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
RISK MANAGEMENT SALES & MARKETING
HUMAN RESOURCES INTERNATIONAL TRADE
STRATEGIC MANAGEMENT INVESTMENT BANKING
TECHNOLOGY OPERATIONS MANAGEMENT
TREASURY SERVICES REGULATORY & ECONOMIC AFFAIRS

PREPARING FOR YOUR CAREER...
AS CITED BY TOP AREA RECRUITERS, YOU WILL NEED:
• To possess multilingual communication skills, including strong written and verbal competencies
• To exhibit global awareness, including an understanding of global economies
• The ability to adapt to new environments and negotiate change
• To hold an interest in international travel and be sensitive to other cultures
• The ability to effectively make decisions and be resourceful
• Participation in an experience abroad in Europe, Asia, or Latin America and interaction with local businesses there
• To acquire an internship with an international organization

TOP 5 WORLD COMPANIES
1. Industrial & Commercial Bank of China
2. China Construction Bank
3. Berkshire Hathaway
4. JP Morgan Chase
5. Wells Fargo
(Charlotte-based Bank of America is #7)
Source: Forbes 2017 Global 2000

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.

RIGHT NOW IN INTERNATIONAL BUSINESS
Over 975 Foreign-owned firms represent over 45 countries here in the Charlotte metro area. The top 5 countries with the greatest number of operations in Charlotte include: Germany (199 Firms), the UK (118), Canada (99), Japan (80), & Switzerland (57). Easy access to transportation via interstate, air, and coastal ports make Charlotte an ideal location for international business.
QUICK FACTS
AVERAGE SALARIES IN INTERNATIONAL BUSINESS:
INTERNATIONAL FINANCIAL MANAGEMENT: $115,320
MANAGEMENT ANALYST: $80,880
INTERNATIONAL MARKETING MANAGER: $123,450
TRANSLATOR/INTERPRETER: $43,590

SOURCE: US BUREAU OF LABOR STATISTICS

UNC CHARLOTTE GRADS
75% of 2017 UNC Charlotte international business graduates were employed full time, and 12.5% were already working on a graduate program. Their average salary was $46,750.
*with a 64.23% knowledge rate.

GET INVOLVED!
PROFESSIONAL ORGANIZATIONS

CAROLINA WORLD TRADE ASSOCIATION
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

INTERNATIONAL ACCOUNT EXECUTIVE • GLOBAL BRAND MANAGER
• INTERNATIONAL TRADE SPECIALIST • IMPORTER/EXPORTER • GOVERNMENT RELATIONS MANAGER • BUSINESS SYSTEMS ANALYST • COMPLIANCE OFFICER • GLOBAL BUSINESS ANALYST

INTERNSHIPS make candidates more competitive in the job market, and many employers hire entry level positions from their internship programs. More information can be found at belkcollege.uncc.edu/internships

SAMPLE JOB TITLES

INTERNATIONAL ACCOUNT EXECUTIVE • GLOBAL BRAND MANAGER
• INTERNATIONAL TRADE SPECIALIST • IMPORTER/EXPORTER • GOVERNMENT RELATIONS MANAGER • BUSINESS SYSTEMS ANALYST • COMPLIANCE OFFICER • GLOBAL BUSINESS ANALYST

For more information, visit:
Niblock Student Center, Belk College of Business, Friday 305, belkcollege.uncc.edu
University Career Center, Atkins 150, career.uncc.edu