

International Business

Major Course Work

General Education		46
Business Foundation		15
Business Core		30
General Electives		13
International Business Concentration		21
BUS 369 Managing Diversity	3	
457 Topics in Globalization	3	
ECO 430 International Economics	3	
GEO 120 World Regional Geography	3	
Electives: 9 hours of advisor approved upper level course work from the following areas: ECO, GEO, POS, or credit earned from an approved study abroad program		
	9	
Total Semester Credit Hours		125

Goals & Objectives

The primary objective of the International Business Studies concentration is to provide a series of educational experiences at the undergraduate level as a basis for a careers in international business. The required and elective coursework in the concentration provides the student with a broad background in the areas of business, economics, political science, and geography as it relates to the global workplace. The student is also required to participate in an international travel experience. While no foreign language courses are required, student enrollment in international culture courses is suggested. Students completing the International Business Studies concentration are also encouraged to pursue advance study in this area.

Job Opportunities

There are two kinds of jobs in international business. One involves working in the United States for a firm that engages in international trade but requires little foreign travel. The second kind of job requires either extensive travel overseas or working full time abroad. Both large and small companies offer opportunities in international business.

International Managers

Firms with international operations often appoint one or two executives to work in each subsidiary that they have abroad. The rest of the managers and employees are often from the host country. Firms in banking, textiles, appliance manufacturing, and mining are among those stationing Americans overseas.

Importers

Importers buy goods overseas for resale in their own country. As a result, importers may travel extensively. In such cases, knowledge of foreign languages is an asset. Importers must also be sensitive to the customs and ways of doing business in other countries.

Export Managers

Export managers are important to firms that sell their products abroad. They oversee international marketing, transportation, arrangement of credit terms, and customer relations. Like importers, export managers may have to travel extensively.

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