



The boardroom doesn't end at the door. There's business all over the world, and every country is the business capital of something. What more relevant skill is there in a businessperson than being able to know and manage any market you find yourself in when you step off the plane? We need experts with a global perspective who understand the way our cultures and economies mingle. At Loyno, you'll take more than our strong courses in finance, international economics, marketing, and management—you'll also study culture; history; political science; and Asian, European, and Latin American business practices. You'll have foreign language study, internships, and opportunities to work and study abroad. The goal? To get you and your passport ready to take on the world.

This is the place.

The international influence on New Orleans' unique history and culture sometimes makes it seem like its own country. To say we embrace our multicultural heritage is an understatement—from jazz funerals and wedding second-lines to heritage parades at Mardi Gras and cultural food festivals nearly every weekend, culture is a way of life in New Orleans. That heritage, combined with our rich diversity and vibrant people, will supplement your study with a global perspective.

At Loyno, we know you can only get so much international prep from a classroom. All of our international business majors graduate with overseas experience, having studied and/or interned abroad. And if you choose simply to study, you'll take an internship at another time. That way, by the time you're looking for a job, you'll have already had one. Our Business Portfolio Program offers networking events, résumé workshops, mock interviews, job and internship searches, advising, and more. When you leave Loyno, we know you'll be prepared.

Courses

International business coursework supplements a core business curriculum from the economics, marketing, management, and accounting departments. You'll also either take an internship abroad or study abroad and complete an internship at home. Here's a sample of what you can expect to learn and do:

Introduction to International Business

This course prepares students to be effective decision-makers in an international setting. It covers the international business environment, including national differences in political economy and culture, international trade, exchange rates, intellectual property rights, and more.

International Financial Management

This course explores the problems and complexities that arise when trade and investment take place across national boundaries. Topics include financing international trade, exchange rate risk, risk exposure and management, and international investments.

International Marketing

This course explores similarities and differences of domestic and international marketing programs, sources of information available to firms considering foreign marketing efforts, costs and problems of gathering this information, and formulation and implementation of marketing strategies in other environments.