



**Bachelor of Business Administration - International Business Management**

**STUDENT DATA:**

**NAME:** ROADMAP'S DEGREE

**SSN:** 000-00-0000

**Credit Potential  
Required Credit**

**Foundations of Online Learning (RQ 295)**

**3.00**

This course is designed to assist students in preparing a set of integrated academic and career plans, assess their writing and research skills, develop effective and efficient success habits, and develop interactive electronic classroom skills necessary for success in APUS's distance learning environment. This course serves as a transition from prior educational experiences to the distance-learning model in use at APUS. Coupling the development of the student's degree completion plan with individualized counseling and academic development activities, this course permits the student to plan his/her academic program, ensures that the program supports articulated career goals, and develops those specialized skills needed to maximize overall success in the APUS program and after graduation.

**Proficiency in Writing (EN101)**

**3.00**

(This course provides instruction in the writing process with a focus on self-expressive and expository essays, and will include practice in the conventions of standard written English, responding to readings, and incorporating sources into essays with appropriate documentation.)

**Effectiveness in Writing (EN102) or Composition and Literature (EN202)**

**3.00**

(This course provides instruction in the writing process with a focus on persuasive and argumentative essays, and will include practice in developing a distinctive style, the methods of effective reasoning, library and on-line research. A formal research project is required. (Prerequisite: EN101).

This course is designed to focus on critical reading and writing skills. It emphasizes reading and writing by enabling students to experience literature as one of many forms of language and offers effective ways of highlighting reading strategies in a number of different contexts. (Prerequisite: EN101 or EN102).

**Social Science Electives**

**6.00**

(Select from the following courses:

- SS111 - Introduction to Geography
- SS133 - Introduction to Sociology
- SS134 - Introduction to Psychology

SS190 - Introduction to Anthropology  
SS210 - Human Sexuality  
SO220 - American Popular Culture

College credit by examination may apply. Visit the AMU website for a description of these courses.)

**Science Electives****4.00**

(Select from the following courses. A lab is required.)

SC100 - Introduction to Biology  
SC198 - Introduction to Biology Lab  
SC101 - Introduction to Chemistry  
SC199 - Introduction to Chemistry Lab  
SC102 - Introduction to Human Anatomy & Physiology  
SC122 - Introduction to Human Anatomy & Physiology Lab  
SC103 - Introduction to Physics  
SC123 - Introduction to Physics Lab  
SC104 - Introduction to Astronomy  
SC124 - Introduction to Astronomy Lab  
SC105 - Introduction to Forestry  
SC125 - Introduction to Forestry Lab  
SC106 - Introduction to Oceanography  
SC126 - Introduction to Oceanography Lab  
SC107 - Introduction to Meteorology  
SC127 - Introduction to Meteorology Lab  
SC108 - Introduction to Physical Geology  
SC128 - Introduction to Physical Geology Lab  
SC110 - Introduction to Human Ecology  
SC120 - Introduction to Human Ecology Lab

College credit by examination may apply. Visit the AMU website for a description of these courses.)

**Mathematics Electives****3.00**

(Select one of the following:

MA112 - College Algebra  
MA113- College Trigonometry  
MA125 - Math for Liberal Arts majors  
MA225 - Calculus

(College credit by examination may apply. Visit the AMU website for a description of these courses.)

**History Electives****6.00**

(Select from the following courses:

HS101 - American History to 1877  
HS102 - American History since 1877  
HS111 - World Civilization I  
HS112 - World Civilization II  
HS121 - Western Civilization Before The Thirty Years War

HS122 - Western Civilization Since Thirty Years War  
 HS215 - History of the American Indian  
 HS217 - African-American History before 1877  
 HS218 - African-American History since 1877

College credit by examination may apply. Visit the AMU website for a description of these courses.)

### Humanities Electives

3.00

(Select from the following courses:

HM101 - Spanish I  
 HM102 - Spanish II [Prerequisite: HM101]  
 HM103 - French I  
 HM104 - French II [Prerequisite: HM103]  
 HM105 - Arabic I  
 HM106 - Arabic II [Prerequisite: HM105]  
 HM107 - Russian I  
 HM108 - Russian II [Prerequisite: HM107]  
 HM109 - Chinese I (Mandarin)  
 HM110 - Chinese II (Mandarin) [Prerequisite: HM109]  
 HM111 - German I  
 HM112 - German II [Prerequisite: HM111]  
 HM200 - Music Appreciation  
 HM230 - Introduction to World Religions  
 HM240 - Art Appreciation  
 HM277 - Introduction to Ethics  
 PH101 - Introduction to Philosophy  
 GM200 - Public Speaking

College credit by examination may apply. Visit the AMU website for a description of these courses.)

