

## News Release

# International Business and English Added to Academic Majors at the U of M Crookston

By Elizabeth Tollefson on Wednesday, December 17, 2014

Two **new majors** will be added to the list of academic offerings at the University of Minnesota Crookston following recent approval by the University of Minnesota Board of Regents. A major in International Business will be added to the degree programs in the Business Department, and a major in English will be offered in the Liberal Arts and Education Department. Both new majors lead to Bachelor of Science degrees, and International Business will be available to students entirely online as well as on campus. Students will also have the option for a minor in each area. The programs will be available to students beginning spring semester 2015.

"We are very excited to begin offering these two new majors," said Barbara Keinath, the U of M Crookston's vice chancellor for academic affairs. "They provide our students more educational options than ever before. With English or International Business as a major, graduates will be able to move on to exciting employment opportunities. They will also be prepared for advanced studies in graduate or professional programs. Both of these new majors build on existing coursework and curricular strengths and capitalize on the expertise of current faculty members."

### International Business Major

The major in International Business at the University of Minnesota Crookston will help meet the need for graduates who understand and have experience in global business. Students will develop valuable skills to help streamline global pursuits with companies that trade, manufacture, or use contract manufacturing globally. The International Business major is designed to cultivate a global mindset that can support a company's international production and marketing needs.

Classes like international business cultures and etiquette, international business law, international financial management, international marketing, international business management, and senior seminar in international business strategy are combined with field experience in international business and/or study abroad. The curriculum is designed to broaden graduates' understanding of global business operations. The curriculum also permits a student to incorporate subjects focused on their specific interests as well as marketing, financial management, supply chain management, technology services, human resource management, and many other traditional business support and leadership subjects.

Opportunities for graduates with the international business major from the Crookston campus include supply chain management, operations management, human resources management, sales and marketing, or financial management. Graduates may be contract workers or entrepreneurs.

### English Major

English is among the most popular degrees in the nation, and English graduates have created careers in such diverse areas as writing, editing, publishing, advertising, research, and in education, law, medicine, government, administration, sales, non-profit agencies, and cultural, entertainment, and communications industries.

Students majoring and minoring in English will take writing-intensive courses and will work on skills unique to the humanities, as large portions of the English major and minor focus on the field of literature. UMC's program will include literature from multicultural and global perspectives with the intention of developing and expanding the cultural awareness of graduates. The study of literature allows students to form and articulate aesthetic judgments on creative works; analyze personal, philosophical, and global issues; and learn about diverse cultural practices.

The English major will aid students in developing analytical and communication skills, aesthetic responsiveness, moral imagination, and intellectual integrity. English majors and minors present the best of both worlds, as they are exposed to both applied and theoretical aspects. A degree in English also prepares students for graduate school.

For more information on academic majors at the U of M Crookston, visit [www.umcrookston.edu/academics](http://www.umcrookston.edu/academics), call 800-862-6466, or e-mail [umcinfo@umn.edu](mailto:umcinfo@umn.edu).

The University of Minnesota Crookston now delivers 31 bachelor's degree programs, 22 minors, and 36 concentrations on campus as well as 14 degree programs entirely online. These degrees are offered in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of 1,800 undergraduates from more than 20 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. "Small Campus. Big Degree." To learn more, visit [www.umcrookston.edu](http://www.umcrookston.edu).

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