUT THE FACULTY

You will receive a quality biblical based education from our nineteen business faculty members. Their breadth and depth of teaching and professional work experience prepares you to be a Christian business person in your chosen field. The faculty has over 230 years of teaching experience and hold graduate degrees from a wide variety of universities including: Virginia Tech, Duke University, Clemson University, Aquinas University, Embry-Riddle Aeronautical University, Ball State University, University of Georgia, University of Houston, University of Toledo, Arizona State University, and Bob Jones University. Professionally, they have also accumulated over 300 years of business experience in all sectors of business which include accounting, manufacturing, administrative services, information technology, government, insurance, and financial services.

Some business faculty members are entrepreneurs and others have been in leadership positions from entry-level to the executive boardroom. Their professional certifications include CPA (Certified Public Accountant), CFP (Certified Financial Planner), CLU (Chartered Life Underwriter), CGFM (Certified Government Financial Manager) and PMP (Project Manager Professional). Many have been recognized in *Who's Who in American Colleges and Universities*, *Who's Who in America*, *Who's Who in the Midwest*, *Who's Who in Business*, or *Business Week's "Up and Comers."* As well, many have held offices in professional organizations and have been recognized for their community service.

More importantly, the business faculty's leadership in local church ministries as deacons, elders, trustees, Sunday School teachers, and youth sponsors provides a role model for service and ministry.

## VI. CAREER OPPORTUNITIES AND PLACEMENT

As we move toward a global marketplace, the demand increases for employees who can relate to an international clientele. Graduates with a degree in International Business will find that there are abundant opportunities without the need to be stationed overseas. Most of these jobs are concerned with exporting, and provide excellent experience for the graduates who may desire occasional travel opportunities. However, if your intention is to live overseas as soon as possible, you may wish to seek a company that trains entry-level employees to prepare for finance or marketing positions abroad. Companies look for employees with management and marketing skills, as well as skills in accounting, finance, statistics, and economics. International positions are available with subsidiaries of foreign firms operating in the U.S., and with the federal government in areas such as trade regulation.

A short-term missions endeavor for a year or two is another way to provide valuable field experience. Some students, of course, may wish to major in International Business to acquire language and business skills in order to enter the full-time mission field as "tentmakers."

A few types of businesses (and related positions) providing jobs in International Business would include the following:

- Advertising agencies
  - Market analyst
  - Translator
  - Advertising representative
- International food and/or beverage companies
- Marine insurance companies working with exporters



- Airlines with international operations
- Communications organizations
  - Public relations representative
- International banks
  - Investment advisor/analyst
- Marketing/sales agencies
  - Foreign sales agent
  - Marketing representative
  - Export marketing representative
- Steamship companies
- Clothing importers
- Trade show management
  - Event planner
  - International exhibit coordinator
- Container/cargo companies
- International parcel delivery services
- Federal government opportunities
  - Department of State
  - Central Intelligence Agency
  - Department of Commerce

As the world economy continues to become more global, opportunities for students with a background in international business will expand at an ever-increasing rate.

## VII. BJU: AN AFFORDABLE EDUCATION

Enclosed is an expense sheet detailing the cost of attending Bob Jones University. When you compare our charges to those of other private colleges, we think you will be pleasantly surprised. We believe we offer a student more value for his dollar than anyone else in America. And to help you see how affordable "the Opportunity Place" can be for you, we have enclosed a financial aid brochure that you can use to evaluate your own situation. Your Admissions Counselor or the Director of Student Financial Aid will be happy to discuss this brochure with you if you have any questions.

## HOW TO TAKE THE NEXT STEP . . .

If you can see yourself in the career described in the profile, then a great opportunity awaits you at Bob Jones University. It is the opportunity for the premier Christian college experience in all the world. It is the opportunity for learning, for fun, and for developing new friendships. It is the opportunity to prepare for a lifetime of service for the Lord . . .

The Opportunity Place . . . God's Special Place for You.