

## INTERNATIONAL BUSINESS

### International Business



If you see your future career as a call to adventure, the International Business concentration may be for you. The concentration provides a broad base of courses focused on global business. Students may select an area of specialization in a business functional area such as marketing or finance, an industry area such as hospitality management and tourism, or may focus on a language or geographical area of study. Additionally, students gain first-hand experience of other cultures through study abroad options. As a graduate, you will be well prepared for a career with a global business or organization. An undergraduate degree in International Business is not one that targets a specific job. Rather, employing companies or organizations provide further training necessary for the job. The International Business Concentration is an excellent base on which to build an exciting career.

#### Skills You Will Build

Students will develop skills for conducting international business such as managing and negotiating across cultures, analyzing business and entrepreneurial opportunities in emerging economies, and developing strategies for entering and succeeding in foreign markets. In this context, students will be able to apply business knowledge gained from multiple disciplines, including marketing, finance, management, and operations. They will also develop business skills of working in diverse, multi-disciplinary teams, persuasive communication, critical thinking, and problem solving as applied to international business.

### INTERNATIONAL BUSINESS CONCENTRATION REQUIREMENT

#### Core Classes

- International and Comparative Management
- International Business Strategy
- Global Entrepreneurship

#### Elective Classes

- International Business Finance
- International Marketing
- International Issues in Human Resource Management
- Fundamentals of Project Management
- Negotiating Globally
- Globalization and Innovation in Emerging and Developing Markets
- Country Perspectives on Business and Management and more

## Careers in International Business

With a concentration in International Business, you may work in a variety of international areas and industries such as import/export, global operations, marketing, finance, hospitality and tourism, consulting, and project management, in both the private sector as well as governmental and non-governmental organizations.



*"My experience with the International Business program has been very fulfilling. I've participated in two study abroad programs which have really broadened my understanding of International Business. With the encouragement and support from the Lucas College and Graduate School of Business, I have achieved a great amount of professional growth. This is largely because of the study abroad programs and dedicated faculty. If it weren't for the learning opportunities in the International Business program, I would just be sitting in a classroom rather than being in an environment that cultivates hands-on learning in different cultures. So my fellow peers, please take a look at this program as it has a lot to offer!"*

—Sabrina Leung,  
SJSU International Business Major



### International Business Association

The International Business Association of San Jose State promotes international careers, studying abroad, and strong global leadership to stretch through all borders and boundaries of possibility. If you want to learn how you can make yourself stand out in a competitive, global economy, or are interested in becoming a global leader, then the International Business Association is for you!  
Facebook: [www.facebook.com/SJSUIBA/](http://www.facebook.com/SJSUIBA/)

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