Career-Related Services

Career Counseling
Graduate School Planning
Career Resource Library
Career Assessments
Internship Planning
Credentials Services

Hours

Monday - Friday
8 am - 5 pm
International Business
Career Options for International Business Majors

This booklet contains specific information about majoring in international business at The University of Texas at Austin, as well as career opportunities related to this major. The careers listed typically require a bachelor’s degree, and special certification or training requirements are noted. Please use this booklet as an idea generator, rather than as a comprehensive list of all career options for international business majors. The career descriptions were obtained from the Center for Strategic Advising & Career Counseling (CSA&CC) library resources and career websites (see listing of sources on last page).

The first section, “Direct Career Opportunities,” includes careers that use the global perspective and problem-solving skills acquired by international business majors. The second section, “More Career Opportunities,” lists careers that are potentially available to all business majors who have related experience or coursework.

For international business majors, there are many career options that require a master’s or doctoral degree but do not require any particular undergraduate degree. Examples of these include law, international affairs, museum administration, library and information studies, hospital administration, and many more. For careers requiring graduate education, please visit our library or speak to a career counselor.

The CSA&CC offers many other services and resources to help you with your career planning. These include:

- Career Counseling
- Career Assessment
- Career Information Library
- Internship Information
- Graduate School Planning Assistance

Visit our website at utexas.edu/ugs/csacc or call (512) 232-8400 for more information.
Majoring in International Business at The University of Texas at Austin

Departmental Website: www.mccombs.utexas.edu/bba/academics/majors/international-business/
Campus Location: CBA 2.400
Phone Number: 471-0690

Description of Major
International business reflects the dynamic nature of global business realities and promotes the development of a global mindset. It emphasizes basic principles and practices of conducting international business activities, assesses the implications of foreign direct investment, and analyzes foreign exchange markets and their role in the global economy. International business examines the international financial, political, and economic environment, how that environment influences a company’s strategies and performance, how culture plays a role in guiding a company’s activities, and how a company can leverage home and host country resources to overcome challenges inherent in managing a multinational enterprise.

Areas of Study
International Business majors choose one area of the world and take nine hours of upper-division courses from a corresponding field of area studies, such as Latin American Studies, Asian Studies, or Middle Eastern Studies.

Examples of Courses
IB 350 International Trade
Introduction to economic theories, the international institutions that support and impact global commerce and the political and cultural environments that form the context for global business. The topics in the class have been selected to address both theoretical and practical dimensions of the global economy.
IB 372 Global Entrepreneurship
Provides essential insight and experience to all students interested in understanding how an international business is initially organized operationally, managed, and responds to global crises. The course adopts a real-world focus in which students personally develop a ‘virtual’ international business from the ground up, learn to manage a globally diverse value chain, and ultimately identify methods for rapidly responding to various international crises impacting their business.

IB 320F Foundations of International Business
Fundamentals of international trade and the international economy; international dimensions of several functional areas of business, including management, marketing, finance, and human resource management; theoretical, institutional, and functional foundations of international business. May not be counted toward the Bachelor of Business Administration degree.

LAS 325 Social Change in Developing Nations
Examines social change broadly defined. It covers theories of economic development, patterns of economic growth in contemporary developing countries, the relation between economic development and the type of political regime, and theories of social movements and revolutions.

Skills Gained by International Business Majors:
Problem-solving and decision-making
Foreign language
Understanding cultural diversity
Communicating with individuals and groups
Writing
Analyzing quantitative data

Direct Job Opportunities
This sampling includes careers that use the global perspective and problem-solving skills typically acquired by international business majors.
Cultural Advisor
Provide foreign language instruction and cultural awareness to employees in international business. May conduct market research for companies wishing to expand their markets overseas or assist in foreign career placement. Often work on a freelance basis and specialize in an area such as technology, management, banking, law, media, or education.

Export Manager
Coordinate foreign sales activities, negotiate legal contracts, and direct transportation details such as licensing agreements, customs declarations, and shipping. Work for government agencies, international companies, shipping firms, retailers, and manufacturers.

