Business Administration

Professional Specialization: International Business

Students work on integrating international planning, strategic management, cross-cultural business negotiations, ethics, and global market opportunities.

The program details business practices in the North American Free Trade Agreement, European Union, and emerging economies in Asia, Middle East, and Latin America.

Career Options:
Some career opportunities in a dynamic and growing global market include:

- International Marketing Development
- Global Branding
- Business Strategy Consultant
- Foreign Market Analyst
- International Sales and Procurement
- Import/Export Management
- World Trade Consultant

Learning Focus:

International Business at Daemen:

- Students develop the cross-cultural skills in demand for international business management.
- Classes provide relevant theoretical and practical insights concerning the role international politics, economics, culture, exchange rates, and foreign policies play in today's global market.
- Dedicated and experienced professors with international backgrounds provide personalized attention to each student.
- The program focuses on the impact of global change on corporate strategies and patterns of international trade.
- Students can differentiate themselves by learning a new language. Daemen provides several modern language programs to International Business students.

“The students are confident. They reached out to potential distributors from all around the world without hesitation.”

“I’m very pleased with their level of maturity and dedication they have for our company.”
- John Deluca,
  International Sales Manager, Liberty Pumps
International Business Students at Daemen gain EXPERIENCE:

- Students are required to complete a 3 credit (120 hour) internship to gain hands on experience.
- Internships at international companies such as Rich Products, Ivoclar, Delaware North, and Liberty Pumps.
- Professors offer networking opportunities with multinational companies and at international business events.
- Senior students create company reports for initial foreign market launch.
- Projects emphasize the importance of market research, corporate culture, research and development, export costs, international agencies, and country of origin.

Experienced Faculty:

- International Business classes are taught by professors with extensive work experience within transnational companies in Europe, Latin America and the USA.
- Professors are experienced in different business cultures; speak several languages and introduce students to local, national, regional and global economic contacts.
- Faculty members act as key resource for networking and internships.

Minors:
Opportunity to complete minors in areas such as:

- Marketing
- Human Resource Management
- Sport Management
- Entrepreneurship
- Sustainability
- Public Relations
- Public Administration

David Morales, International Business Internship: Liberty Pumps

“At my internship, I am responsible for finding potential international distributors. Since I learned about various cultures and their business practices at Daemen I felt confident when contacting companies in Chile, Colombia, Brazil, Panama, and Argentina.”

“Learning about business theories and practices coupled with the understanding of different cultures in the global market gave me a huge advantage to succeed at my internship.”

Daemen College has received specialized accreditation for its B.S. Business Administration (all specializations) program through the International Accreditation Council for Business Education (IACBE), located in Olathe, Kansas.

For more information, contact Dr. Torsten Doering, at 716-839-8239 or tdoering@daemen.edu.