

# International Business

## What is International Business?

IB prepares one to understand and participate in worldwide production and distribution activities

Study of domestic, international, and foreign business environments and of 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 and foreign investment

U.S. subsidiaries of foreign companies require specialists in marketing, finance, accounting, production, and personnel

Consular work and other aspects of government foreign service

International Trade Economics

## Why IB is important

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 International Business, 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

Use the Internet

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

## Salaries

Fisher College of Business (2011-2012)

Full-time	\$47,611
Intern	\$2,093/month