International Business Program (IB)

College of Business Administration
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The international business major at the University of Wisconsin-La Crosse was one of the first in the state with a focus on the global nature of business in the twenty-first century. The program was the outcome of an effort by faculty to address the long-term needs of businesses that operate in an international environment and also to contribute to students’ development as citizens of an increasingly “global” world. The major allows students to get a comprehensive foundation of international business, while also specializing in a functional concentration (i.e., management, marketing, accountancy, economics, finance or information systems). A minor is also available to students who want to enhance their primary major.

Faculty in the College of Business Administration have the international orientation necessary to teach international business. Many teaching in this program have extensive international experience and are fluent in non-English languages.

Students in the College of Business Administration must be admitted to business (http://catalog.uwlax.edu/undergraduate/businessadministrationcba/#Admission) and also complete the college core requirements.

Major

- International business - BS (http://catalog.uwlax.edu/undergraduate/internationalbusiness/internationalbusinessmajor)

Minor

- International business minor (http://catalog.uwlax.edu/undergraduate/internationalbusiness/internationalbusinessminor)