Foreign Exchange Trader
Buy and sell foreign currencies. Recommend competitive foreign exchange rates based on market performance. Review orders to ensure accuracy, record keeping, and adherence to regulations. Carry out trades and maintain company accounts. Work for insurance companies, banks, mutual fund companies, and brokerage firms.

Foreign Exchange Trading Manager
Coordinate and regulate foreign exchange trades for an organization. Monitor compliance with government regulations and requirements. Maintain current knowledge of foreign market conditions. Supervise foreign exchange traders. Work for insurance companies, banks, mutual fund companies, and brokerage firms.

Foreign Trade Consultant
Work as independent broker to monitor activity in foreign markets and earn commission by matching buyers and sellers. Assess a company’s products and give advice regarding which products are exportable. Find receptive markets, locate customers, ensure compliance with local registrations and regulatory compliance, and establish contracts with distributors. Provide guidance on adapting products to foreign markets and assist in design of market entry strategies. May require an MBA.
Global Human Resources Manager
Create and implement international human resources programs and policies, such as staffing, benefits, compensation, visa/green card processing, training, employee relations, and health and safety programs. Oversee expatriate or immigration programs for employees.

Import/Export Agent
Coordinate settlements between domestic and foreign sellers and buyers. Oversee delivery of goods, supervise shipping and receiving, and act as trade representative. Oversee assessment of import and export taxes and handle any customs concerns.

International Financial Analyst
Analyze companies’ financial situations and recommend ways to spend, invest, and manage money. Analyze financial statements and histories, assess industry trends, interview corporate officers, develop economic forecasts, and make recommendations through oral and written reports. Work for international banks, insurance companies, mutual funds, securities firms, and government agencies.

International Financial Planner
Use knowledge of global investing, insurance, and tax law to help businesses and individuals make decisions to meet financial goals. Assess clients’ needs, define goals, and make recommendations involving asset allocation, college savings, retirement planning, and estate planning. Present a specific written plan and meet periodically to review performance and revise plans.

International Investment Banker
Help global corporations or state governments raise capital by selling new securities to the public. Entry-level employees usually start as a research or investment analyst. Perform market research and write “pitch books” that promote investment bank’s capabilities. Prepare financial projection models and write projections of cash flow and performance. Assist in corporate diligence reviews of internal records and financial statements.
International Lending Manager
Coordinate all activities relating to a financial institution’s international loan operations. Ensure compliance with established international policies and standards. Create and carry out procedures and policies for efficient international lending operations.

International Market Research Analyst
Research market conditions in other countries to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

International Sales Representative
Develop new prospects and network with international customers to increase sales of a company’s services and products. Apply knowledge of global differences in cultural and legal issues to positively improve sales performance.

International Trade Specialist
Coordinate credit and financial activities for import/export businesses. Act as advisor on matters of tariffs, markets, and federal and foreign regulations. Negotiate letters of credit and handle issues that arise with international banks.

More Job Opportunities
This section lists other opportunities that may be available to all business majors. Entry into these careers usually requires internship or volunteer experience or relevant coursework in addition to an international business degree. This is a sampling of job opportunities; for more options and ideas, please visit the career information library.

ADVERTISING/ MARKETING/SALES

Advertising and Promotions Manager
Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-
aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

**Buyer**
Purchase merchandise directly from manufacturers and resell it to retailers (wholesale buyer) or purchase goods from wholesalers for resale (retail buyer). Become expert in particular kind of merchandise (such as clothing or electronics), stay informed about new trends, analyze customers’ buying preferences, and decide what merchandise employer will sell.

**Customer Service Representative**
Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

**Real Estate Agent**
Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans. Requires a state license.

**Sales/Service Manager**
Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

**BUSINESS**

**Credit Analyst**
Make recommendations to lending institutions about the level of risk associated with business and personal loan applicants. Contact banks, credit associations, and other organizations to obtain financial information. Prepare, analyze, and approve loan requests and write reports for bank executives recommending credit limits.
Insurance Agent
Assist companies and individuals in selecting the most appropriate insurance policies. Consult with clients, write reports, maintain records, and help process insurance claims. A professional license is required, and business courses can be helpful.