### Literature Electives

3.00

(All literature courses require successful completion of EN101 / ENGL101 - Proficiency in Writing or EN102 / ENGL102 - Effectiveness in Writing

Select from the following courses:

HM201 - American Literature before the Civil War  
 HM202 - American Literature from Civil War to Present  
 HM221 - English Literature: Beowulf to 18th Century  
 HM222 - English Literature: 18th Century to Present  
 HM211 - World Lit through the Renaissance  
 HM212 - World Lit since the Renaissance

College credit by examination may apply. Visit the AMU website for a description of these courses.)

### Political Science Electives

3.00

(Select from the below courses:

SS121- American Government I

SS131 - International Relations

College credit by examination may apply. Visit the AMU website for a description of these courses.)

**Accounting I (GM 229)**

3.00

(Introduction to the purposes of financial accounting statements and the recognition, measurement, and disclosure concepts and methods underlying financial statements. Focus is on using and interpreting financial statements and on understanding the impact of transactions and events on financial statements and financial ratios.)

{DANTES Code = 03.01.09}

**Business Theory (GM 306)**

3.00

(This course provides an understanding of the corporation, each of the business functions (to include accounting, finance, marketing, technology, management, and planning), and the relations between and among functions in the operation of the firm.)

{DANTES Code = 03.10.07}

**Law & Ethics in the Business Environment (GM 317)**

3.00

(This course develops skills for inquiry into the business environment from a legal and ethical perspective. Students explore the relationships between modern business and the environment, in addition to the ethical issues that arise when diverse interests intersect. Relevant topics will include contracts, commercial law (sales, secured transactions and creditors remedies), forms of business entities (including limited liability companies and corporations), agency, employer-employee relationships, real property concepts, bankruptcy, and negligence and strict liability concepts. Students will examine corporate governance and business ethics, with emphasis on case studies. Former course number GM304.)

{DANTES Code = 12.01.00}

**Global and Competitive Strategy (GM 328)**

3.00

(This course is concerned with the formulation and analysis of business strategy. Business strategy is the set of objectives and policies that collectively determine how a business positions itself to increase its returns and create economic value for its owners and stakeholders. Students will be introduced to analytical techniques for diagnosing the competitive position of a business, evaluating business strategies, and identifying and analyzing specific business options. Former course number GM414.)

**Operations Research (GM 401)**

3.00

(This course introduces Operations Research and includes the application of operations research and management science techniques to management decision problems. Operations research techniques and methods can be applied to problems in virtually all-functional areas of business including accounting, finance, marketing, production and human resources. Examples from each of these areas will be covered during the course. A feature of the course is that Microsoft Excel is used to implement some of the techniques covered. This means that you will become proficient in using Excel; the most widely used electronic spreadsheet in business today.

(Prerequisite: MA112)

<b>Principles of Financial Management (GM 402)</b>	<b>3.00</b>
(This course is an overview study of the concepts and techniques in corporate finance. Topics include investments, financial environment, securities markets, financial markets, financial statements and analysis, working capital management, capital budgeting, cost of capital, dividend policy, asset valuation, and decision-making.)	
<b>Human Resource Management (GM 407)</b>	<b>3.00</b>
(This course is a comprehensive examination of modern practices in the selection, training, job analysis, evaluation, wage setting, incentive principles, merit rating, job efficiency, and labor/management relations of personnel as applied to both private and public sector organizations.) {DANTES Code = 03.13.00}	
<b>Principles and Theory of Management (MC 300)</b>	<b>3.00</b>
(This course is a study of the management process including planning, organizing, staffing, directing, and controlling. Topics include the classical and contemporary management theories that provide a foundation for the manager in today's business environment.) {DANTES Code = 03.10.00}	
<b>Management Information Systems (MC 302)</b>	<b>3.00</b>
(This course provides a technical and organizational foundation for understanding the use and importance of information systems and information technology in today's management environment.) {DANTES Code = 03.10.11}	
<b>Applied Statistics (MC 306)</b>	<b>3.00</b>
(This is an interactive course designed to help students achieve a greater understanding of the statistical methods and models available to analyze and solve business management problems. The course is designed for students majoring in a business administration or management course of study. Successful completion of this course will provide students with a working knowledge of the principles of statistics, the ability to analyze and solve problems involving probability, and a working knowledge of averages and variations, normal probability distributions, sampling distributions, confidence intervals and testing statistical hypotheses. The emphasis of the course will be on the proper use of statistical techniques and their implementation rather than on mathematical proofs.(Prerequisite: MA112). {DANTES Code = 14.09.01}	
<b>Principles and Theory of Marketing (MK 300)</b>	<b>3.00</b>
(This course is a comprehensive survey of marketing activities and the function of marketing in our economic system. Course topics include the analysis of markets, competition, consumer behavior, and the assessment of product, price, distribution, and promotion strategies.) {DANTES Code = 03.11.00}	
<b>Microeconomics (SS 101)</b>	<b>3.00</b>
(Microeconomics is an overview course that covers how households (consumers), firms (producers), and governments interact in competitive and other markets to set prices, and determine what and how much is produced.	

