



## Modern Languages +PLUS Global Business Track

**Degree Offered:** • Bachelor of Arts in French • Bachelor of Arts in Spanish

Graduates in the Global Business Track will complete 30 hours of business-related coursework along with their language major; achieve a minimum of intermediate level proficiency in a second foreign language; and complete both a local and international internship.

The coursework offered in culture, literature, linguistics, composition and professional-related language skills provides our graduates with a level of real understanding and communication with hundreds of millions of people who live and work in different cultures.

### Career Options

With advanced level language and cultural skills linked with academic and experiential courses in business, graduates will find employment in a variety of professional situations: foreign and domestic government service, global manufacturing, finance, design, marketing, and retail. Those who maintain a 3.0 GPA are well situated for acceptance into Daemen's M.S. in Global Business program.

### Why Modern Languages +PLUS Global Business @ Daemen?

- Courses offered in Language, Culture, and Linguistics create a well-rounded undergraduate curriculum.
- Daemen offers critical world languages – French and Spanish.
- Graduates are prepared to work with a diverse population in the U.S. and globally.
- Our colloquium course in sophomore, junior and senior year focuses on each student's individual academic, personal and professional goals. Faculty mentors ensure steady progress toward academic and professional success.
- Professional academic preparation in Business Administration, Accounting, Economics, Marketing, and Management.
- Study abroad courses, service learning, and internships are closely related to the student's professional track goals. Study abroad opportunities for all languages are available for long and short-term study.
- Students meet with native-speaker Language Assistants for language and cultural development on a regular basis.

### Modern Languages +PLUS Global Business students are PREPARED:

- Professional Track students participate in an internship Junior and/or Senior year – locally, during their study abroad experience or with the Washington Internship Institute.
- Professional Track students may minor in a variety of fields such as Global Studies, Entrepreneurship, and Sustainability.
- Global Business Track students are fully prepared for application to Daemen's MS in International Business program for a seamless 4+1 transition from BA to MS to compete with national programs that require advanced language ability in one language and intermediate language ability in another.

## Modern Language +Plus: Master of Science in Global Business 4+1 Program

- Learn how to conduct business in multi-cultural global settings.
- Be able to differentiate between local and global business strategies.
- Discuss and analyze global business situations in class.
- Participate in domestic or international internships.
- Complete the Masters program in one additional post-baccalaureate year.
- Take 6 graduate credits as an undergraduate (if eligible).

### MODERN LANGUAGE MAJOR Coursework (37 credits)

- 15 credits in Language & Linguistics
- 5 credits in Culture & Literature (3 credits)
- Colloquium (3 credits)
- Senior Project (4 credits)

SECOND foreign language requirement (12 credits)

- Intermediate level proficiency

**+PLUS Global Business (30 credits) Bold = CORE elective**

BA 201 Introduction to International Business <i>or</i> <b>BA220 Diversity &amp; Cross-cultural Management F/S</b> <i>or</i> <b>REL 308 Spiritual &amp; Religious Traditions of the World EoS</b> <i>or</i> LIT 201 World Literature I F <i>or</i> LIT 202 World Literature II S	<b>MTH 104 Survey of Statistics F / S</b> <i>or</i> <b>MGQ 221 Business Statistics I F / S</b>
MGT 208 Principles of Management F / S	MKT 209 Principles of Marketing F / S
ACC 225 Financial Accounting F / S	ACC 226 Managerial Accounting F / S
BA 350 Business Law I F Business elective	<b>ECO 201 Microeconomics F / S</b> Internship

- Students who major in French or Spanish and complete the Global Business Track with a 3.0 GPA are eligible to apply directly to the MS in International Business program.

### Explore Your World of Opportunity

- Exciting and affordable study-abroad options ensure linguistic and cultural fluency. You can spend a year, semester, summer, January term, or spring break studying in Mexico, Spain, Argentina, Puerto Rico, the Dominican Republic, Costa Rica, France or Quebec.
- Participate in cultural activities on and off campus with the Foreign Language Student Association.
- Gain professional experience with a language related internship locally or abroad.
- Spend a semester working in Washington, D.C. at a foreign embassy or international organization.

"...in today's world, globalization is an important concept for students in higher education to understand and appreciate because of the demand in business and industry to hire people who can work with people of other nations and cultures and if need be can travel independently internationally to promote their business or industry."

Patricia Fox & Stephen Hundley, Purdue University

*did you know...*

Our students can participate in language-specific community service projects or service learning programs both here and abroad.