



MBA Concentration in Global Business

Become an effective manager in a complex and evolving global business environment

The **Global Business MBA** prepares students to manage effectively in a complex and dynamic global business environment. Building on a foundational course in international business, students can select from a range of courses that address issues of managing in a global environment, such as leading across cultures, strategies for emerging markets, negotiations, strategic alliances and technology transfer, international trade and finance, and marketing.

A Global Business concentration is especially valuable when paired with a primary concentration in a functional field, like finance or supply chain management. By pursuing a Global Business concentration, you send a signal to employers that you have mastered a functional specialization while also having a broad, strategic view of how to manage in a global economy.



Career Advantages

Global Business MBAs have gone on to work for major corporations in a variety of roles.

Careers:

- Global Business Development
- Global Supply Chain Manager
- International Brand Manager
- Country/Area Managers
- International Agencies and NGOs
- Strategy and Analytics Associate
- Director of International Expansion
- Global Merchandising and Development
- Management of Offshour Outsourcing

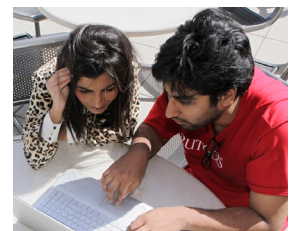
Where graduates are working:

- Verizon Wireless
- Estée Lauder
- Vanguard
- Dell
- IBM
- Quest Diagnostics
- Johnson & Johnson
- GlaxoSmithKline
- Bayer
- Deloitte Consulting

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Curriculum

Expanding on a foundational course in international business, you will select from a range of courses that address contemporary issues involved in managing in a global environment—courses such as leading across cultures, negotiations, strategic alliances and technology transfer. You can also choose from courses in international trade or finance, procurement, marketing, and even travel abroad courses.



Sampling of Courses

- Global Management Strategy
- Leading Across Cultures
- Management of Innovation and Technology
- Negotiations
- Doing Business in China
- Executive Leadership
- Global Procurement and Supply Management
- International Financial Markets
- Managing Technological Breakthroughs
- New Product Commercialization

Local Presence, Global Reach

Courses are also offered that involve travel abroad, combined with structured learning on and off campus. One such course offered through the department can be counted toward the concentration. A Global Business concentration is especially valuable when paired with a primary concentration in a functional field, like finance or supply chain management. By pursuing a Global Business concentration, you send a signal to employers that you have mastered a functional specialization while also having a broad, strategic view of how to manage in a global economy.

Bringing Research into the Classroom

Students learn from professors like John Cantwell, Editor-in-Chief of the prestigious Journal of International Business Studies; Farok Contractor, an expert in the area of corporate alliances, outsourcing and offshoring, and foreign direct investment; Chao Chen, an expert in the area of organizational behavior and cross cultural management; and Ajai Gaur, an expert in the area of emerging economies and global strategic management. Professors share their research with students by incorporating their findings and managerial implications into classes, and by involving students in research activities.

Contact

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“I knew that to get to the next step in my career, I needed a thorough understanding of the analytic tools and skills to help firms succeed in the global economy. The MBA program at Rutgers Business School has been an enriching learning experience that will help me for many years to come. It was certainly a wise career choice because of the innovative and relevant curriculum, and its unparalleled return on investment.”

– Lisa Podhayny
MBA Alumnus, Product Marketing at Celgene

