INTERNATIONAL BUSINESS

Fisher College of Business
Undergraduate Specialization
What is International Business?

Understanding and participating in worldwide production and distribution activities by studying domestic, international, and foreign business environments and business practices and problems related to them
What are employers looking for?

- Cultural affinity: cultural immersion; language fluency
- Open to relocation, adaptability
- Technical skills
- Good communication skills
- Ability to work with others; sensitivity to differences
- Self-motivation
Fields that Hire IB Specializations

- U.S. industrial, financial, and commercial firms involved directly or indirectly with international trade foreign investment
- U.S. subsidiaries of foreign companies require specialists in marketing, finance, accounting, production, personnel
- Consular work and other aspects of government foreign service
- International Trade Economics
Why IB is a good 2nd specialization

- Awareness of the globalization of business
- Knowledge about where the emerging markets are
- Sensitivity to business issues around other cultures
- Awareness of management of diversity issues
- Increase the likelihood of international assignments – shows employers you are interested
- Many upper managers have had international experiences with their companies
For Success in IB, Develop a Plan

- Identify a specialization (in addition to IB) that represents a function of business that you enjoy
- Choose a language you enjoy and study it
- Plan to travel
- Research multinational companies in markets/countries of your interests – focus your internship/job search on these
- Join the International Association of Students in Economics and Business (AIESEC)
- Develop a business expertise because most careers start domestically
- Network within your company for international assignments
International Business Earnings

Depends on several factors

- Pay scales are determined largely by individual qualifications depend on the industry you are in as well as the type of position (i.e. finance position in a government organization vs. marketing position in private industry)

Pay is competitive with other professional business areas
International Business Salaries

Fisher College of Business Average Salaries (2017-2018)

Full-time $49,500/year
Intern $2,560/month
The Outlook for IB

• Government interest in the structure of foreign nations and the investment policies of domestic enterprise result in career opportunities in both government and private industry.

• At the present time, however, few jobs are available to those without special backgrounds or job experience.

• Most first assignments for Americans are in the U.S.

Additional Resources

International Association of Students in Economics and Business (AISEC)

AISEC is one of the world’s largest providers of high-caliber youth talent and volunteers. We develop the next generation of leaders and connect them with businesses and NGO’s.

International Business Specialization Course Information