

# Business without borders: what an International Business student really does

*Negocios sin fronteras: lo que realmente hace un estudiante de Negocios Internacionales*

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## Abstract

This essay explains that an International Business student not only studies imports and exports, but also develops a global strategic vision. Their academic training integrates economics, logistics, and finance, using active methodologies to solve real-world cases in competitive environments. They acquire skills such as critical thinking, decision-making, and intercultural communication, preparing them to face market changes and acting as a strategic bridge that ensures equitable and efficient trade relationships in a borderless world.

**Keywords:** Globalization, international business, student, strategic vision, intercultural communication, critical thinking, adaptability.

## 1. Introduction

Today, we live in an era characterized by the globalization of markets, continuous exchange between countries, and growing economic interdependence. In this context, International Business Administration is a key program for understanding and managing trade relationships worldwide. Being a student in this field means training in market analysis and understanding of different cultures, and above all, making strategic decisions in dynamic and highly competitive environments; because it is not limited to the study of exports and imports, but encompasses areas such as the global economy, business management, international finance, logistics, and intercultural negotiation. Through this knowledge, the student responds effectively to the challenges posed by world trade (Hill, 2017).

In this context, this essay aims to analyze and describe what an international business student really does, highlighting the competencies, skills, and learning developed during academic training, as well as their preparation to perform professionally in a world without commercial borders (Griffin & Pustay, 2019).

### **The academic training of the international business student**

The academic training of the International Business student is oriented toward developing a comprehensive understanding of the economic and business environment

at the international level. Throughout the program, the student acquires knowledge in different distinctive areas of international business, such as international economics, foreign trade, business management, and logistics, which allows them to understand how various companies operate in increasingly interconnected markets. This theoretical foundation is essential for analyzing market behavior and making strategic decisions in international contexts.

In this formative process, active learning methodologies play a fundamental role, as they allow linking theory with real situations in the business environment. In this regard, Marroquín Bellido (2021) points out that project-based learning contributes significantly to the development of import and export business plans, strengthening the practical application of knowledge acquired by International Business students. This approach fosters a deeper understanding of commercial processes and prepares the student to face scenarios similar to those they will encounter in professional practice.

One of the central pillars of the training is the study of globalization and its impact on business activities. According to Hill (2017), it has transformed the way companies produce, market, and compete with each other, forcing them to adapt to dynamic and highly competitive environments. In this sense, the international business student is trained to interpret these changes, identifying business opportunities and managing risks arising from internationalization.

Likewise, the program develops a strategic

vision that helps understand the relationship between economic, political, and social factors that influence international trade. According to Griffin and Pustay (2019), international management requires professionals capable of analyzing complex information and making fundamental decisions that consider both the local and international context. Through case studies, academic projects, and analysis of real scenarios, their analytical capacity and professional judgment are strengthened.

In this way, academic training in this program not only provides technical knowledge but also fosters critical thinking and the ability to adapt. These competencies are essential to face the various challenges that arise at a global level, and to perform efficiently in organizations that operate beyond national borders.

### **Competencies and skills developed by the international business student**

Throughout the training of these students, they develop a set of skills that allow them to perform effectively in global environments. Among these, critical thinking stands out, understood as the ability to analyze information, evaluate different scenarios, and make well-founded strategic decisions. According to Cavusgil, Knight, and Riesenberger (2015), international business professionals must be capable of interpreting diverse commercial data in order to respond effectively.

Another fundamental quality is strategic

decision-making, since the student constantly faces situations that require

evaluating risks, costs, and opportunities, considering internal and external variables of different organizations. According to Griffin and Pustay (2019), international management involves deciding in contexts of uncertainty, where factors such as exchange rates, political stability, and cultural differences directly influence the results that companies achieve.

On the other hand, the intercultural community constitutes a key competency in training for understanding cultural differences, the diverse negotiation styles, and consumption patterns in different countries, which is essential for establishing solid and sustainable commercial relationships. Hill (2017) argues that a lack of cultural understanding can become a significant barrier to the success of international operations.

Finally, the student acquires various analytical skills oriented toward the study of international markets. Through the analysis of economic indicators, market studies, and above all, business simulations, which help strengthen their ability to identify internationalization opportunities and design competitive strategies. This not only contributes to academic performance but also prepares the student to face the real challenges of the professional field.

### **The international business student facing a globalized world**

The training process of the student for this program takes place in a context marked by

globalization, where economic borders intensify. For this reason, one must

understand the dynamics of international trade, especially the factors that influence the exchange of goods, services, and capital.

The World Trade Organization (2023) points out that the growth of world trade has driven greater interdependence among economies, which demands trained professionals to manage operations in international environments.

Facing this panorama, the international business student is trained to confront challenges such as market volatility, changes in trade policies, and geopolitical tensions. These challenges require solid preparation that combines technical knowledge with analytical and strategic skills. According to the United Nations (2020), globalization has generated new development opportunities, but it has also highlighted the need for responsible and sustainable management of economic activities, an aspect that gains relevance in the training of future professionals.

Likewise, cultural diversity is one of the main challenges, and at the same time, it presents itself as an opportunity for the student in this program, since interacting with different cultures involves understanding values, norms, and negotiation styles that directly influence commercial relationships. Hill (2017) argues that the capacity for cultural adaptation is a determining factor for success in international business. This allows building relationships of trust and

minimizing conflicts in multicultural scenarios.

In this international context, the student develops a professional vision oriented toward economic integration and cooperation. Academic training allows them not only to adapt to international changes but also to actively contribute to the development of competitive and responsible organizations, capable of generating value in diverse and highly interconnected markets.

### **The construction of a global mindset and professional responsibility**

Beyond technical knowledge and practical skills, being an international business student involves the progressive construction of a mindset with a global approach. This is reflected in the ability to observe economic phenomena from multiple perspectives, question decisions, and understand that every business action generates economic, social, and cultural impacts. In this sense, the student's training is not limited to the academic sphere but directly influences their way of thinking, especially their way of relating internationally.

The program promotes a critical vision regarding the dynamics of international trade, inviting the student to reflect on topics such as business ethics, sustainability, and social responsibility. According to Hill (2017), business decisions in international contexts not only affect the profitability of organizations but also entire communities and market equilibrium. Therefore, the learner is

trained with awareness of the importance of acting responsibly and strategically.

Similarly, constant contact with diverse economic and cultural realities strengthens in the student values such as tolerance, respect, and openness to dialogue, by understanding that not all markets operate under the same rules or values, which leads to developing a flexible and empathetic professional attitude. According to Cavusgil, Knight, and Riesenberger (2015), this capacity for cultural adaptation constitutes a differentiating element in the performance of professionals who operate in international environments.

Consequently, the international business student not only prepares to manage commercial operations but also to assume an active role in the construction of more equitable economic relationships. This mindset, forged through critical analysis and professional responsibility, represents one of the most significant contributions of the program.

Studying international business involves much more than understanding trade flows or analyzing economic figures.

Throughout academic training, the student constructs a comprehensive vision of the business world, learns to interpret diverse realities, and develops the ability to make decisions in contexts marked by uncertainty and global interdependence.

The program trains professionals capable of adapting to multicultural environments, evaluating the impact of their decisions, and at the same time acting with strategic

judgment and responsibility. In a scenario where economic borders become

increasingly blurred, these competencies are fundamental not only for business success but also for a more conscious and sustainable management of international business. Ultimately, what an international business student really does is prepare to understand a world without being limited to a single perspective. More than learning to cross commercial borders, they learn to connect markets, cultures, and decisions, assuming an active role in the construction of global economic relationships.

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