



International Business

College of Business Administration

The International Business major at the University of Wisconsin-La Crosse was one of the first in the state with a focus on the global nature of business in the twenty-first century. The program was the outcome of an effort by faculty to address the long-term needs of businesses that operate in an international environment and also to contribute to students' development as citizens of an increasingly "global" world.

Faculty in the College of Business Administration have the international orientation and experience necessary to teach International Business. Many teaching in this program have had international business careers in Europe, Asia and Latin America, and many international faculty are fluent in non-English languages ranging from Italian to Chinese.

Undergraduate Program

Major:

- International Business

Minor:

- International Business

Program Features

Graduates of the IB program should be able to function as decision-makers in more than one culture. They will be able to communicate in more than one language, integrate within cultures other than their own, and manage and be managed by people from other cultures.

The International Business Major (IB) is interdepartmental, and includes key courses from both the Colleges of Business Administration and Liberal Studies. It is designed for students to develop knowledge of global business and the cultural context of business. Students will have the opportunity to develop both breadth and depth of understanding in the global context.

An International Business major requires students to complete BOTH the International Business major and a 'departmental major' within the College of Business Administration. Students will choose from six different majors, including accountancy, economics, finance,

information systems, management, or marketing.

IB majors will also become proficient in a second language, and complete a study abroad program of at least six weeks duration.

Students will study topics such as international economics, marketing, management, finance, and law of international transactions. They will also choose electives from various international courses, including such topics as comparative management systems; international human resource management; business, labor and human rights; and international financial economics.

The opportunity also exists for majors to participate in internships abroad, as part of their international experience.

Many International Business majors also choose to complete majors and minors in their proficiency language, such as Spanish, French, and German. The university also offers language courses in Russian and Chinese to an intermediate level.

Faculty advisers specially assigned to students in this program help guide them with selecting course requirements, choosing their second major area, preparing for the international study experience, and various other components associated with the degree program as a whole. In addition, faculty advisers will help students in the career search process.

Sample Courses

International Business Major Requirements:

Students will also **establish proficiency in another language**. Those whose native language is English may choose from French, German, Spanish, Russian, Chinese, and other languages available through visiting scholars. Many students complete minors and majors in their language area.

IB majors study abroad in a region of the world where the dominant language is the student's proficiency language. The study experience may be during the summer or the regular academic year. UW-L hosts a variety of study sites around the world. Students may be enrolled in a university setting or involved in an internship.

- CBA Core Requirements — 12 courses (each 3 credits)
- A functional business major (ranges from 21-28 credits)
- IB Major (21 credits)
- ECO 340 — Intro to International Economics
- FIN 440 — Multinational Financial Management
- MKT 341 — International Marketing
- MGT 360 — Global Perspectives on Business
- BUS 405 — Law of International Business Transactions
- Two International Business Electives

Career Opportunities

Graduates pursue careers around the world in areas related to their majors—human resources, marketing research, budget analysis, investment and corporate financial planning, programming information technology, promotion and sales, taxation, public accounting, production and operations.

Because International Business majors have second majors in a variety of business areas, entry-level career placement reflects that area.

Some career titles are:

- Accounting Management Trainee
- Public or Staff Accountant
- Bank Examiner
- Corporate Auditor
- Advertising Manager
- Media Planner
- Market Analyst
- Sales Manager
- Financial Analyst
- Broker
- Management Trainee
- Personnel Specialist
- Programmer Analyst
- Communications Specialist
- Information Systems Managers

Occupational Outlook

Graduates with an International Business degree gain an understanding of global social issues that will position them well to advance in the professional world and become world citizens.

Knowledge of trade, foreign policy and world geography will be important factors. Increased privatization in east central Europe, China and the former Soviet Union has increased demand for graduates who understand the global economy.

Data from federal, state and local sources suggest that over half of new jobs have some international component, and these positions earn a premium salary over others.

Graduates from our program have this to advise...

“Since success depends mostly on the way in which you deal with people, your international success depends upon your ability to be a communicator, in understanding the other person and his/her culture. Like a good relationship, you want to get the best possible understanding of the people you are dealing with.”

“International business classes allow people to understand cultures unlike their own. This is helpful when dealing with clients domestically, as well as internationally. The classes helped me to realize that while certain things are acceptable in the U.S., they may not be in other countries. This is invaluable in international business.”

“Once I began my actual work experience, I was shocked to find out how much of what I had studied actually did apply. Being AWARE of, as well as ACCEPTING the differences in cultures and assuming nothing, are the most valuable lessons one can take from their international business education.”

International Business Program
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www.uwlax.edu/ba/undergrad/advising/jrsr_ib.htm