

# INTERNATIONAL BUSINESS

MAJOR

## International Business Highlights

**Modern enterprises operate in a global environment, and success can be elusive for those unable to navigate cultures other than their own.**

The International Business major is designed to equip students not only with strong business skills, but with the ability to work comfortably in more than one corner of the global marketplace.

Competency in a second language and thorough exposure to a chosen second culture are graduation requirements. In addition, a significant “international experience” (study abroad, international internship, etc.) is required and must be integrated into the student’s schedule. The requirements of the major are designed to allow students to choose an optional concentration in finance or marketing. Some international business majors also declare a second major, such as foreign language or another business area.

- James Madison University is **a member of the Virginia International Trade Alliance**, and students in the International Business senior level capstone class complete customized export plans for local businesses.
- The international business program is **a full member of the Consortium for Undergraduate International Business Education (CUIBE)**.
- The College of Business is **one of 5% of business schools with AACSB international accreditation** (Association to Advance Collegiate Schools of Business).



## Career Possibilities

Expatriate Services Coordinator  
Foreign Investment Advisor  
Global Marketing Manager  
Immigration Specialist  
Import/Export Data Coordinator  
International Bank Officer  
International Trade Specialist  
Investment Counselor  
Management Consultant/Analyst  
Marketing Coordinator  
Sales Executive  
Tourism Promotion Director

### RECOMMENDED MINORS

Asian Studies  
Economics  
Foreign Language  
Global Supply Chain Management  
Latin American Studies

### CO-CURRICULAR ORGANIZATIONS

Choose from more than 25 College of Business co-ed fraternities, clubs and honor societies to connect with peers and build leadership skills.





## Differential Tuition

As a student in the College of Business (CoB), you'll pay "differential tuition," an additional fee over JMU's standard tuition. This enables us to add significant value to your overall academic experience, and is a practice common among top business schools. These funds help ensure that our students gain a competitive edge for internships and job openings by providing hands-on experiences such as career treks, professional networking opportunities and career-development activities.



— GABRIELLA LEVENDUSKI ('22), INTERNATIONAL BUSINESS

"The program definitely pushed me to work my hardest, allowed me to be creative and taught me to think about all of my experiences with a global perspective."

## Starting Compensation\*

College of Business Major	Avg. Starting Compensation
International Business, B.B.A.	\$72,208
<b>Avg. / Bus. Majors</b>	<b>\$75,969</b>

\*This report highlights the post-graduation pursuits for 89% of the CoB Spring Class of 2023 bachelor's degree recipients.

## Curriculum Highlights

**International Business is an interdisciplinary program** with students taking internationally-focused courses from all of the business disciplines and the Department of Foreign Languages and Literature. You'll be expected to develop competency in a second language and culture of your choice.

All students majoring in International Business are required to complete a culturally immersive "international experience" of at least six-weeks in a country where English is not the primary language.

### THREE CONCENTRATIONS

Students must select one of three concentrations:

- General
- Marketing
- Finance

### COB ACCEPTANCE

After completing the lower-level B.B.A Core Courses and earning at least a 2.7 average GPA in those courses (excluding calculus and managerial accounting) students may apply for formal acceptance into the College of Business and become eligible for upper-level courses.

### LOWER B.B.A. CORE COURSES\*

- COB 191 - Business Analytics I\*\*
- COB 202 - Interpersonal Skills
- COB 204 - Computer Information Systems
- COB 241 - Financial Accounting
- COB 242 - Managerial Accounting
- COB 291 - Business Analytics II
- ECON 200 - Intro to Macroeconomics
- ECON 201 - Intro to Microeconomics
- MATH 205 or 235 - Calculus\*\*

\*official curriculum requirements are listed in the JMU Undergraduate Catalog  
 \*\*or equivalent