



# BE A GLOBAL CITIZEN A CAREER IN INTERNATIONAL BUSINESS

The world of international business is exciting because it combines the science and art of business with many other disciplines such as economics, anthropology, geography, history, language, jurisprudence, statistics and demography. It has become a more proactive environment that requires global corporations to utilize their worldwide networks for constant innovation to stay ahead of the competition. The world now demands that businesspeople (and therefore businesses) are "globally competent." Integral to learning about the principles and application of the concepts and theory, it is vital that students should get an exposure to international trade and transactions in action.

*Preparation [for working in the international sector] will come to naught unless one begins with three attributes: 1) A refusal to assume that whatever worked in one's previous company or country will work just as well in the next; 2) a willingness to listen and learn; and 3) a sense of humor.*

Jimmy Ong  
Senior Executive in Philippines

International business careers follow any number of paths including: international economics, industrial organization, multinational management, marketing, human resource management, finance, and accounting, along with a host of others. The field offers an array of opportunities to experience new cultures, political environments, co-workers, and problem solving strategies, which will provide an exciting and engaging career.



## GLOBALIZATION: ONE WORLD, ONE COMMUNITY

In the past couple of decades, the phenomenon of globalization has progressed from buzzword to reality.

Failure to become a part of the global market assures a nation of declining economic influence and a deteriorating standard of living for its citizens. Successful participation in international business, however, holds the promise of improved quality of life and a better society, even leading, some believe to a more peaceful world.

### MBA Employment Statistics for Class of 2001

|                         | Mean     | # of Students |
|-------------------------|----------|---------------|
| Base Salary             | \$86,061 | 207           |
| Signing Bonus           | \$25,275 | 195           |
| Guaranteed Annual Bonus | \$21,564 | 51            |

Globalization is the term used for the fast-paced growth of international trade and investment. It is the idea of dissolving all national borders to create one open marketplace in which the only "countries" become the multinational corporations. The concept of globalization is a controversial one for any number of reasons, especially with the experts divided as to whether it is a "good" or "bad" direction for the world economy to follow.

## POSSIBLE JOBS IN THE INTERNATIONAL BUSINESS FIELD:

- Accountant/Auditor
- Advertising Account Executive
- Bilingual (Multi-lingual) Consultant
- Economist
- Financial Advisor/Management
- Forensic Accountant/Auditor
- Management Analyst/Consultant
- Marketing Research Advisor
- Operations Research Analyst
- Public Administrator
- Public Relations Specialist
- Purchasing Agent (Buyer)
- Statistical Clerk
- Statistician
- Top/Middle/Lower-level Management

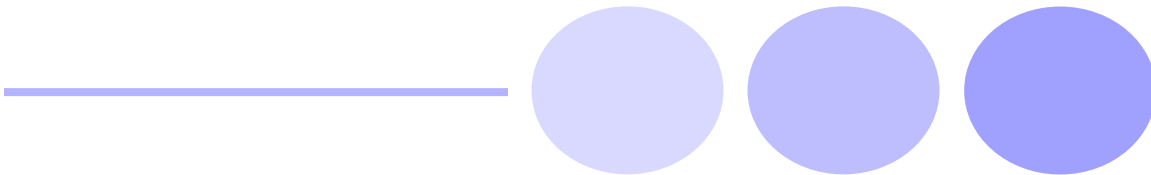


## BLUNDERS COMPANIES HAVE MADE:

- A well-known oil company was caught in an embarrassing situation when it learned of the inadvertently indecent name it had chosen for its products. The company established operations in Indonesia and manufactured machinery displaying the name Nonox, which sounded similar to the Javanese slang word *nonok* - a word comparable to the American idiom for female "private parts."
- In areas where many of the people are illiterate, the label usually depicts a picture of what the package contains. One company tried to sell baby food in an African nation by using its regular label, which showed a baby and stated the type of food in the jar. Unfortunately, the local population took one look at the labels and interpreted them to mean that the jars contained around-up

## SOME GLOBAL COMPANIES:

- 20<sup>th</sup> Century Fox
- 3M
- Bodycom
- Bombardier Aerospace
- CIA
- Cahners In-stat Group
- Catholic Relief Services
- Capital One Financial Corp.
- Colgate-Palmolive
- Commonwealth of Puerto Rico
- Credit Suisse First
- DuPont Pharmaceuticals
- eBay
- FBI
- Hewlett Packard
- Honda Trading America
- Honeywell
- IBM Microelectronics
- InTouch Virtual Office Solutions



