

# International Business



## Bachelor of Business Administration in International Business

**International Business is a unique major available to UW-Whitewater Bachelor of Business Administration students.**

As companies expand into other countries or work with global suppliers and customers, employees with international knowledge become increasingly valuable. The major is a good fit for students who are interested in traveling or living abroad, or cultivating the skills needed in an increasingly global workplace.

Students gain an in-depth understanding of global economics, finance, management, marketing and supply chain, as well as cross-cultural communication. In addition, all International Business students participate in a semester abroad before graduation.

There are two emphases in the International Business Major:

- Global Sourcing
- International Business



University of Wisconsin  
**Whitewater**

College of Business  
and Economics



[www.edu/cobe/bachelors/degrees-and-majors/international-business](http://www.edu/cobe/bachelors/degrees-and-majors/international-business)



# 100%

placement rate

# 30,000

active alumni

# \$57,841

average starting salary



## University of Wisconsin Whitewater

College of Business and Economics

### What would you do with this degree?

Career prospects for international business majors are open-ended with the potential for embarking on a number of career paths.

The United States Bureau of Labor Statistics (2021) projects an 8% growth in business and financial occupations between the years 2020 and 2030. Some international business careers can grow by as much as 30% within the same period.

The compensation rate for job roles in this guide ranges from \$47,470 to \$142,170. Meanwhile, the average international business salary according to Data USA is \$92,907.



### Common Employers

First Delta Group, Gartner Inc., Hellerman Tyton North America, Kerry Ingredients, Trek Bicycle Corporation



### Common Job Titles

Export Coordinator, International Customer Service, International Operations, Sales Executive



### Wisconsin's Largest Business School



**AACSB**  
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**AACSB**  
ACCREDITED  
Accounting

