

International Business and Culture Major (IBC)

Georgetown College recognizes that business and culture are inextricably linked. Opportunities for students to participate in the global society and to engage effectively in business will be enhanced if students have studied business, language, and culture in an integrated and reflective manner.

The student who completes the International Business and Culture major will:

- Be able to analyze problems and formulate appropriate solutions;
- Be able to communicate ideas effectively;
- Demonstrate knowledge of the basic content of the functional areas of business (accounting, economics, finance, management, and marketing);
- Demonstrate understanding of global societies and world issues, particularly as related to business and commerce;
- Communicate with proficiency in Spanish or another global language.

Degree Type: Bachelor of Arts (BA)

Program Contact: Professor John Henkel (WLN) & Professor Tom Cooper (BUA)

No minor required.

Department: International Business and Culture

Type: B.A.

Core Courses	30 hours
Tracks	18 hours
French Track	
Spanish Track	
Elective Courses	6 hours
Allied Courses	6 hours
Total	60

Core Courses

3 credit hours of BUA460: Internship are required.

Item #	Title	Credit Hour(s)
BUA210	Principles of Accounting I	3
BUA211	Principles of Accounting II	3
BUA335	Principles of Finance	3
BUA348	Principles of Management	3
BUA423	International Marketing	3
BUA450	Business Policy and Strategic Planning	3
BUA460	Internship	1-6
EC0221	Principles of Macroeconomics	3
EC0223	Principles of Microeconomics	3
IBC319	Foundations in Culture	3

Tracks

Complete one of the following tracks:

French Track

Item #	Title	Credit Hour(s)
FRE230	Intermediate French II Through Film	3
FRE235	Conversation and Composition: Intermediate	3
FRE301	Francophone Cultures	3
FRE308	French Civilization	3
	Additional Upper-Level FRE Courses	6

Spanish Track

Item #	Title	Credit Hour(s)
SPA230	Intensive Grammar/Conversation	3
SPA235	Introduction to Hispanic Literature	3
	SPA Culture or Literature Sequence	6
SPA450	Seminar	3
	Additional Upper-Level SPA Courses	3

Elective Courses

Select six additional hours from 300-400 level courses in any discipline as approved by the World Languages chair. Study Abroad is an essential component to this major and therefore strongly encouraged.

Allied Courses

Item #	Title	Credit Hour(s)
MAT111	Elementary Probability and Statistics	3
	MAT107, 109, 115, or 125	3
	Total credits:	60