

INTERNATIONAL BUSINESS, B.S.

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Description

The International Business major prepares students to navigate the global business environment.

IB emphasizes the knowledge and skills that are needed to function effectively in a domestic or global setting while considering the impacts on both. Students must first learn that domestic business skills provide a foundation for successfully integrating international and domestic business strategies within an organization. Students will then be exposed to critical global issues to accomplish organizational objectives by coordinating human, material, information, and financial resources across trade organizations and national boundaries.

Students receive a broad introduction to the complexity of international business through coursework. At the same time, exposure to foreign ways of life will raise cultural sensitivity to build solid relationship skills for participation in global teams. Students must be proficient in a second world language, and a study experience outside their home country will be required. In addition to preparing students for an international business environment, the IB major aims to provide them with knowledge of a specific business discipline by completing all the requirements of a second business major.

Graduates of the IB major will possess the drive and curiosity to understand emerging trends and competitive activity in the global space while functioning effectively as employees of small businesses with developing international operations or as members of larger business organizations with extensive global operations.

What is International Business?

We live in an increasingly interdependent world, one in which economic events happening halfway around the globe are as likely to affect us as those occurring in a neighboring state. Global interconnectedness creates demand for decision-makers with the knowledge to conduct business in an international setting. The study of international business teaches the skills needed to meet the challenges of accomplishing organizational objectives while coordinating human, financial, information, or material resources across national boundaries. To offer both depth and breadth of skills, Penn State Behrend's B.S. in International Business is a dual-degree program. Students pursue a second degree in Accounting, Business Economics, Economics, Finance, Interdisciplinary Business with Engineering Studies, Management Information Systems, Marketing, or Project and Supply Chain Management.

You Might Like This Program If...

- You are interested in business and curious about the wider world around you.
- You envision working in another country or for a multinational organization.
- You intend to study abroad during college.
- You like the idea of earning two undergraduate degrees.