

KEAN UNIVERSITY – COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT
(GLBUS) B.S in Global Business 120 S.H.

GENERAL EDUCATION: 31-32 S.H.		ACADEMIC MAJOR***	
Essential Learning Courses*: 16-17 S.H.		Major Required Courses:	57
Critical Reading & Academic Study Skills	4	Required: Business Core	27
<i>All students must take 1 credit in Academic Study Skills: either GE*1000 or GE*3000</i>	1	ACCT 2201 Principles of Financial Accounting	3
<i>All students must take 3 credits in Critical Reading from the GE PLO Course List.</i>	3	ACCT 2205 Principles of Managerial Accounting	3
Written Communication**	3	BLAW 2051 Business Law I	3
<i>All students must take 3 credits in Written Communication from the GE PLO Course List.</i>		FIN 3310 Management of Corporate Finance I	3
Speech Communication	3	MGS 2030 Principles of Management	3
<i>All students must take 3 credits in Speech Communication from the GE PLO Course List.</i>		MGS 3040 Management Information Systems	3
Quantitative & Scientific Reasoning¹	6-7	MGS 3100 Operations Management	3
<i>All students must take either MATH*1016 or MATH*1054 (3 credits each).</i>	3	MGS 3520 Bus. Ethics and Corporate Social Resp or ACCT 3520 Ethical and Professional Standards for Acct. and Fin.	3
<i>All students must take 3 or 4 credits in Scientific Reasoning from the GE PLO course list.</i>	3-4	MKT 2500 Principles of Marketing	3
Core Competency Courses: 12 S.H.		Required: Global Business Core	21
Intercultural Knowledge & Understanding	3	ECON 3400 International Economics	3
<i>All students must take 3 credits in Intercultural Knowledge & Understanding from the GE PLO Course List.</i>		GBUS 4320 Sustainable Global Business & Technology	3
Critical & Creative Thinking	3	GBUS 4330 Innovation and Entrepreneurship	3
<i>All students must take 3 credits in the Critical & Creative Thinking from the GE PLO Course List.</i>		GBUS 4811 Global Business Practicum I	1
Ethical Reasoning	3	GBUS 4821 Global Business Practicum II	2
<i>All students must take 3 credits in Ethical Reasoning from the GE PLO Course List.</i>		MGS 3025 International Business & Trade	3
Wellness	3	MGS 3032 Organizational Behavior	3
<i>All students must take 3 credits in Wellness from the GE PLO Course List.</i>		MKT 4220 International Marketing	3
		Global Business Electives: Complete 2 courses from the following or an approved substitute	6
Inquiry & Analysis Passion Project 3 S.H.	3	ACCT 4270 International Accounting	3
<i>All students must take 3 credits in Inquiry & Analysis from the GE PLO Course List.</i>		GBUS 4200 Global Financial Markets & Institutions	3
Additional Required Courses***	15	GBUS 4300 Managing Global Operations	3
COMM 3590 Business & Professional Communication	3	GBUS 4310 Global Business Research & Analytics	3
ECON 1010 Principles of Microeconomics**	3	GBUS 4500 Contemporary Topics in Global Business	3
ECON 1030 Principles of Macroeconomics**	3	MGS 3035 International Management	3
ECON 3120 Applied Statistics in Business and Financial Economics	3	**GE and Major Capstone Course***:	3
MATH 1044 Precalculus for Business <i>or</i> MATH 1054 Precalculus <i>and</i> MATH 1016 Statistics ¹	3	MGS 4999 Integrative Business Strategy (WE)	3
***All Major courses require a grade of C or higher PROGRAM REVISION DATE (Spring 2026)		FREE ELECTIVES (at least 50% must be 3000/4000 level) MKT 1996 Research Initiative is strongly recommended; BLA 3299 Career Capstone recommended for this section.	16
		Notes *For all prerequisites and equivalences, see page 2. **Requires a minimum grade of C or higher	

¹ Students in this major are strongly recommended to take Math 1016. If a student takes MATH1054 they may be required to take Math1000 based on placement testing.

GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS

GENERAL EDUCATION INFORMATION AND REQUIREMENTS

Testing and Placement

Incoming freshmen and transfer students may be placed in specific GE Essential Learning, Developmental, or ESL courses as a result of testing prior to registration. Students may be exempt from testing due to SAT scores or prior college work.

Prerequisites and Equivalencies for GE Essential Learning

Courses GE*1000

Required of all freshmen & transfers entering with 0-29 credits Pre-requisite: None

Equivalency: ID*1001

GE*3000

Required of transfers entering with 30 credits or more Pre-requisite: 30 credits and ENG*1030 (or equivalent)

ENG*1030

Pre-requisite: Placement testing or exemption from placement testing

Equivalency: ENG*1031/1032, ENG*1033/1034, ENG*1430, ENG*1620, ENG*1020, ENG*1400

MATH*1016

Pre-requisite: MATH*0901 if required by placement testing

Co-requisite: MATH*0902 should be taken concurrently with Math*1016 if required by placement testing

MATH*1054

Pre-requisite: MATH*0901 if required by placement testing and MATH*1000

COMM*1402

Pre-requisite: ENG*1031/1032 or ENG*1033/1034 if required by placement testing; May be taken concurrently with ENG*1030
Equivalency: COMM*1400

Inquiry & Analysis PLO

GE 2021- 2026: Research and Technology is offered as a college-based course.

Pre-requisite: CS*0412 if required by placement testing; Written Communication course
Equivalency: GE*2020

GE*2021: College of Business and Public Management

GE*2022: College of Education & College Health Professions and

Human Services GE*2023: College of Liberal Arts

GE*2024: College of Science, Mathematics, and Technology &

College Health Professions and Human Services GE*2025:

Departments of Fine Arts, Music, and Theatre & Michael Graves

College

GE*2026: Undecided Majors and other special populations

GE PLO Courses

Approved GE PLO Course List

All courses taken under the General Education Essential Learning and Core Competency requirements must be selected from the Approved General Education PLO Course List.

Foreign Language Credit

The three credits for a foreign language that may satisfy the GE Intercultural Knowledge & Understanding requirement are awarded only upon successful completion of the second of two semesters of study at the introductory or intermediate level. Credit for the first semester may be used as an elective.

UNIVERSITY REQUIREMENTS

GE 1000/3000 Requirement

All undergraduate students must satisfy this University Requirement for Graduation by successfully completing one of the following courses at Kean University: GE 1000 Transition to Kean (all freshmen and transfers entering with 0-29 credits) or GE 3000 Transfer Transitions (transfers entering with 30 credits or more).

Writing-Emphasis Requirement

To graduate, all students are required to complete at least one "Writing Emphasis" course within their major. Such courses are designed to provide students with an opportunity to explore writing as it is done in their chosen field. Typically, Writing Emphasis courses are taken in the junior or senior year, after the student's initial composition courses are completed. Students should consult their major program advisor for specific information about the Writing Emphasis course requirement.

B.S. in Global Business Notes

- 1 For the *Additional Required Courses*: MATH 1044 Precalculus for Business or MATH 1054 Precalculus and MATH 1016 Statistics are required. (One of the courses will be counted toward Quantitative & Scientific Reasoning.)

- MATH 1016. Pre-requisite: MATH*0901 if required by placement testing. Co-requisite: MATH*0902 should be taken concurrently with Math*1016 if required by placement testing
- MATH 1044. Pre-requisite: MATH*0901 or placement
- MATH 1054. Pre-requisite: MATH*0901 if required by placement testing and MATH*1000