International Business Major

Program

Bachelor of Science in International Business

About the Department and Major in International Business
The major mission is to graduate students who possess the knowledge, skills and abilities to live and work in the highly competitive global economy. This major allows Perdue School students to gain the knowledge and skills required for international business careers while developing their understanding of the mechanisms and institutions of international business. The major will serve students with a range of career objectives:
- Those who seek leadership positions in international corporations.
- Those interested in consulting in the area of international business or management consulting more generally.
- Those interested in leveraging their “entrepreneurial mindset,” whether in a corporate setting, a family business or at an early stage.
- Those interested in balancing a more technical academic and business backgrounds with greater depth in understanding international business and the global economy.

Three Components of the Major

Internship/Experiential Learning: To prepare students for their careers, all international business students are required to complete an internship with an organization before graduation. This Applied Business Learning Experience (ABLE) internship must be completed in an organization overseas or with an organization in the United States. If the organization is located in the U.S., the internship must have an international content.

“In the business world, everyone is paid in two coins: cash and experience. Take the experience first; the cash will come later.” – Harold S. Geneen

Foreign Language: All students majoring in international business must be proficient in at least one of the major business languages: Spanish, French, German, Arabic, Russian, Chinese, Japanese, Italian, Portuguese, Hindi or Korean. Language proficiency will be tested through exams administered by the American Council on the Teaching of Foreign Languages (ACTFL).

“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart.” – Nelson Mandela

Semester Study Abroad: The main objectives of this program is to graduate students who can adapt quickly to foreign cultures and a fast changing global environment. Therefore, students graduating with this major will spend a (fall or spring) semester abroad.

“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.” – Charles Darwin

International Business Core Courses
Students must complete these two required courses:
- INTB 495: International Case Analysis
- MGMT 422: Management of the Multinational Business

Students must complete two of the following:
- ACCT 430: International Accounting
- ECON 441: International Economics
- FINA 447: International Financial
- INFO 465: Global Information Systems Management
- MKTG 423: International Marketing

International Partners
Salisbury University overseas partners include, among others, well-known institutions such as:
- Hong Kong Baptist University
- Hong Kong Polytechnic University
- Grenoble Ecole of Management in France
- University of Tartu in Estonia
- Universidad Latino Americana de Ciencia y Tecnología in Costa Rica

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