



Jefferson is known for crossing disciplines to reimagine the way students learn with an approach that is collaborative and active; global; integrated with industry; focused on research across disciplines to foster innovation and discovery; and technology-enhanced. As a national doctoral research university, Jefferson delivers high-impact professional education in 160 undergraduate and graduate programs to 7,800 students in architecture, business, design, engineering, fashion and textiles, health, social science and science.

The School of Business prepares students for the future of business with the disciplinary depth and interdisciplinary breadth to innovatively confront the challenges that exist in the 21st-century and beyond. The school reflects the University's focus on innovation, professional training and the liberal arts through active learning and real-world problem solving, and emphasizing collaboration across disciplines and with external partners for professional readiness and networking exposure.

CAREER and INTERNSHIP HIGHLIGHTS

International Business majors are hired by global companies in accounting, finance, marketing and other business disciplines. Recent student internships and job placements include Aramark, Merrill Lynch and Citibank, among others.

PROGRAM HIGHLIGHTS

- Focus on the application of global aspects of accounting, finance, management and marketing to answer the question “How is the curriculum applied in the real world?”
- Appreciate the value of data analytics and data visualization.
- Learn from expert faculty with advanced degrees, certifications and professional experience.
- Master another language while studying here or abroad in China, Italy, Spain or Vietnam.
- Pursue a business discipline in accounting, finance, marketing or management to compliment your international business major.
- Complete your degree in three years, or earn your MBA with one additional year of study.
- Accredited by ACSBP.



Curriculum

YEAR

1

- Pathways Seminar
- Writing Seminar I: Written Communication
- Writing Seminar II: Multimedia Communication
- Debating U.S. Issues
- Mathematics
- Integrative Design Process
- Financial Accounting
- Managerial Accounting
- Principles of Marketing
- Principles of Management
- Macroeconomics

2

- Ethics
- American Diversity
- Global Diversity
- Science (Select one DECSYS)
- Business Models
- Microeconomics
- Introduction to Business Analytics
- Statistical Data Analytics
- Financial Management
- International Management

3

- Global Citizenship
- Debating Global Issues
- Integrative Seminar: Ethnographic Research Methods
- Data Mining and Predictive Analytics
- Business Law
- International Marketing
- Study Abroad
- International Finance
- International Economics
- Language (6 credits)

4

- Capstone Folio Workshop
- Operations and Data Analytics
- Business Capstone I
- Business Capstone II
- *Free Electives* (6 credits)
- *Business Minor* (12 credits)

- The **Hallmarks Core** is a carefully designed sequence of courses that all Jefferson students complete—a cumulative general education that builds essential skills to prepare you for your career.

- The **Applied Business Analytics** core curriculum prepares students with astute skills to identify, understand and deliver insights from large datasets, and enables internal and external clients with organizational success and competitive advantages.

- The **Design, Engineering and Commerce** core curriculum prepares students for strategic leadership by teaching versatility between fields, preparing professionals with knowledge and skills that are transferable across dynamic boundaries.

- The **International Business** degree curriculum.
- The **School of Business** core curriculum.