

INTERNATIONAL BUSINESS

AREA OF STUDIES

The International Business major develops future-ready professionals equipped with a **GLOBAL MINDSET**, the ability to drive **STRATEGIC GROWTH**, and the confidence to take on **CROSS-BORDER LEADERSHIP** roles in an increasingly interconnected world. The key subjects include **Global Logistics and Supply Chain, Global Trade, Policies and Regulations, Diversity and Cross-Cultural, Risk Management, and Global Strategy.**

SHAPING FUTURE PROFESSIONALS

The IB major offers **four distinct specialized tracks**, enabling students to shape their professional direction and build expertise aligned with future careers:

- **Business Development & Internationalization** - Ideal for aspiring professionals who want to drive market expansion, form cross-border partnerships, and lead global growth initiatives.
- **International Entrepreneurship & New Venture Creation** - Perfect for future innovators seeking to build, launch, and scale new ventures in international markets.
- **People & Organizational Management** - Best suited for those who aim to lead teams, develop talent, and shape organizational culture in diverse global environments.
- **Business Sustainability** - Designed for purpose-driven professionals committed to ESG, responsible business practices, and sustainable global impact.

INDUSTRY-EMBEDDED LEARNING

Learning in the IB major extends beyond classrooms through experiences that strengthen global competence:

- **Professional Experience:** Internships, industry projects, case analyses, and business simulations.
- **Industry Engagement:** Guest speakers, networking, company visits, and field trips
- **Global Enrichment:** Exchange programs, multicultural activities (e.g., the X-Culture global collaboration project), and international experiential programs (e.g., Butterfly Program).

CAREER OPPORTUNITIES

- International Business Development Executive
- Import-Export & Trade Compliance Specialist
- International Logistics & Supply Chain Coordinator
- Cross-Cultural Training & Talent Development Coordinator
- Global HR & Mobility Coordinator



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