UNDERGRADUATE PROGRAMS

B.B.A.
BACHELOR OF BUSINESS ADMINISTRATION
IN INTERNATIONAL STUDIES

Understand the world’s cultures and languages in a brand new way.
Traveling has always been a dream of yours. Understanding other
languages and cultures is just a small part of what you would like
to learn about in college, but you need a direct route to your dream
career. Taking on a program especially known for its rigor in modern
languages and study abroad will give you a head start to that career.

Program Overview
• Bachelor of Business Administration
• Major, Minor

As an interdisciplinary program, the international studies program
gives students within the major the flexibility to design an individual
program that addresses issues or geographical areas of their
choosing. Courses within the program highlight Stetson University’s
strengths in international and language study and study abroad.
Since the program is based heavily on contemporary issues, students
are encouraged to take on compliment programs such as pre-law,
social science, modern languages and literatures, political science,
education and humanities.

As a senior, you will be expected to complete a senior research
project under the guidance of a faculty member. Another opportunity
given to Stetson University international studies students is
the intensive two-day symposium on international affairs. This
symposium allows students to encounter lectures, panel discussions
and classroom visits.

Program Highlights
The international studies program is an interdisciplinary program.
As such, it draws upon courses and faculty from the following
departments and programs at Stetson University:
• Africana Studies
• Asian Studies
• Economics (College of Arts and Sciences)
• Environmental Science and Studies
• History
• Latin American and Latino Studies
• Political Science
• Russian, Eastern European and Eurasian Studies
• Sociology

Career Significance
As markets for goods and services and jobs become increasingly
global, public and private sector employers alike look for individuals
with a demonstrated capacity to speak multiple languages, to
navigate through and across multiple cultures and to understand
a multiplicity of national and international social and historical
dynamics.

Why are some international or interethnic conflicts amenable to
mutilateral management by international organizations, while others
seem endlessly resistant to a peaceful resolution? What are trade
wars, and are they actually ‘easy to win;’ again, what does the
historical evidence suggest?

Foreign business leaders are often heard to say something along the
lines of the following: ‘Anyone can walk me through a spreadsheet
or pitch the fine points of a product they’re trying to sell. But if
they know my language, if they know my literature, if they know
my history … well, that demonstrates a commitment to me, to my
market, and to my people. These are who I want to do business
with. These are who I want to invite into my circle of friends.’

Global connections are human connections. They may proceed in
a ‘Northern’ or a ‘Western’ direction – or they may not. Why limit
yourself to one-way connections? A major in international studies
is a major in global citizenship. It is a rejection of mono-ligualism,
mono-culturalism and hyper-individualism. Embrace the world!
Embrace the possibilities.

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• World Languages and Cultures

Faculty

All faculty are committed to providing an education which will serve as the foundation for a successful career in international studies.

William R. Nylen, Ph.D., Columbia University, program director