WHAT IS INTERNATIONAL BUSINESS?

Any business transaction that crosses national boundaries.

Today’s businesses are affected by the global market, increasing foreign competition, demand for raw materials, labor costs, and government regulations. Before venturing into foreign markets, business leaders must adapt their domestic strategies and consider the differences in economic impact, international trade relations, cultural values, and political environment, among other factors that influence a firm’s profitability.

INTERNATIONAL BUSINESS INDUSTRIES

The scope of international business is far reaching. Students may find employment in most every business function. Some examples include:

Accounting & Tax
Corporate Citizenship
Human Resources
International Trade
Investment Banking
Operations Management
Regulatory & Economic Affairs
Risk Management
Sales & Marketing
Strategic Management
Technology
Treasury Services

EMPLOYMENT SKILLS NEEDED

As cited by top area recruiters
- Possess multilingual communication skills, including strong written and verbal competencies
- Exhibit global awareness, including an understanding of global economies
- Able to adapt to new environments and negotiate change
- Hold an interest in international travel and sensitive to other cultures
- Able to effectively make decisions and be resourceful

You might enjoy international business if you love languages; you possess cultural sensitivity and are curious about other cultures; you’re a skilled negotiator; you’re able to communicate difficult ideas to others; others say you are diplomatic.

JOB TRENDS 2016 GRADS

- Average Increase in Job Growth
- Candidates with MBA have highest salary potential
- Employees with experience and tenure with a firm are given assignments abroad rather than new college grads

WHO HIRES INTERNATIONAL BUSINESS MAJORS?

TIP: SALARY POTENTIAL INCREASES RAPIDLY WITH TRAINING AND EXPERIENCE

STARTING SALARY FOR AN INTERNATIONAL BUSINESS MAJOR

$47,714

*NATIONAL AVERAGE (NACE 2016)

TOP 5 WORLD COMPANIES

1. Industrial & Commercial Bank of China: Banking Industry; China
2. China Construction Bank: Banking Industry; China
3. The Agricultural Bank of China: Banking Industry; China
4. Berkshire Hathaway: Conglomerate - Insurance & Financial Products, Investment Services; United States
5. JP Morgan Chase: Banking Industry; United States

GAIN INTERNATIONAL EXPERIENCE

Recommendations for students seeking entry-level employment in International Business:

- Attend a semester abroad in Europe, Asia, or Latin America & interact with local businesses
- Acquire an internship abroad
- Learn to speak and write in another language

SALARIES FROM POPULAR CAREERS IN INTERNATIONAL BUSINESS

INTERNATIONAL FINANCIAL MANAGEMENT: $115,320
MANAGEMENT ANALYST: $80,880
INTERNATIONAL MARKETING MANAGER: $123,450
TRANSLATOR/INTERPRETER: $43,590

IBUS IN CHARLOTTE

Over 975 foreign-owned firms representing over 45 countries.

The top five countries with the greatest number of operations in Charlotte include Germany (199 firms), United Kingdom (118), Canada (99), Japan (80), and Switzerland (57). Easy access to transportation via interstate, air, and coastal ports make Charlotte an ideal location for international business.

GET INVOLVED PROFESSIONAL & STUDENT ORGANIZATIONS

- North Carolina World Trade Association (Student Chapter)
- World Affairs Council of Charlotte
- The Charlotte International Cabinet
- World Trade Organization
- World Economic Forum
- Foreign Policy Association
- United States International Trade Commission
- International Trade Administration

COMPANIES THAT RECRUIT THIS MAJOR FOR FULL TIME JOBS OR INTERNSHIPS AT UNC CHARLOTTE:

Choice Translating
Bank of America
Sealed Air
Livingston
DHL
Electrolux
MAERSK
Siemens
Compass Group
Imex Management
Kuehne+Nagel
Fleishman Hillard
Intertec Aviation, Inc.