Key concepts introduced include the role of scarcity and choice, incentives and competition, and the law of supply and demand.)

{DANTES Code = 20.05.00}

**Macroeconomics (SS 102)**

**3.00**

(Introduction to Macroeconomics is a survey course that builds on the topics covered and skills developed in SS101 (Microeconomics) in order to present a complete picture of the economy. Macroeconomics shows how consumers and markets fit into the overall or aggregated economy and provides a framework to assess government policies. Key topics covered will include economic cycles (growth and recession), economic indicators and measures and interest rates and money supply.)

{DANTES Code = 20.05.00}

**International Business Management and Multicultural Relations (GM 309)**

**3.00**

(This course focuses on the organization, management strategies, and essential operations of international business and cross cultural management. It provides a managerial perspective and a framework of analysis for examining the similarities and differences in the philosophy and practices of management around the world. Topics include the methods and importance of effective strategic planning when organizing and administering international marketing, finance, and human resource management areas toward efficient business, government, and global market relationships. By focusing on the analysis of national and organizational cultures and the impact of individual behaviors, the course gives a strong basis for managers to successfully manage in different countries and different populations.)

{DANTES Code = 03.08.00}

**International Human Resource Management (GM 427)**

**3.00**

(This course explores the international issues and problems confronting the human resource professional and enables the student to develop a better understanding of the manager's roles and responsibilities in the international environment. In today's global environment and economy, the progressive Human Resource Manager must be aware of not only American laws and policies that govern personnel and organizational management, but also international laws, rules, and accepted norms in the workplace. The unique challenges of dealing with foreign-born employees or with American and indigenous employees in a foreign land are commonplace.)

**International Finance (MC 478)**

**3.00**

(This course is designed to give the student a better understanding of the unique problems and opportunities presented by international business. Since the special emphasis of this course is finance, the course will focus considerable attention on specific topics of international finance such as foreign exchange markets and managing exchange rate risk.)

**International Marketing (MK 477)**

**3.00**

(This course is designed to develop marketing decision skills in the global context. The course focuses on international marketing theory and practice from the point of view of the marketing manager and the requirements of a business in the international marketplace. The emphasis is on the application of tools and methods of international marketing practices. This

course builds on skills developed in previous course work and assignments by integrating these with the issues and concepts of international marketing. Consequently it is highly recommended that students taken MK300 prior to registering for this course.)  
{DANTES Code = 03.11.00}

**Senior Seminar in Business Administration (GM 498) 3.00**

(The Capstone course is a senior level course designed to allow the student to review, analyze and integrate the work the student has completed toward a degree in Business Administration. The student will complete an approved academic project or paper that demonstrates mastery of their program of study in a meaningful culmination of their learning and to assess their level of mastery of the stated outcomes of their degree requirements. NOTE: All required, core, and major courses must be completed prior to enrollment in this course.)

**Free Electives 30.00**

(Students must complete 30 semester hours comprised of lower (100-200) level courses not taken to fulfill the requirements listed above. Additional general education courses may be taken to fulfill elective requirements.)

**Excess or Duplicate Credit**

**TOTAL ..... 121 0.00**

Thank you for requesting support from the U.S. Coast Guard Institute (CGI). Whereas we serve as an activity in support of your unit Educational Services Officer (ESO), you are encouraged to seek assistance from your local ESO in your academic endeavors. The following information is provided to help you understand what is presented in this degree plan:

This document is an UNOFFICIAL Degree Plan to provide you with a preliminary assessment of how your prior learning experiences might fit into the specified degree program for this academic institution. If you choose to pursue this degree option, you must present it to a college representative, who will review it for the following:

o Accurate representation of the college's degree program requirements, including course numbers and titles, credit hours for each course, lower- and upper-level course requirements, and the total number of credits needed for the degree.

o Appropriate assignment of ACE Guide-recommended credit at the lower or upper level for military service schools and occupations, CLEP, DSST, and other tests, transfer credit for courses from other colleges and universities, certification programs, etc.

o Appropriate assignment of SOC Course Category Codes from the SOC Handbook Transferability Tables. The SOC Degree Program Handbooks can be obtained from the SOC web site at: [www.soc.aascu.org](http://www.soc.aascu.org) should you wish to learn more about the course transfer guarantees among SOC network institutions.

IMPORTANT NOTE: When you are ready to seek admission into this degree program, please send the completed enrollment form (found on the college's web page) to the

USCG Institute. The registrar will send the college or university an official USCG transcript, a copy of the degree plan (if one was developed through the USCG Institute and was identified on your transcript request), and a ready-for-signature SOC Student Agreement (when signed by a college official, becomes a contract for degree completion).

