

GLOBAL BUSINESS

MULTIDISCIPLINARY CONCENTRATION GUIDE

Global Business is a multidisciplinary concentration which means it must be paired with any functional concentration of your choosing.

A multidisciplinary concentration provides a breadth of exposure regarding a particular industrial sector or an area of business, through a cross-section of related courses from within Questrom and across the University. Students interested in Global Business may be interested in careers in traditional global business environments and practices. Global Business can provide a good foundation for awareness of diversity and cultural topics, as well as analysis of globalization opportunities for businesses.

A multidisciplinary concentration in Global Business can lead to a variety of career paths. As such, students are encouraged to select a Functional Concentration that pairs with their area of additional interest. The choices with the more common pairings are Finance, Marketing, Information Systems, or Strategy.

To concentrate in Global Business there is a required study abroad experience as well as a language requirement. For more information on required courses and other details please visit [here](#).

INTERNATIONAL FINANCE

International Finance involves economic interactions between two or more countries as opposed to interactions within a single market. Though there are many areas of international finance, this area largely focuses on the global financial system, international monetary systems, exchange rates, foreign direct investment, and international trade. Professionals at multinational enterprises and global financial institutions are also engaged in financial management activities related to political, economic, and foreign exchange risk, tax and financial reporting differences, and raising capital.

Careers Include: Financial Analyst, Economist, Tax Manager, Financial Reporting Manager, Consultant, Business Analyst, Ventures Analyst

INTERNATIONAL MARKETING

Globalization has accelerated the expansion of businesses worldwide necessitating the application of marketing concepts to new markets. Professionals in international marketing must carefully research consumer behavior, identify target audiences, and promote products and services in ways that resonate with local populations in ways that differ from the home market. Understanding cultural, social, economic, and legal considerations in new markets is critical for company expansion.

Careers Include: International Marketing Manager, Marketing Specialist, Market Research Analyst, Product Manager, Brand Manager

GLOBAL STRATEGY

Businesses often choose to expand internationally to maximize profitability, secure resources, increase efficiency, or enhance market position. Moving beyond the home market calls for culturally competent professionals with expert business knowledge and acumen to penetrate new markets, establish a global presence, and gain a competitive advantage. Whereas international strategy seeks to tailor products and services to local markets, global strategy aims to provide established products and services to a worldwide market.

Careers Include: Business Development Analyst, Corporate Strategic Planning Analyst, Global Marketing Analyst, Internal Business Analyst, Internal Consulting Analyst

GLOBAL ENTREPRENEURSHIP

Global Entrepreneurs engage in innovative business activities in many countries. Establishment of new companies and the development of new products and services often require global entrepreneurs to have expansive knowledge cultural, social, economic, and legal forces in the countries where business will be conducted. Global entrepreneurs must not only have a strong vision, but they must also have the skill set to navigate the variety of operational differences across borders.

Careers Include: Entrepreneur, Product Manager, Sales Manager, Business Development Analyst, Emerging Markets Analyst

GLOBAL SUPPLY CHAIN MANAGEMENT

Supply Chain Management involves strategic use of people, processes, and technology to enhance customer experience, reduce costs, and accelerate growth. Global Supply Management is similar but operates some business activity in other markets with low production costs. Seamless coordination is required from the acquisition of raw materials to production and distribution to the consumer.

Careers Include: Global Supply Chain Planner, Purchasing Agent, Operations Manager, Logistics Analyst, Distribution Manager

MULTINATIONAL MANAGEMENT

Managers and Executives at multinational enterprises navigate competitive environments with great knowledge of the political and social aspects of business across borders while also possessing deep functional knowledge in areas such as finance, marketing, accounting, operations, and more. They often speak multiple languages with a deep understanding and appreciation for the cultures represented in the workplace and local markets.

Careers Include: Business Development Manager, Global Product Manager, Global Accounts Manager, International Tax Manager, Global Sales Manager

FAMILY BUSINESS

One of the oldest forms of business organization is the family business. Today, it is largely defined as an organization in which majority ownership and control of the business rests within a single family. Family businesses have a distinctive competitive advantage in that they often are committed to long-term stability, high-quality products and services, and exceptional care of employers and consumers. Family businesses have a presence in nearly all industries and important players in the global economy.

Careers Include: Founder, President, Managing Partner, Board Member, Human Resources Director, Operations Director, Marketing Manager

GOVERNMENT/BUSINESS RELATIONS

Federal job opportunities are ever-expanding and encompass a variety of issue areas from renewable energy to technology, education, economics, and more. Competitive compensation, job security, and attractive benefits complement exciting careers domestically and abroad that focus on international policies and initiatives. Some top federal agencies with opportunities for foreign service include the Department of Commerce, the U.S. Agency for International Development, the Peace Corp, and the Department of Defense.

