

International Business

A concentration in international business provides you with the cultural, political, economic, and linguistic background needed to work effectively in a variety of global environments. The increase in globalization has created a need for successful business managers who think on a global scale and possess specialized knowledge and skills required to manage multicultural and multinational workforces.

Career Possibilities

Some options may require further/prior education

International Firms

International firms face unique challenges and there are many opportunities to work on international issues regardless of your business area or whether you work domestically or internationally. New grads usually start out working domestically for firms with an international focus to gain experience before moving into international activities.

International Logistics

Logistics refers to the moving, storing, and distributing of goods. These functions can be managed internally by a firm, or by external logistics providers. The most common activities are involved in the international import and export of goods. New grads typically start in a coordinator or analyst position to learn about the firm's logistical needs.

International Relations

International Relations studies foreign affairs and global issues. Individuals in this area often work for government or universities. For example, with the government, you may specialize in researching and advising on international policy, promoting national industries to foreign partners, immigration, or consular affairs. New grads can apply for these government positions after finishing their undergraduate studies or after gaining some industry experience.













Degree Specific Skills

- Flexibility
- Adaptability
- Interpersonal Skills
- Open Minded
- Communication Skills
- Formal Language Training
- Sensitivity
- Ability to Cope with Ambiguity

Brock Competencies

The knowledge, skills and attributes that students develop through their curricular and co-curricular experiences and reflection.

-  Act Innovatively
-  Collaborate Effectively
-  Practice Intercultural Fluency
-  Apply Knowledge
-  Communicate Effectively
-  Surgite!
-  Be Curious
-  Engage with Your Community
-  Think Critically
-  Know Yourself



Positions of Recent Grads

- International Recruitment Officer
- Sales Representative
- Industry Analyst
- International Brand Manager
- International Relations
- Customer Service & Sales Representative
- International Trade Manager



Professional Associations

International Business Opportunities Centre
international.gc.ca

International Bureau Chambers of Commerce
iccwbo.org

International Business Forum
ibforum.org

World Economic Forum
weforum.org

World Trade Organization
wto.org



Student Clubs



Graduate Business Council
goodmangbc.com



Business Students' Association
goodmanbsa.com



Using Social Media

LinkedIn can be an effective way to access industry professionals and build your professional network.

Book an appointment on CareerZone to create or improve your profile!



How We Can Help

The Goodman Career Education team provides various services and hosts events to help prepare students for the job search process.

- **Book an appointment** with our office
- **Goodman Portal:** portal.bus.brocku.ca
- **Networking Events**
- **Exploring Careers in International Business** - Learn from those in the field about their experiences

HigherEd

goodman.gethigher.global (a platform with the goal to "get students hired" with access to resources, a worldwide job board, events, and much more)

Going Global

careerzone.brocku.ca > Student Resources > Going Abroad (a country-specific career and employment database containing more than 30,000 pages of constantly-updated information on topics such as: work permit/visa regulations, resume writing guidelines and examples, employment trends, salary ranges, networking groups and cultural/interviewing advice. World-wide job openings, internship listings, and corporate profiles are also included.)

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CareerZone Blog

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