Loan Officer
Provide guidance and information for prospective loan applicants. Analyze and verify clients’ creditworthiness. May negotiate repayment plans with delinquent borrowers. Work for commercial banks, credit unions, and other financial institutions.

Management Consultant Analyst
Analyze business problems by collecting information from both internal and external sources, developing possible solutions, and then making recommendations to management team. Usually work for consulting firms, who hire recent college graduates for 2-3 year analyst positions.

Project Manager
Plan, administer, and coordinate projects that relate to product development, product improvement, research for new ventures, new product sales launches, or organizational structure. Develop product schedules, allocate resources, interface with vendors, and hire, train, and supervise employers.

Retail Manager
Oversee profitable operation of retail stores, including hiring and supervising employees, managing inventory, and managing the budget. May be responsible for merchandise promotions and advertising.

CORPORATE COMMUNICATIONS

Corporate Recruiter
Maintain contacts in the community and travel, often to college campuses, to seek qualified job applicants. Screen and interview applicants and makes job offers. Stay up-to-date on organizational hiring policies, equal employment opportunity, and affirmative action guidelines. Work for companies, government agencies, and
non-profit organizations.

**Diversity Officer**  
Research, analyze, and monitor staffing policies to achieve diversity goals. Conduct outreach activities to identify and attract qualified women and minority applicants for company openings.

**Human Resources Specialist**  
Create and carry out human resource programs and policies including staffing, compensation, benefits, immigration, employee relations, training and health and safety programs. Assess employees for promotion.

**Meeting & Convention Planner**  
Coordinate all aspects of group meetings and conventions, including speakers, location, audio-visual equipment, and publicity. Work for nonprofit organizations, professional associations, hotels, corporations, and government agencies.

**Public Relations Specialist**  
Write articles for internal publications, write press releases, assemble press kits, arrange speaking engagements, assist in fundraising activities. Work in a variety of settings: business, government, non-profit, and education.

**EDUCATION**

**College Academic Advisor**  
Advise business majors at all levels about selection of courses, schedule planning, and other academic issues. May present seminars and workshops and develop and implement academic programs and refer students to other campus resources.

**College Admissions Officer**  
Evaluate freshman and transfer applicants; counsel and advise the general public including, but not limited to, prospective applicants, parents, faculty, and administration on admission-related issues; and participate in various recruitment and yield activities.
**Corporate Trainer**  
Develop and conduct individual, group, and classroom training for employees on a wide variety of subjects. Develop training manuals, handouts, procedures, and supplemental training materials. Other duties involve test creation and administration for the advancement of employees.

**Disability Services Coordinator**  
Serve as an advocate for students with disabilities. Work with faculty to understand and provide reasonable accommodations for students with documented disabilities. Promote disability awareness on college campuses.

**Residence Life Coordinator**  
Supervise undergraduate and/or graduate staff, develop residence hall community, respond to student concerns, manage administration and facilities, and participate in department initiatives and campus life.

**ENVIRONMENT AND OUTDOOR**

**Green Marketing Analyst**  
Create innovative ways to introduce environmentally conscious products into the marketplace. Analyze sales data and consumer spending habits and consult with other marketing team members and graphic designers.

**Outdoor Guide**  
Lead groups on trips involving outdoor recreational activities such as fishing, hiking, nature photography, wildlife observation, or canoeing. Provide educational information about physical environment, wildlife, climate, and ecology. Work for tour companies, ranches, parks, or on freelance basis.

**Recycling Coordinator**  
Design and implement curbside and drop-off recycling and hazardous waste programs through city governments or private firms. Conduct public outreach campaigns to educate people about the advantages of recycling. May ensure compliance with ordinances or apply for grants.
Tour Guide
Escort individuals or groups on sightseeing tours or through places of interest, such as national parks, industrial establishments, public buildings, and art galleries.

GOVERNMENT

Legal Assistant
Assist lawyers by researching legal precedent, investigating facts, or preparing legal documents. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action.

Legislative Analyst
Perform quantitative and qualitative analysis of information needed by legislators and other government officials. Evaluate policy issues and options, write reports, conduct briefing meetings, and respond to inquiries.

Legislative Assistant
Meet with lobbyists, arrange committee and subcommittee hearings, assist in developing legislation and amendments. Respond to requests for information, prepare memos and reports based on completed research for legislators.

