

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:	\$12.17	\$8.00 - \$20.00
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>.

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