### CUNY PATHWAYS

**BBA in International Business (by application only)**

(124 credits)

[Effective Fall 2021](https://zicklin.baruch.cuny.edu/ug-eligibility-admission-criteria/)

**Path 1 – Direct Admission:** Students who have been admitted to the following programs at Baruch and declared an intended BBA plan are eligible to be admitted into the Zicklin BBA program.

This includes Macaulay honors, Baruch scholars, Provost scholars (transfer students and current Baruch students), inquiry scholars, and Dean's Scholars.

**Path 2 – Early Entry:** Students need to satisfy the following criteria:
1. Completion of 4 pre-business courses (ACC 2101, ECO 1001, ECO 1002, STA 2000) with a minimum average GPA of 2.25 GPA or higher in 4 courses
2. Completion of at least 30 credits with an overall Baruch GPA of 2.25 or higher
3. Completion of at least 45 credits with an overall Baruch GPA of 2.25 or higher

**Path 3 – Regular Entry:** Students need to satisfy the following criteria:
1. Completion of COM 2020 and ENG 2150
2. Completion of 7 pre-business courses (ACC 2101, CIS 2200, ECO 1001, ECO 1002, ENG 2100, LAW 1101, STA 2000) with a minimum average GPA of 2.25 GPA or higher in the 7 courses
3. Completion of at least 45 credits with an overall Baruch GPA of 2.25 or higher

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**Liberal Arts – 57 Credits**

**Required Core (9-12 credits)**
- ENG 2100: Writing I
- ENG 2110: Writing II

**Mathematical and Quantitative Reasoning (3 credits)**
- MTH 2201: Pre-calculus and Elements of Calculus
- MTH 2202: Pre-calculus

**Liberal Arts Electives (9 credits)**
- ENG 2100: Writing I
- MTH 2201: Pre-calculus
- PHY 2001: Fundamentals of Experimental Physics

**Flexible Core (18 credits)**

Flexible Core is made up of six liberal arts and sciences courses, with at least one course from each of the following five areas and no more than two courses from any one department, discipline, or interdisciplinary field. Please note that some departments offer courses in more than one area.

- World Cultures and Global Issues
  - ACC 2001: Principles of Managerial Accounting
  - CIS 2200: Introduction to Information Systems and Technologies
  - FIN 2000: Principles of Financial Planning and Individual Investing
  - LAW 1101: Fundamentals of Business Law
  - MGT 3120: Fundamentals of Management
  - MKT 3000: Marketing Foundations
  - OPM 3000: Service Operations Management
  - QNT 2020: Foundations of Predictive Analytics and Decision Modeling

- Mathematical and Quantitative Reasoning
  - ENG 2100: Writing I
  - MTH 2201: Pre-calculus

- Scientific World
  - ENG 2100: Writing I
  - MTH 2201: Pre-calculus

- The Individual and Society
  - ENG 2100: Writing I
  - MTH 2201: Pre-calculus

- Creative Expression
  - ENG 2100: Writing I
  - MTH 2201: Pre-calculus

All candidates for the BBA degree must complete 4 communication-intensive courses (12-15 credits), including 1 in the major field of study.

**Business – 58.5 Credits**

**Required Business Courses (34.5 credits)**
- ACC 2101: Principles of Accounting
- ACC 2203: Principles of Managerial Accounting
- BPL 3100: Business Policy (graduating senior course)
- CIS 2200: Introduction to Information Systems and Technologies
- FIN 2000: Principles of Financial Planning and Individual Investing
- LAW 1101: Fundamentals of Business Law
- MGT 3120: Fundamentals of Management
- MKT 3000: Marketing Foundations
- OPM 3000: Service Operations Management
- QNT 2020: Foundations of Predictive Analytics and Decision Modeling

**Required in Major (30 credits)**

For a major in International Business, students are required to take 21 credits of international-related courses (four core and three electives), a three-course minor in either Finance or Marketing, and a liberal arts minor in a language. Students are also expected to spend a semester studying abroad in the fall semester of the final year.

**Elective Courses (9 credits)**

Choose from the following:
- IBS 3080: International Business Principles
- IBS 4093: Special Topics in International Business (3 credits)
- IBS 4094: Special Topics in International Business (1.5 credits)
- LAW 3111: Law and International Business
- MKT 4401: International Trade Financing
- MKT 4410: International Trade Operations
- MKT 4460: International Supply Chain Management
- POL 3103: Political Economy
- POL 3344: The United Nations in World Politics

**Business Electives & Free Electives**

- LAW 3111: Law and International Business
- MKT 4401: International Trade Financing
- MKT 4410: International Trade Operations
- MKT 4460: International Supply Chain Management
- POL 3103: Political Economy
- POL 3344: The United Nations in World Politics

**Required Courses (12 credits)**

- MKT 3400: International Business Principles
- IBS 4200: Foreign Markets, Cultures, and Institutions
- GBT 4880: Management of Multinational Corporations
- IBS 5750: International Competitiveness

**Minor in a Functional Area**

Students who entered Baruch prior to Fall 2013 have the choice to opt-in to Pathways or to complete the set of general education requirements that is currently in place at the college (the Baruch Common Core). Under this latter set of requirements, students would pursue three foreign language courses (i.e., 2 at the 3000 level and one 4000 level course) as liberal arts minors, unless they successfully complete a language proficiency test.

**Language Requirement**

The International Business major requires students to study a foreign language. Students will take 2 courses at the 3000 level and 1 course at the 4000 level (i.e., capstone class) in a foreign language.

**Marketing (9 Credits)**
- MKT 3005: Consumer Behavior
- MKT 4420: International Marketing
- MKT 5750: Marketing Strategy

**Finance (9 Credits)**
- ECO 3250: International Economics
- FIN 3610: Corporate Finance
- FIN 3710: Investments

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