

# INTERNATIONAL BUSINESS

COLLEGE OF BUSINESS



**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 Loyola, you'll take more than 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.

## *Potential Employers:*

- J.P. Morgan
- General Electric
- C.H. Robinson
- The Recording Academy

**ATTENDING LOYOLA** means being in the heart of New Orleans. Our campus is located in the city's historic Uptown neighborhood, just a short drive from the Central Business District, the city's hub of innovation and strategic thinking. You'll learn to hone your talents in the city named #1 new brainpower city in America, and since you'll participate in our Portfolio Career Program, you'll have connections and opportunities throughout the city immediately.

## 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:

### **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.

### **Multinational Strategy**

This course is designed to enhance the student's analytical, research, communication, and strategic skills via two methods—first, in-depth class discussions of concepts and cases and second, an applied research project whereby students formulate and defend a global strategic plan for a company.