Credit for all courses you have taken must be reflected on official transcripts sent directly to this college from the administrative offices of the colleges you previously attended. This degree plan is often used for information purposes by college counselors pending receipt of the official transcripts from the source colleges.

This degree plan is not intended to compete with your local college or university. Keep in mind, you are allowed to transfer in a significant amount of the degree requirements to this institution. As such, credit from local colleges, college level examination programs, or advanced military training may be applied to this degree. You may also complete the courses necessary from this college either in residence (on campus or possibly on a military base at a campus extension in the Education Center) or through distance delivery of the courses. If you have questions, please contact the college counselor or your advisor listed at the bottom of this Degree Plan.

#### DEGREE PLAN LEGEND:

SH = Semester hours  
VOC = Vocational, not relative to an academic degree  
LL = Lower Level, i.e. courses at the Freshman/Sophomore level  
UL = Upper Level, i.e. courses at the Junior/Senior level  
GL = Graduate Level (sometimes recommended by ACE for very complex courses)  
[#] such as [EN024A] or [EN024B] = SOC Course Category Codes\*  
{#} such as {DANTES Code = 01.02.03} = DANTES Academic Codes \*\*

\* SOC Course Category Codes: Service members Opportunity Colleges (SOC) is a consortium of over 1,600 accredited colleges and universities seeking to provide degree opportunities to the military. Over 170 of these institutions participate in network degree programs developed for the Army, Navy, Marine Corps, and Coast Guard. A SOC course category number beside a course from one of these institutions, such as [EN024A] or [EN024B] for English Composition, indicates that courses from other degree program institutions with the same code may be taken to satisfy the degree requirement. See the SOC Degree Programs Handbooks at <http://www.soc.aascu.org/>

\*\* DANTES Academic Codes: The Defense Activity for Non-Traditional Education Support (DANTES) publishes the DANTES Independent Study Catalog (DISC) annually, which lists more than 6,000 courses from dozens of regionally accredited colleges and universities. Because this is a degree from a SOC affiliated college, the academic residency requirements are limited, thereby allowing students to transfer in a significant portion of the degree, as mentioned above. If the course you desire to take is not offered by this institution when you want to take it, consider the opportunities the courses in the DISC present. For more information, visit [http://www.dantes.doded.mil/dantes\\_web/distancelearning/disc/front/cont.htm](http://www.dantes.doded.mil/dantes_web/distancelearning/disc/front/cont.htm) Keep in mind, you should always check with the counselor or academic advisor at this institution before enrolling in a course listed in the DISC to ensure it will be

accepted in transfer toward this degree.

#### American Public University System (APUS) General Information

The American Public University System (APUS) consists of two online universities: American Public University (APU) and American Military University (AMU).

APUS' origins reach back to 1993, when Jim Etter, a Marine Corps officer who taught at Marine Corps Base Quantico, retired from active service and launched one of the first 100% online universities, American Military University. AMU was designed to meet the unique educational needs of the military - transient, working adults needing a range of program offerings from traditional courses such as criminal justice to unique courses such as counterterrorism and military intelligence, which are not readily available at most institutions.

In 2002, after ten years of growth and service to thousands of students and hundreds of graduates, AMU expanded into the American Public University System, adding the American Public University. APU is designed to extend the system's outreach to better meet the needs of those interested in public service related programs, such as criminal justice, public safety, national security and other adult learners seeking to advance their education through a robust, online curriculum.

#### Tuition:

Undergraduate Tuition: \$250/semester hour = \$750 per 3 credit course

Graduate Tuition: \$275/semester hour = \$825 per 3 credit course

APUS is regionally accredited by the Higher Learning Commission (HLC) of the North Central Association.

For additional information regarding this degree program, please contact:

Tracy Mullen Cosker  
Director of Transfer Students  
American Military University  
111 W. Congress Street  
Charles Town, WV 25414  
PH: (703)-396-6889  
tcosker@apus.edu  
<http://www.amu.apus.edu>

#### POLICY NOTES:

Undergraduate students who apply at the associate level may transfer up to a maximum of 45 credit hours or, at the bachelor's level, up to 90 credit hours. Your military or professional experience may also be evaluated for transfer credit.

#### Undergraduate Book Grant

Through the AMU Undergraduate Book Grant, all undergraduate students earning

academic credit are shipped textbooks each semester directly from MBS -- at no cost to the student. All undergraduate students are awarded this grant upon admission with the expectation that students will successfully complete their course(s) each semester. Students receiving the Book Grant who do not successfully complete courses must return the books and other course materials, to MBS at their expense..

This college is rated as one of the nation's best in U.S. News & World Report's "America's Best Colleges" issue.

Evaluation completed by: Charles Morrison

On: 28 June 2010