Lobbying Organizer
Distribute information about a particular issue or organization, recruit volunteers, solicit funds, and organize such efforts as rallies, letter-writing campaigns, and voter registrations drives. Work for special and public interest groups as well as professional lobbyists.

Political Party Staffer
Work to advance a political party’s agenda by recruiting and training candidates, preparing for conventions, planning fundraisers and publicity events, and supporting elected officials. Internship experience is especially helpful.
**HUMAN SERVICES**

**Americorps Volunteer**
Serve full-time for a year in organizations and agencies throughout the country, work to fight illiteracy, improve health services, create businesses, increase housing opportunities, or bridge the digital divide. Benefits include an Education Award or an end-of-service stipend.

**Community Organizer**
Establish and organize community groups to solve social problems in the community. Assess strengths and weaknesses of existing resources and propose changes. Promote cooperation and coordination among government agencies, nonprofit organizations, and other community groups. Conduct research, prepare budgets, and assist in fundraising.

**Corporate Foundation Worker**
Help corporations support projects and social service agencies in the community by screening proposals, giving presentations, and advising company boards which projects to fund.

**Volunteer Coordinator**
Recruit, train, schedule and provide supervision to volunteers at non-profit organizations. Arrange for on-the-job and other required training, supervision and evaluation of volunteers. Serve as liaison between administration, staff, and volunteers.

**INTERNATIONAL**

**Foreign Service Officer**
Analyze and report on political and economic developments, including agricultural trends, humanitarian and social conditions. Identify export markets, negotiate international agreements, and interpret US policies and interests for foreign governments, opinion leaders and publics. Issue visas to foreign nationals, provide development assistance, and arrange cultural exchanges.
Import/Export Agent
Coordinate settlements between domestic and foreign sellers and buyers. Oversee delivery of goods, supervise shipping and receiving, and act as trade representative. Oversee assessment of import and export taxes and handle any customs concerns.

Intelligence Officer
A member of the armed forces, police officer or civilian intelligence agency who specializes in the gathering, fusion and analysis of information and intelligence in order to provide advice to their government or another organization.

Peace Corps Volunteer
Peace Corps Volunteers work internationally in the following areas: education, youth outreach, and community development; health and HIV/AIDS; agriculture and environment; business development; and information technology. Within these areas, the specific duties and responsibilities of each Volunteer can vary widely.

MEDIA/PUBLISHING

Copy Editor
Act as liaison between author, editor, and proofreader. Review manuscripts for grammar and style usage. May develop in-house style guide, supervise freelance staff, and handle author queries.

Copywriter
Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material for use by publication or broadcast media to promote sale of goods and services.

Grant Writer
Write and develop grant proposals, which includes conducting needs assessments and matching product needs with available funding. Work for government or non-profit agencies.
Staff Writer
Research and write articles for magazine. May write article promos, short features, author bios, or photo captions. May work on freelance basis or for one particular magazine.

Travel Writer
Write features with detailed, accurate, timely and up-to-date information regarding destinations, hotels, restaurants, tours, activities, etc, using a variety of sources of information. Involves thorough research and travel.

RESEARCH

Information Broker
Perform research for clients in business, healthcare, government, law, and science. Uses Internet, database, and library resources to find specific information. May also analyze information, write reports, and train clients in information retrieval. Often work for consulting firms or on freelance basis.

Institutional Researcher
Write institutional and policy histories; research and report on current issues, long-range trends; edit records; manage archives. Work for government agencies, private corporations, public archives and libraries.

Market Research Analyst
Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

Publications Researcher
Research story and script ideas; maintain research files on topics and people; verify stories for accuracy. Work for newspaper, magazine, or book publishers.
Survey Researcher
Design or conduct surveys. May supervise interviewers who conduct the survey in person or over the telephone. May present survey results to client.

SOURCES

College Surfing: business.collegesurfing.com/content/cat/190

George Washington University Career Center: gwired.gwu.edu/career

Salary Wizard: swz.salary.com

Eastern Michigan University: www.emich.edu/public/foreignlanguages/careers/jobtitle.htm