

BACHELOR OF BUSINESS ADMINISTRATION IN International Business

PROGRAM OVERVIEW »

BACHELOR OF BUSINESS ADMINISTRATION | MAJOR

Our international business program's goal is to develop students' ability to think creatively, analytically and ethically in dynamic global environments.

The major consists of courses that combine to give students an understanding of how materials and skills around the world are serviced, processed, transported and financed, while also giving emphasis to the cultural nuances of the people and organizations involved.

The curriculum is highly experiential including opportunities outside the classroom such as the requirement to study abroad and internship opportunities. This also allows students to gain experience in interacting with people outside of their own culture.

WHY INTERNATIONAL? »

Regardless of whether one aspires to work overseas, possessing the knowledge and skills conveyed in the international business major are highly valuable as even our domestic workforce is becoming increasingly diverse, and domestic firms are increasingly expanding to international markets. Stetson University's international business program prepares students for leadership and managerial roles in companies working across national borders. The program's goal is to develop students' ability to think creatively, analytically and ethically in dynamic global environments.

INTERNATIONAL PREPAREDNESS »

The international business program requires an international experience for graduation (internship, semester abroad, or short-term study abroad). This experience is intended to enhance the student's cultural dexterity and facilitate further language development.

Upon graduation, students will be prepared to sit for the Certified Global Business Professional designation, an internationally recognized professional certification that confirms knowledge in international business and trade and assures employers that potential employees are able to practice global business at the level required in today's highly competitive environment. Most importantly, elements of the curriculum are highly experiential and require students to interact with businesses and individuals from other cultures.

The Apple iPhone and Ford Fusion are more foreign than domestic in component content. *Trillions (with a T) in foreign currency is exchanged daily! Asia will drive the world's economic growth in the coming decades. Business leaders of tomorrow will need to understand the economic systems, cultures, laws and trading conventions as well as global supply chain management and trade finance. Stetson University's international business program prepares you for leadership and managerial roles in companies working across national borders.*

FACULTY »

Stetson University's international business faculty are graduates of leading U.S. and European international business programs. In addition, they have significant international business experience.

- William Andrews, PhD, University of Georgia
- Jon Carrick, PhD, University of Glasgow
- Ram Subramanian, PhD, University of North Texas

BEYOND THE CLASSROOM

Employees who have an understanding of international business dynamics are in high demand. Skills in problem-solving, interpersonal relations and leadership, coupled with the Certified Global Business Professional designation give international business graduates an edge in building careers in a wide range of industries, including financial services, logistics, supply chain management and government.

- Boeing
- Citi Group
- General Electric
- UBS
- Department of State
- Deutsche Bank



Scan to apply today!

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