Careers Include: Budget Analyst, Foreign Service Officer, IT Specialist, Realty Assistant, Auditor, Human Resources Assistant

SUPRA-NATIONAL & NON-GOVERNMENTAL ORGANIZATIONS

Supra-National and Non-Governmental Organizations transcend national borders and are comprised of member countries that yield sovereignty on certain international matters. Members vote on various matters and agree to abide by internationally agreed upon regulations and policies. Examples of these organizations include the International Monetary Fund, World Bank, United Nations, International Labour Organization, and World Trade Organization.

Careers Include: Economist, Assurance Manager, Data Analyst, Associate Accountant, Associate Legal Officer, Information Management Specialist

CLASSES TO CAREER GRID

Interested in seeing how different career paths connect back to the classes you take? Take a look at the grid below to help you strategize which classes will help you build the skills and knowledge you need to meet your career goals.

CLASS	INTL. FINANCE	INTL. MARKETING	GLOBAL STRATEGY	GLOBAL ENTREPRENEURSHIP	GLOBAL SUPPLY CHAIN MANAGEMENT	MULTINATIONAL MANAGEMENT	FAMILY BUSINESS	GOV./ BUSINESS RELATIONS	SUPRA-NATIONAL & NON-GOV.
QST IM 345 Global Business Environment	×	×	×	×	×	×	×	×	×
QST IM 445 Multinational Management	×	×	×		×	×		×	×
QST FE 427 International Financial Management	×		×		×	×		×	×
QST MK 467 Global Marketing Management		×	×		×	×	×		
QST OB 444 Leading in a Global Environment			×	×		×	×		
QST OM 467 Global Supply Chain Management	×		×		×	×			
QST SI 471 International Entrepreneurship			×	×		×	×		
QST SI 475 Global Management Experience						×			
QST IM 471 Made in Italy		×	×	×		×	×		
CAS EC 320 Economics of Less-Developed Regions	×					×		×	×
CAS EC 369 Economic Development of Latin America						×	×	×	×
CAS EC 370 The Chinese Economy						×	×	×	
CAS EC 391 International Trade	×	×	×		×	×			
CAS GE/IR 304 Environmentally Sustainable Development		×	×	×	×	×		×	
CAS IR 428 International Negotiations	×	×	×		×	×	×	×	
CAS IR 350 History of International Relations Since 1945			×			×		×	×

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CAS IR 399 Fundamentals of Global Money	×	×	×	×	×	×	×	×	×
CAS IR 336 European Business Environment: Institutions and Enterprise						×	×	×	×
CAS IR 250 Europe & International Relations						×	×	×	×
CAS IR 271 Introduction to International Relations			×			×		×	×
CAS IR 275 The Making of Asia		×		×		×	×	×	×
CAS IR 292 Fundamentals of International Economics	×		×		×	×		×	
CAS IR 307 Introduction to Middle East Politics						×	×	×	×
CAS IR 308 Introduction to Global Resource Geopolitics			×		×	×		×	×
CAS IR 322 Governing Crises: The Political Economy of Financial Booms & Busts	×		×			×		×	
CAS IR 33 Non-State Actors in International Relations			×			×		×	×
CAS IR 373 Global Governance & International Organization			×			×		×	×
CAS IR 395 North-South Relations					×	×		×	×
CAS IR 340 Comparative Public Policy						×		×	×
CAS IR 430 Africa and Globalization: Opportunities and Obstacles		×				×		×	×
CAS SO 206 Introduction to the Sociology of Globalization		×				×		×	×
CAS SO/IR 242 Globalization & World Poverty		×	×			×		×	×

INTERNSHIP AND JOB SEARCH RESOURCES

- [Vault](#)
- [Pardee Library](#)
- [Indeed](#)
- [Simply Hired](#)
- [Internships](#)
- [Glassdoor](#)

NEXT STEPS

QUESTROM/BU CLUBS

Joining clubs is a great way to gain experience and build your professional network.

Below is a specific club within Questrom for those interested in Global Business. For a complete list of business specific Questrom Clubs, please visit [here](#) and for a list of BU wide clubs that offer organizations across larger interest areas ranging from health to nonprofits, please visit [here](#).

- [International Business Club](#)

PROFESSIONAL ASSOCIATIONS

Professional Associations exist on the regional and national level. They host national conferences discussing relevant topics, networking events and training and professional development opportunities.

If you are interested in Global Business careers, here are some professional associations, you may want to consider joining:

- [Association of Career Professionals International: ACP International](#)
- [International Federation of Accountants](#)
- [NASBITE International](#)

LINKEDIN GROUPS

LinkedIn is a crucial part of anyone's job search and networking strategy. Using LinkedIn groups, you can develop more targeted networks for various criteria including location, industry, function and more!

Below is a list of sample LinkedIn groups Global Business concentrators may want to consider, for more assistance on using this feature please make an appointment with a UDC Career Advisor at bu.joinhandshake.com:

- International Business
- IIBA (International Institute of Business Analysis)
- International Association of Business Communicators (IABC)
- Global Sales & International Business Advisory