

BUSINESS: INTERNATIONAL BUSINESS, BBA

Admissions to the Business: International Business, BBA is suspended as of fall 2023 and will be discontinued as of fall 2028. Students interested in this area of study should pursue the new Certificate in International Business (<https://guide.wisc.edu/undergraduate/business/school-wide/international-business-certificate/>).

The international business (<https://business.wisc.edu/undergraduate/majors/international-business/>) major helps students develop an understanding of the global macroeconomic environment and the complexities of cross-border transactions. International business is an interdisciplinary field and courses focus on knowledge acquisition as well as application of concepts. A selected regional emphasis provides a platform to gain language and area studies knowledge that often underpins successful adaptation for regional and local markets. The embedded study abroad requirement helps students develop cross-cultural awareness and skills.

International business careers span industries and economic sectors, and business functions and geographies, and often include domestic positions with global scope. Positions in international business involve strategy, leadership, research, government relations, creativity, technical expertise, and cultural fluency.