



International Business

School of Business

Kanbar College of Design, Engineering, and Commerce

Presentation Overview

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Dr. Lloyd Russow



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Jefferson

CREATE WHAT'S NEXT

PROGRAM DESCRIPTION

The international business program at Thomas Jefferson University prepares students to become professionals with a distinct ability to understand and excel in the global marketplace. The program is uniquely positioned to provide a truly global perspective that prepares you for an exciting career in the international business environment.

Become bilingual through advanced study of another language

Experience cultural immersion by traveling abroad to Europe and Asia

Broaden your experience by choosing a business minor

Learn from faculty with advanced degrees and professional experience

Network with professionals through school of business advisory board

Option to accelerate and complete the degree in three years

PLAN OF STUDY

Hallmarks Core (31-33 cr.) - a cumulative general education that builds essential skills to prepare you for your career.

Design Engineering Commerce Core (12 cr.) - introduces the principles and practice of innovation drawn from design thinking principles to identify opportunities and discover creative solutions to complex problems in a collaborative environment.

Major (30 Cr.) - Gain expertise in global business by completing international business core, language proficiency, and advanced courses in a business discipline (like Marketing, Finance).

Business Core (39 cr.) - integrates key functional areas of business and provides a strong foundation for pursuing FMM major and assuming leadership roles.

Applied Business Analytics Core (included in Business Core) - provides cutting edge knowledge and skills to identify, understand, and deliver insights from large datasets.

Free Electives (12 cr.) - can also be used to pursue a minor and/or internships.

Business Models Project

Interdisciplinary student teams (Business, Design, Engineering) create new, innovative business models and compete at the annual *Top Ram Idea and Business Model Competition* sponsored by *Blackstone Launchpad*.



Top Ram runner up and innovation award winner (2016)
Date Mate, an app that curates the perfect date from start to finish



Top Ram runner up and innovation award winner (2018)
Revive, a sustainable clothing company that allows consumers to repurpose their out-of-style denim by reviving them into fashion-forward pieces

Student Project on: Changed a market (acted as change agent)

- Breakfast in Norway
 - American breakfast integrated into Norway: Oatmeal, Cereal, Muesli
 - Typically Norway breakfast: Bread, seafood, cheese
 - “Millennials want something quick and simple in the morning, and they love variety,” Kellogg’s Bahner said”.
- KFC changed market
 - The first American fast food chain to open in China
 - Considered one of the most powerful brands in China
 - 1987 KFC opened in Tiananmen Square
 - Introduced American Style food into Asian culture



PLACEMENT RATE

97%

RANKINGS

- #15 in the region
- # 5 Most Innovative University
- A BEST Value University
- (US News and World Report, 2018)

STUDY ABROAD

- Tokyo, Japan
- Rome, Italy
- Paris, France
- Beijing, China

EMPLOYERS OF JEFFERSON GRADUATES

- J.P. Morgan
- Macy's
- H&M
- QVC
- Burlington
- CSAA Insurance
- Tesla
- Louis Vuitton
- Tiffany & Co.
- Pandora
- Verizon
- Philadelphia Flyers

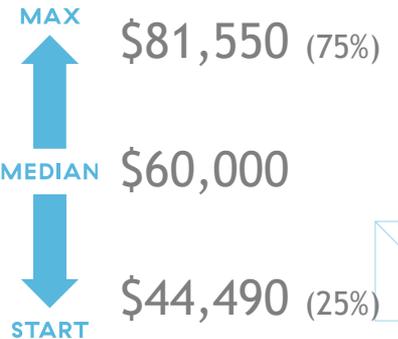
JOB TITLE

Global Public Relations Specialist

OUTLOOK

Public Relations Specialist represent their company or client to the media by generating positive publicity and enhancing their reputation. They maintain close relationships with journalists, bloggers, opinion leaders, and create print and web-based communications materials.

