

# INTERNATIONAL BUSINESS

## PROGRAM OVERVIEW FOR EMPLOYERS

Designed to meet the demands of businesses in global markets, the international business major develops the business and liberal arts foundation necessary to understand business, political, economic and cultural diversity. Our IB majors co-major in one of the traditional functional areas of accounting, finance, management, management information systems, or marketing adding another specialty and enhancing their IB capabilities. The program includes specialized courses in such areas as international finance, international marketing, international management, and strategy in the global market and requires proficiency in a foreign language. Upon graduation, international business students are prepared to step into positions in several aspects of international commerce, including international product managers, export/import managers, international financial analysts, sales representatives or regional analysts and in addition are qualified in their co-major area.

### Degree(s) Awarded

Bachelor of Science in Business Administration  
MBA with a Concentration in International Business

### Enrollment

Approximately 100 students enrolled in undergraduate International Business program.

### Cooperative Education Component

Students are required to complete 2 co-op work assignments, one of which must be satisfied through foreign work experience, international experience in a domestic corporation, or study abroad.

### Salary Information (Avg/Range)

Co-op:	\$11.70	\$8.00 - \$17.00
BS:	\$43,250	\$28,500 - \$50,000

### Accreditation

The Association to Advance Collegiate Schools of Business (AACSB) International.

Middle Atlantic Association of Colleges and Schools.

For **eight consecutive years**, the E. Philip Saunders College of Business undergraduate programs have ranked in the **top 5%** of all U.S. business schools, according to *U.S. News & World Report's* America's Best Colleges in 2004 - 2011.

### Student Skills & Capabilities

- Proficiency in foreign language. Most common: Spanish, German, French, Japanese.
- Strong functional skills in a business co-major as well as knowledge of issues surrounding international operations:
  - Finance – in depth knowledge of capital management, financial investment problems and forecasting methods.
  - Marketing – understanding of consumer and business buying behaviors and market research methods.
  - Management – understanding project management, process management and public policy issues.
  - Management Information Systems – systems development lifecycle VB & object oriented programming, and the use of information technology for competitive advantage.
  - Accounting – knowledge of the accounting lifecycle and accepted principles, and including corporations with subsidiaries.
- Experience with studying and living abroad. Opportunity to study abroad through various study abroad programs.

# International Business

## Course Sequence BS degree

### First and Second Years:

Business 1: Ideas & Creativity  
Business 2: Business Plan Development  
Business 3: Commercialization  
Business Software Applications  
Professional Communication for Business  
Global Business: An Introduction  
Data Analysis I & II  
Principles of Micro and Macroeconomics  
Calculus for Management Science  
Financial & Management Accounting  
Legal Environment of Business  
[or Business, Government & Society]  
Principles of Marketing  
Corporate Finance  
Organizational Behavior  
Liberal Arts core courses  
Lab Sciences  
Careers in Business  
One year of Foreign Language is required\*

### Third and Fourth Years:

Strategy in the Global Environment  
International courses (select 3 of the following)  
Marketing Global Environments  
Managing Global Environments  
Global Business: Special Issues  
Finance in Global Environment  
Business Ethics  
Managing Innovation & Technology  
Operations & Supply Chain Management  
Strategy  
Liberal Arts concentration\* (language requirement could fulfill this area)  
Co-major courses  
Free electives  
General Education Electives  
  
Cooperative Education – 2 quarters required – must be completed during third or fourth year

Completion of College Writing Competency Requirement (during first or second year)

### Co-major courses

#### Accounting

Financial Reporting & Analysis I  
Financial Reporting & Analysis II  
Two Accounting electives (400 or 500 level classes)

#### Marketing

Marketing Management  
Marketing Research  
Two Marketing electives (400 or 500 level classes)

#### Information Systems

Four related courses in this area such as:  
Business Application Development  
Database Management  
System Analysis & Design  
Emerging Business Techniques

#### Finance

Managing Corporate Assets & Liabilities  
Intermediate Investments  
Two Finance electives (400 or 500 level classes)

#### Management

Human Resource Management  
Business Government & Society  
Two Management Electives (400 or 500 level classes)

### Employers of International Business Co-op and Graduating Students:

Merrill Lynch, GE - Inspection Technologies, Lockheed Martin, A Door to Italy, Global Crossing, Toyota, Dox Electronics Inc, CGI Communications Inc, ESPN, HSBC Bank USA, McNeil Consumer Healthcare, Toshiba Business Solutions, Dixon Schwabl Advertising, BMW of North America, Harris Corporation.

### RIT – A Technological Leader

Rochester Institute of Technology's strengths in both business and technology make our graduates leaders in this career field. Students receive a comprehensive business education & develop their analytical, communication & teamwork skills. International business students get a business foundation to solve domestic business problems as well as the skills to function effectively in the international business arena. This ability to understand the significance of cultural and geographic influences on business, as well as the professional experience gained through co-op, gives graduates the credentials to meet employers' needs and succeed in the field of international business.

### Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Emily Ellis, the program coordinator who works with the International Business program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

**Emily B. Ellis, Program Coordinator**, Office of Cooperative Education and Career Services  
RIT . Bausch & Lomb Center . 57 Lomb Memorial Drive . Rochester NY 14623-5603  
585.475.5470  
ebeoce@rit.edu