

GENERAL BUSINESS (BBA) - INTERNATIONAL BUSINESS TRACK

Program Overview

The BBA in General Business - International Business (IB) track is available in person and online. It provides students with the knowledge, skills, and experience necessary for a successful career in the global business environment. Students in international business study the business practices of other nations and learn about the international aspects of finance, management, marketing, cultural and legal issues, and logistics. The IB program is unique in that it combines preparation in business administration with foreign language training, area studies, and a meaningful overseas work or study experience.

Career Opportunities

International Business graduates can pursue opportunities for employment by multinational corporations, businesses involved in foreign trade, government/public institutions, and international nonprofit organizations. Examples of job positions include:

- Foreign Trade Consultant/Specialist
- Global Sourcing Specialist
- Human Resources Specialist
- Import/Export Administrator/Specialist
- International Account Representative
- International Business Development Manager
- International Financial Analyst
- International Marketing Specialist
- International Product/Brand Manager
- International Purchasing Agent