SALARIES



(US News and World Report, 2018)



STUDENT PROFILE

Rosario Tineo

CLASS OF 2020

FINANCE MAJOR

International Business MINOR

“My classes, along with my general business classes, challenged my creativity in ways that it hasn't ever been before. I've loved getting to know both the students and professors involved in my major. The small class sizes facilitate a great relationship with the professors, and all of my professors have shown that they genuinely care about the success of our futures.”

I advise anyone interested in pursuing a business degree at Jefferson to get to know your professors. They are all helpful in so many ways, whether you need help figuring out what you want to do after you graduate, or simply just help with a homework assignment.

Dr. Lloyd Russow

School of Business, Professor of International Business & Marketing

BA, Behavioral Psychology and German, New York University
MBA in Marketing, Georgia State University
PhD in International Marketing, Georgia State University

Dr. Russow has published numerous articles and textbooks in international business and international marketing. He is the recipient of the president's teaching award, national teaching award and school service and research awards.

"All business is international. Prepare for a career in global accounting, finance, marketing or management."

COURSES

- MKTG-324 - International Marketing
- IMBA - 792 - International Business Innovation





Dr. Ryan Cruz

MARKETING, ASSISTANT PROFESSOR

BS, MBA, PhD, New Mexico State University
MS, Ithaca College

Ryan obtained his PhD in Business Administration with a concentration in marketing from New Mexico State University. His research has appeared in several outlets, including the *Journal of Interactive Marketing*, and has been recognized and awarded by the *American Marketing Association* for his work in Digital and Social Marketing.

COURSES

- MKTG-102 PRINCIPLES OF MARKETING
- MKTG-310 INTEGRATED MARKETING COMMUNICATION
- MKTG-315 MARKETING IN A DIGITAL ENVIRONMENT
- MKTG-412 MARKETING STRATEGY SEMINAR

Dr. Ryan Cruz

MARKETING, ASSISTANT PROFESSOR

After spending time in the sport management realm, Ryan entered academia to pursue cutting edge research. Ryan earned his MBA and PhD from New Mexico State University and also holds an MS from Ithaca College. Ryan's research and consulting expertise lay in digital marketing and branding. His research examines brand identity, brand communication, and consumer engagement in digital environments. Specifically, Ryan focuses on methods and strategic marketing that optimize digital brand communications to engage consumers and foster relationships.

"I love connecting with my students, learning who they are, where they want to go, and helping them develop the personal and professional skills to be the marketing professional they aspire to become."

I love connecting with students and building relationships with them and in turn, letting them learn how consumers build and manage strategic relationships with brands. Critical thinking and problem solving is paramount for the modern marketer - our cross-disciplinary program helps students bring the breadth of their education, experiences, and observations into the classroom and solve business and marketing problems. This is a truly unique skillset that used in tandem with the traditional marketing logic helps our students to confront the global challenges of our modern-day economy.



Cindy Matje

Vice President in the Non-Profit & Healthcare Group at
Citizens Commercial Bank

Class Of 2001

Major in International Business
with a concentration in Finance, Summa Cum Laude

Cindy is responsible for managing a diverse portfolio of clients and prospects in the social services, education, health services, and community care retirement center industries. After working as a financial analyst at a Philadelphia-based non-profit organization, Ms. Matje started her banking career at Wachovia as an underwriting analyst. From there, Ms. Matje transitioned to Vice President on the Loan Sales & Syndications team at Wells Fargo Capital Finance, and later was a Vice President on the Portfolio Management team before joining Citizens Bank in 2018.

Cindy Matje



"The professors and curriculum at Jefferson University provided me with a solid foundation in accounting and finance, critical thinking, and problem solving skills, and fostered my ability to work as a strong contributor on any given team. These are core strengths that I've carried with me through my career, and have served me well. The quiet campus, small class sizes, and high level of engagement with professors, perfectly suited my learning preference and made my overall experience at the University a positive one."

"If I could offer one piece of advice to incoming freshmen, I would advise them to get engaged on campus! Take advantage of the many great resources the University has to offer. It's a good way to get to know your fellow classmates and helps build your overall communication skills."



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