

# Bachelor of Arts in **International Business**



## **WHAT DO STUDENTS LEARN?**

Chatham students who major in international business learn how to think globally as they develop skills in strategy, entrepreneurship, quantitative analysis, and information systems. The curriculum engages the student in all functional areas of business and explores how these functions change and adapt by expanding across borders. Through an innovative combination of cross-disciplinary coursework, students develop expertise in language, cultural sensitivity, and an ongoing knowledge of world affairs.

## **WHAT DO GRADUATES GO ON TO DO?**

Chatham international business graduates are fully prepared to take advantage of diverse career opportunities including international finance, global marketing and entrepreneurship, and programming. You will also have the theoretical and statistical foundations needed to continue your education at the graduate level in areas including international business, commercial trade, economics, and global policies.

In addition to skills and theories pertinent to international business, Chatham's program will give you a foundational understanding of how business works in an increasingly global and interconnected environment. You will benefit from Chatham's unique commitment to addressing issues such as sustainability, diversity, and responsible business in a global context. You will leave Chatham fully prepared for employment, thanks to professional development in in-demand business areas such as project management, Six Sigma, coding, as well as the individualized attention of and experience conveyed by our faculty.



## PROGRAM HIGHLIGHTS

- It's easy to enhance your degree with a certificate in International Studies in one of five major global regions: Africa, Asia, Europe, Latin America, and the Middle East. The certificate includes a language requirement, history and culture courses, and an international field experience. Certificate students are eligible for additional study abroad funding.
- Enhance your classroom knowledge with business seminars on career strategies and issues affecting international markets, personal sessions with mentors, and networking events with successful business professionals both on- and off-campus
- All students complete a capstone seminar that channels the knowledge they've accumulated into a discipline-specific project under close faculty guidance.
- Set yourself apart with a minor in one of Chatham's other undergraduate business programs (economics, marketing, accounting, management information systems, management, or applied data science analytics), or in another field such as psychology or communications.
- The Center for Women's Entrepreneurship (CWE) connects students with area business leaders and promotes events on-campus, such as the Think Big Forum, a series of panel discussions focusing on strategic business growth, entrepreneurship, leadership, and sustainability.
- Qualified students may be eligible for an Integrated Degree Program, allowing them to save money and speed time to acquiring both bachelor's and master's degrees from Chatham University, such as an MBA or a Masters of Accounting degree.
- Qualified students may be eligible for the 3-1-1 program at the Heinz College at Carnegie Mellon University, where they may complete both bachelor's and master's degrees in five years.

## SAMPLE COURSES

### International Business

This course provides the background on the relationships among multinational corporations, international financial markets, and government agencies. Multinational corporations' strategic formulations of product policy research and development, production, and supply systems, as well as financing of international operations, are examined. This course fulfills a global general education mission requirement.

### International Trade and Finance

An introduction to international trade and finance, and an examination of the structure of international trade and the functioning of the international monetary system. Attention is given to recent issues in these areas and the relationship between the domestic and international economies.

### Global Marketing

This course explores the rapidly evolving realities of international marketing. Through class discussion, case study and project work, students learn to analyze macro-environments (alternative cultures, economic systems, financial markets, governments and legal issues). Students learn to develop marketing strategies and tactics to fit the unique aspects of targeted global markets.

► [www.chatham.edu/international-business/curriculum.cfm](http://www.chatham.edu/international-business/curriculum.cfm)

## INTERNSHIPS

Former students have interned with a variety of companies and organizations, including

- United States Commercial Service
- Dick's Sporting Goods
- PNC
- ELS Marketing Group, LLC
- PPG
- Toyota

## ACCREDITATION

Chatham University has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE).



“My time so far in the international business program has been a whirlwind of networking and personal advancement. Thanks to the resources Chatham faculty members have to offer, in my first year I have already made international contacts, started my own international communications program, and am currently working on research with federally linked and respected international activism agencies.”

— TREVOR BORSH '21



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**[apply.chatham.edu](http://apply.chatham.edu)**

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**LEARN MORE**

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*Read faculty bios, browse course descriptions, and  
learn about program requirements at*  
**[chatham.edu/international-business](http://chatham.edu/international-business)**

