



QUEEN CITY CAREER GUIDE

INTERNATIONAL BUSINESS

WHAT IS INTERNATIONAL BUSINESS?

ANY BUSINESS TRANSACTION THAT CROSSES NATIONAL

BOUNDARIES. Today's businesses are affected by the global market, increasing foreign competition, demand for raw materials, labor costs, and government regulations. Before venturing into foreign markets, business leaders must adapt their domestic strategies and consider the differences in economic impact, international trade relations, cultural values, and political environment, among other factors that influence a firm's profitability.

INTERNATIONAL BUSINESS INDUSTRIES

The scope of international business is far reaching. Students may find employment in most every business function. *Some examples include:*

ACCOUNTING & TAX	CORPORATE CITIZENSHIP
RISK MANAGEMENT	SALES & MARKETING
HUMAN RESOURCES	INTERNATIONAL TRADE
STRATEGIC MANAGEMENT	INVESTMENT BANKING
TECHNOLOGY	OPERATIONS MANAGEMENT
TREASURY SERVICES	REGULATORY & ECONOMIC AFFAIRS

PREPARING FOR YOUR CAREER...

AS CITED BY TOP AREA RECRUITERS, YOU WILL NEED:

- To possess multilingual communication skills, including strong written and verbal competencies
- To exhibit global awareness, including an understanding of global economies
- The ability to adapt to new environments and negotiate change
- To hold an interest in international travel and be sensitive to other cultures
- The ability to effectively make decisions and be resourceful
- Participation in an experience abroad in Europe, Asia, or Latin America and interaction with local businesses there
- To acquire an internship with an international organization

DEVELOPING RELEVANT COMPETENCIES

THE NIBLOCK STUDENT CENTER GUIDE has suggestions for developing equity and inclusion, communication, and critical thinking competencies that are key to this field.

TOP 5 WORLD COMPANIES

1. Microsoft
2. Apple
3. NVIDIA
4. Alphabet
5. Amazon

(Charlotte-based Bank of America is #29)
Source: Forbes, 2024

You might enjoy international business if you love languages; you possess cultural sensitivity and are curious about other cultures; you're a skilled negotiator; you're able to communicate difficult ideas to others; others say you are diplomatic.

RIGHT NOW IN INTERNATIONAL BUSINESS

OVER 1,000 FOREIGN-OWNED FIRMS REPRESENT OVER 45 COUNTRIES HERE IN THE CHARLOTTE METRO AREA. THE TOP 5 COUNTRIES WITH THE GREATEST NUMBER OF OPERATIONS IN CHARLOTTE INCLUDE: GERMANY (215 FIRMS), THE UK (121), CANADA (98), JAPAN (88), & ITALY (61). EASY ACCESS TO TRANSPORTATION VIA INTERSTATE, AIR, AND COASTAL PORTS MAKE CHARLOTTE AN IDEAL LOCATION FOR INTERNATIONAL BUSINESS.

SOURCE: CHARLOTTE REGIONAL BUSINESS ALLIANCE ANALYSIS & JOBS EQ, 2020

COMPANIES THAT RECRUIT THIS MAJOR FOR FULL TIME JOBS OR INTERNSHIPS AT UNC CHARLOTTE

QUICK FACTS

A FEW TOP JOBS FOR INTERNATIONAL BUSINESS MAJORS AND THEIR AVERAGE LOCAL SALARY ARE:

GENERAL & OPERATIONS MANAGER: \$101,280

FINANCIAL & INVESTMENT ANALYST: \$99,990

FINANCIAL MANAGER: \$146,860

EACH OF THESE IS GROWING 12% OR MORE IN NC (MUCH FASTER THAN AVERAGE).

SOURCES: NCES, ONETONLINE.ORG, US CENSUS BUREAU

UNC CHARLOTTE GRADS



67% of 2023 UNC Charlotte international business graduates were employed full time with an average salary of \$60,000. Another 21% were enrolled in continuing education

*with a 92.31% knowledge rate. (Next Destination Survey Data)



GET INVOLVED! STUDENT ORGANIZATIONS & PROFESSIONAL ORGANIZATIONS

CHECK OUT NINER ENGAGE FOR A VARIETY OF INTERNATIONALLY-FOCUSED STUDENT ORGANIZATIONS

CAROLINA WORLD TRADE ASSOCIATION

WORLD AFFAIRS COUNCIL OF CHARLOTTE

THE CHARLOTTE INTERNATIONAL CABINET

WORLD TRADE ORGANIZATION

WORLD ECONOMIC FORUM

FOREIGN POLICY ASSOCIATION

UNITED STATES INTERNATIONAL TRADE COMMISSION

INTERNATIONAL TRADE ADMINISTRATION



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SAMPLE JOB TITLES IN INTERNATIONAL BUSINESS

INTERNATIONAL ACCOUNT EXECUTIVE • GLOBAL BRAND MANAGER
• INTERNATIONAL TRADE SPECIALIST • IMPORTER/EXPORTER •
GOVERNMENT RELATIONS MANAGER • BUSINESS SYSTEMS ANALYST • COMPLIANCE OFFICER • GLOBAL BUSINESS ANALYST



For more information, visit:
Niblock Student Center, Belk College of Business, Friday 305,
belkcollege.charlotte.edu
Career Center, Atkins 150, career.charlotte.edu

