

GENERAL BUSINESS

INTERNATIONAL BUSINESS

The increasing importance of international business and the global economy led to creating a major in General Business that focuses on international management, marketing, communication, and finance. International Business majors also study abroad for a minimum of six hours of business classes. A dual-degree option is offered between EKU and Avans University, The Netherlands. Students seeking the dual degree earn a BBA from EKU and a Bachelor's Degree in International Business and Management Studies from The International School of Avans University. The dual degree program can be completed in approximately four years with two semesters of study at Avans.

INTERNATIONAL BUSINESS MINOR FOR NON-BUSINESS STUDENTS

The International Business Minor is offered to students majoring in programs other than business who have a desire to gain knowledge in international business and experience business courses through study abroad.

The program consists of 18 hours of required courses including: CCT 310, GBU 201, MGT 301, MGT 430, and six hours of credit from approved business courses studied and completed abroad.

CONTACT INFORMATION

Eastern Kentucky University

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Department of Management, Marketing
& International Business
Business & Technology Building 011
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Assistance for Business students

William Holmes, Director

EKU Office of International Education
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Technical details for enrolling

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Assistance for Magellan Exchange



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INTERNATIONAL BUSINESS



STUDY ABROAD



MANAGEMENT, MARKETING, & INTERNATIONAL BUSINESS SCHOOL OF BUSINESS

EXCHANGE PROGRAMS

Eastern Kentucky University has expanded its international exchange opportunities. Students may now choose a variety of options from these two exchange programs:

AVANS Exchange Magellan Exchange

HOW IT WORKS

Students pay regular EKU tuition and fees. Essentially, incoming students take the place of outgoing students at each participating institution. Students are also subject to any application fees that apply.

ADDITIONAL COSTS

Students are responsible for passports, international airfare, visas, resident fees, room and board, textbooks, health insurance, and personal expenses including leisure travel.

Some member schools may have other miscellaneous fees. Generally \$5,000 plus your normal tuition and fees will cover expenses for a semester.

studyatavans.com



AVANS EXCHANGE

AVANS University has campuses in Breda, 'S-Hertogenbosch and Tilburn, with each location offering a different range of study programs. Similar to EKU, AVANS has approximately 16,000 students.

Business students may choose to study for one semester or to pursue the Dual Degree Option. All business courses are taught in English.

Business students should have, as a minimum, the following EKU courses before engaging in either exchange program:

ACC 201 and 202
ECO 230 and 231
CCT 300W
FIN 300
MGT 300
MKT 300

DUAL DEGREE OPTION

EKU's School of Business and AVANS have a Dual Degree Option for exchange participants. Students who complete a year of work at AVANS receive a bachelor's degree from AVANS upon completion of the BBA degree at EKU.

For details, contact the Department of Management, Marketing, & International Business, Business & Technology Center. Room 011, 859-622-1377.

MAGELLAN EXCHANGE

The Magellan Exchange offers the opportunity for students of member institutions to have an affordable educational and cultural experience in a foreign country for a semester or a full year.

Participants will not only gain global knowledge, develop cultural adaptability and increase their international understanding, but also grow in maturity and self-awareness.

Member institutions are located in Australia, Austria, Belgium, Finland, France, Germany, Mexico, the Netherlands, Spain and the United Kingdom.

FULL-TIME PROGRAMS

Programs of study include International Business, Economics, and Foreign Languages.

Students enroll for a full load of courses for a semester or year. This is typically 15 American semester hours or 30 ECTS units per term. Details on available programs, language of instruction, and each institution may be found on the Magellan website.

www.magellanonline.org

