



Bachelor of Science in Global Business

国际商务

Major code 专业代码: 49200

Minimum GPA Requirement 最低绩点要求: 3.5

For WKU 2019 freshman and onward

FRESHMAN YEAR 第一学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
MATH 2400 Calculus for Business & Economics (or 2415 Calculus I; in place of Math1044) 商业及经济学微积分	3		CPS 1032 Microcomputer Applications 计算机应用	3
GE 1000 Transition to Kean 过渡到肯恩	1		ECON 1020/1021 Principles of Economic I/II 经济学原理 I/II	3
ENG 1300 College Composition for Non-Native Students I (counts as 6-credit free electives) 非母语学生英文作文 I	6		ENG 1430 College Composition for Non-Native Students II (counts as ENG 1030 and 3-credit free electives) 非母语学生英文作文 II	6
ESL 0303 Academic Oral Discourse I 学术口语演讲 I	3		ESL 0403 Academic Oral Discourse II 学术口语演讲 II	3
ESL 0305 Academic Written Discourse I 学术英文书面用语 I	3		ESL 0405 Academic Written Discourse II 学术英文书面用语 II	3
	16			18

SOPHOMORE YEAR 第二学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
ACCT 2200 Principles of Accounting I 会计学原理 I	3		ACCT 2210 Principles of Accounting II 会计学原理 II	3
MGS 2150 Business Statistics 商业统计	4		BLAW 2051 Business Law I 国际商法 I	3
ECON 1020/1021 Principles of Economics I/II 经济学原理 I/II	3		MGS 2030 Principles of Management 管理学原理	3
COMM 1402 Speech and Communication 口语交流	3		MKT 2500 Principles of Marketing 营销学原理	3
ENG 2403 World Literature 世界文学	3		ENG 3090 Business & Professional Writing 商务与专业写作	3
GE 2021 Research and Technology 研究与技术	3		GE Laboratory Science 通识实验科学选修	4
	19			19

JUNIOR YEAR 第三学年

Fall Semester 秋季学期		Spring Semester 春季学期	
GBUS 4330 Innovation & Entrepreneurship 商业创新	3	GBUS 4320 Sustainable Global Business & Technology 可持续性全球商业	3
MGS 3025 International Business & Trade 国际经济与贸易	3	FIN 3310 Corporate Finance I 基础金融 I	3
MGS 3032 Organizational Behavior 组织行为学	3	MGS 3030 HR Management* 人力资源管理	3
MGS 3040 Management Info Systems 管理信息系统	3	MGS 3035 International Management 国际管理学	3
Foreign Language (first semester) 外语 I	3	Foreign Language (second semester) 外语 II	3
COMM 3590 Bus & Professional Communication 商业与职业沟通	3		
	18		15

Summer Session 夏季学期

GBUS 4810 Global Practicum I 全球商业实践	3		
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SENIOR YEAR 第四学年

Fall Semester 秋季学期		Spring Semester 春季学期	
GBUS 4998 Senior Thesis 毕业论文	3	MKT 3650 Marketing Channels 营销渠道 (blanket approved GBUS Elective)	3
MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任	3	MKT 4220 International Marketing 国际市场营销	3
MGS 3100 (old MGS4010) Operations Management 运营管理	3	MGS 4999 Integrative Business Strategy 综合商务战略	3
HIST 1062 Worlds of History 世界历史	3	GE Social Science Elective 通识社会科学选修	3
	12		12

A business student is required to successfully complete a graduation thesis in 4998 thesis courses to qualify for degree conferral.

This version: 23/03/2022 and Subject to Changes and Revisions

* May be used as a 3000/4000 elective



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此版本仅适用于自主招生学生（高考生不适用）

FRESHMAN YEAR 第一学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
MATH 2400 Calculus for Business & Economics (or 2415 Calculus I; in place of Math1044) 商业及经济学微积分	3		CPS 1032 Microcomputer Applications 计算机应用	3
GE 1000 Transition to Kean 过渡到肯恩	1		ECON 1020/1021 Principles of Economic I/II 经济学原理 I/II	3
ENG 1300 College Composition for Non-Native Students I (counts as 6-credit free electives) 非母语学生英文作文 I	6		ENG 1430 College Composition for Non-Native Students II (counts as ENG 1030 and 3-credit free electives) 非母语学生英文作文 II	6
ECON 1020/1021 Principles of Economics I/II 经济学原理 I/II	3		MGS 2030 Principles of Management 管理学原理 / MKT 2500 Principles of Marketing 营销学原理 / MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任	3
MGS 2030 Principles of Management 管理学原理 / MKT 2500 Principles of Marketing 营销学原理 / MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任	3			
	16			15

SOPHOMORE YEAR 第二学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
ACCT 2200 Principles of Accounting I 会计学原理 I	3		ACCT 2210 Principles of Accounting II 会计学原理 II	3
MGS 2150 Business Statistics 商业统计	4		BLAW 2051 Business Law I 国际商法 I	3
GE 2021 Research and Technology 研究与技术	3		MGS 2030 Principles of Management 管理学原理 (if not offered in the freshman year)	3
COMM 1402 Speech and Communication 口语交流	3		MKT 2500 Principles of Marketing 营销学原理 (if not offered in the freshman year)	3
ENG 2403 World Literature 世界文学	3		ENG 3090 Business & Professional Writing 商务与专业写作	3
			GE Laboratory Science 通识实验科学选修	4
	16			19

JUNIOR YEAR 第三学年

Fall Semester 秋季学期		Spring Semester 春季学期	
GBUS 4330 Innovation & Entrepreneurship 商业创新	3	GBUS 4320 Sustainable Global Business & Technology 可持续性全球商业	3
MGS 3025 International Business & Trade 国际经济与贸易	3	FIN 3310 Corporate Finance I 基础金融 I	3
MGS 3032 Organizational Behavior 组织行为学	3	MGS 3030 HR Management* 人力资源管理	3
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Foreign Language (first semester) 外语 I	3	Foreign Language (second semester) 外语 II	3
COMM 3590 Bus & Professional Communication 商业与职业沟通	3		
	18		15

Summer Session 夏季学期

GBUS 4810 Global Practicum I 全球商业实践	3		
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SENIOR YEAR 第四学年

Fall Semester 秋季学期		Spring Semester 春季学期	
Major elective	3	MKT 3650 Marketing Channels 营销渠道 (blanket approved GBUS Elective)	3
MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任 (if not offered in the freshman year)	3	MKT 4220 International Marketing 国际市场营销	3
MGS 3100 (old MGS4010) Operations Management 运营管理	3	MGS 4999 Integrative Business Strategy 综合商务战略	3
HIST 1062 Worlds of History 世界历史	3	GE Social Science Elective 通识社会科学选修	3
	12		12

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