## POPULAR COUNTRIES FOR POSITIONS:

|           |              |
|-----------|--------------|
| Spain     | China        |
| U.K.      | Egypt        |
| Australia | Singapore    |
| Japan     | South Africa |
| Mexico    | Brazil       |
| Canada    | France       |
| India     | Costa Rica   |
| Columbia  | Sweden       |
| Korea     | Italy        |

## Skills for Career in International Business:

International businesspeople require certain skills that separate them from everyone else. These skills are primarily focused around a “global mindset.” This includes cultural sensitivity/savvy, teamwork, the ability to think outside of the box, and leadership.

International business is the now and it is the future. Regardless of the specific field chosen, a career in this field will provide a well-rounded life experience. The growth and room for development, along with the malleability of the international arena are factors contributing to the globalization phenomenon. Not only that, but the long-term personal benefits are innumerable (and invaluable).

A career in international business can be the adventure of a lifetime with benefits that would stretch a mile long. Among them is the ability to see other cultures, work with people from other environments, and the biggest is that this career puts the world at your feet to be your playground!



## TRAVEL TIPS:

1. *Read in* – peruse appropriate newspapers, magazines, and background material.
2. *Mind your language* – back-translate and don't use metaphors
3. *Watch your humor* – jokes aren't funny everywhere.
4. *Slow down redux* – a gesture is worth a thousand words!
5. *Watch your schedule* – it takes more energy to do business and make personal connections outside of your element.
6. *Make room for social interchange* – learn about other cultures!
7. *Make friends* – it's probably best if they're not business associates.
8. *“Use” your weekends* – hang out, visit pubs and museums, have fun!
9. *Contribute* – become a member of the community.
10. *Learn the language* – this is invaluable!
11. *Walk the streets* – see what the country is all about; turn your senses to your surroundings.
12. *Tomorrow is another day* – so be patient with yourself and others.

## GRADUATE SCHOOL LIFE:

MBA professors are no longer teaching students what to think, but *how* to think. Schools like Barry University in South Florida, Florida International University's College of Business Administration, and Duke University in North Carolina are among the universities starting to focus on the non-traditional aspects of international business, such as the e-commerce phenomenon, the cultural environments, the way it relates to entrepreneurial activities, and global supply chain management.

There are also schools, such as Thunderbird in Arizona and The University of Memphis in Tennessee, that are offering a newer degree and the opportunities of a lifetime: the IMBA (International MBA). These are programs that focus purely on business as it pertains to the global playing field. In addition to these IMBA programs, there are a host of schools that are now offering specialized MBA degrees.

### International Management Partner Schools at NYU Stern

#### Australia

University of New South Wales, Sydney

#### Costa Rica

Instituto Centroamericano de Administración de Empresas, Alajuela

#### Singapore

Nanyang Technical University

#### Norway

Norges Handelshovskole, Bergen

## INTERNATIONAL BUSINESS AT ASHLAND UNIVERSITY

In the future, as the global flow of capital and people increases, technology and information will make the world seem more integrated and interdependent than ever. To compete in this ultra-connected environment, businesses need leaders who can expand their vision to include the global marketplace.

To help meet this challenge, Ashland University has designed a unique major in international business to prepare students for the dynamics of a changing, multinational global economy. The program provides education in the basic business skills that are essential for leadership in the organizations of the future. The international business program aims to orient our future leaders with an appreciation of other cultures, a sophisticated understanding of what constitutes good corporate citizenship in host countries, and a strong desire and ability to develop strategies and policies that protect and enhance all peoples and their environments.

Courses offered in the International Business major include:

- International Business Culture
- Global Management
- Students in Free Enterprise (SIFE)
- Consumer behavior and consumerism
- International Finance
- Principles of Marketing
- Marketing Communications
- Global human resource management
- Internship in international business
- Ethical issues in international business
- Investment analysis
- Entrepreneurship
- Proctoring in international business
- International marketing
- International finance and banking
- Multinational corporate strategy

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