

International Business

At UW-Eau Claire

International business touches us in many ways in our everyday lives. The clothes we wear, the products we buy and the technologies we use come to us from around the globe. The economic and business decisions made by businesses and governments around the world have a profound impact on us. In today's interconnected world, where it is essential for business professionals to have the specialized knowledge and skills to do business globally, this program provides you with a competitive advantage.

International immersion

All students pursuing the international business major gain proficiency in a foreign language and complete either a study abroad experience or an international internship. Our students have completed internships in Great Britain, India, Germany and China, and they can select from business-specific study abroad programs in 19 different countries.

Business students have special, faculty-led international immersion opportunities during the summer and winter interim periods. During Winterim, students can participate in a two-week introduction to the business culture of China at Jinan University, Zhuhai campus. During the summer, students can spend two weeks in India exploring the cities of New Delhi, Agra, and Jaipur. The program covers topics related to the business, economy, politics, society, religion, history and culture in India.

Competitive accreditation

Our business programs are accredited by The Association to Advance Collegiate Schools of Business (AACSB International). This mark of quality is achieved by fewer than 5 percent of all business schools in the world.

Prepare for success

Students get the most from their College of Business experience through the resources offered by our nationally recognized Center for Advising, Development and Enrichment (CADE). CADE professionals also lead students through the Student Professional

Development Program, a graduation requirement for all business majors, which gives them a competitive edge with training on networking, interviewing, career development and business etiquette.

Network opportunities

Networking is the essence of international business. UW-Eau Claire students can join AIESEC, a student association with members in more than 113 member countries. AIESEC offers opportunities for students and recent grads to develop leadership skills for a global society.



Major

International Business

Minor

International Business

Certificates

Advanced

- Business Communication
- Leadership Studies
- International Business
- Information Systems
- Entrepreneurship

Special admissions requirements

You must be formally admitted to the College of Business before you can take junior- and senior-level International Business courses. Most students apply for admission at the end of their sophomore year. See College of Business admission requirements online at www.uwec.edu/COB/undergraduate/admission.

"The international business major has allowed me to gain exposure abroad, and has taught me more about other cultures. It is a wonderful complement to my French minor. After graduation, I would love to work for a foreign company, or work for a company that has operations in various countries."

— Rachel



Our graduates

For many college graduates, an international career means a fast-paced life outside the U.S. filled with glamour and intrigue. However, entry-level positions in international business for recent college graduates

are often in locations within the U.S.; mid-level positions often involve travel to other countries. Employees with the most experience or skills receive the overseas assignments. Typically, four types of organizations seek individuals to work internationally:

- multinational corporations
- international trade and economic development organizations
- non-profit and humanitarian organizations
- government agencies

note:

Hands-on experience

In the senior capstone course, Strategic Management in a Global Business Environment, students run a global digital camera company in a head-to-head competition against companies managed by students in their class section and students around the world using Glo-Bus, a coursewide computer simulation.

In the Marketing Management course, student teams learn how to start and manage entrepreneurial firms in the global marketplace by competing in the Global Marketplace Business Strategy Competition, a 10-week Internet-based computer simulation. UW-Eau Claire teams compete at the most difficult level and have finished ahead of teams from universities around the world!

The Power of

AND

What will your **AND** be?
Be a Blugold and find out!

INTERNATIONAL BUSINESS

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