Learn business in an international context. Earn an international business degree.
As business continues to expand globally, employers need employees who understand global issues and can solve cross cultural problems.

As a graduate of UWL’s International Business program, you will know how to be a decision-maker in more than one culture. You will be able to communicate in more than one language. And you will be able to integrate within cultures other than your own — whether on the team or leading it.

What is international business?
International business refers to business across national borders. Graduates with an international business degree gain an understanding of global business and social issues that will position them well to advance in the professional world and become world citizens.

International business jobs
Graduates pursue business careers in the U.S. and around the world in areas such as human resources, market 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 concentrations in a variety of business areas, entry-level career placement reflects those subject areas. Some career fields or job titles include:

- Import/export specialist
- Translation
- Logistics
- Market analyst
- Business analytics
- Development manager
- Trade specialist
- Human resource manager
- Foreign service officer
- Financial analyst
- Marketing manager
- Foreign relations specialist
- Supply chain analyst
- Advertising executive
What distinguishes UWL's International Business program?

- **International experience**
  Students in the program complete an international experience that is at least three weeks long. They also have opportunities to participate in internships abroad.

- **Graduates are bilingual**
  Majors will become proficient in a second language. 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.

- **Program built to address business needs**
  UWL's international business major was one of the first in the state of Wisconsin with a focus on the global nature of business in the twenty-first century. It was created to address the long-term needs of businesses that operate in an international environment and to contribute to students’ development as citizens of an increasingly global world.

- **Faculty bring diverse business experience**
  Faculty come from departments across UWL's College of Business Administration. Their diverse experience and expertise in business mirrors the nature of international business. The program is designed for students to develop knowledge of global business and the cultural context of business. Students will develop both breadth and depth of understanding in the global context.

- **Choose your path — add a business concentration or double major**
  An international business major requires students to complete the IB major course requirements and a “concentration” of four courses at the 300 or 400 level in a second functional business department such as accountancy, economics, finance, information systems, management or marketing. Students can also choose to double major in another functional business area in place of a concentration. Students will choose electives from various international courses, including topics such as comparative management systems; international human resource management; business, labor and human rights; and international financial economics.

- **Every student has a guide**
  Faculty advisers specifically assigned to students in this program help guide them with selecting courses, choosing their concentration area, preparing for the out-of-country experience, and various other components associated with the degree program. In addition, faculty advisers will help students in the career search process.

- **A facility where modern and historic meet**
  UWL's College of Business Administration is located in the recently-renovated Wittich Hall. Changes to the facility preserve the history of UWL's second oldest building, while providing modern places to connect and study. The facility was renovated with student input. Student spaces include computer labs, study spaces, sales competition rooms, a finance lab and more.

- **Connect with other students**
  Student-led organizations in the College of Business Administration provide life-long relationships, learning and networking opportunities.

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**International Business Department**

**Location:** 3114 Wittich Hall  
**Phone:** 608.785.6754  
**Web:** www.uwlax.edu/international-business  
View degree requirements at catalog.uwlax.edu