

## **2014 U.S. Business Needs for Employees with International Expertise**

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### **Executive Summary**

This article presents the results of a survey of over 800 executives in US companies designed to identify the demand for corporate employees with international competence, including international skills and/or knowledge of foreign languages and world areas. The survey data is analyzed to help U.S. academic institutions evaluate the suitability of their international business degree and executive education programs, and guide modifications in programming, as appropriate. The study results are compared to a similar survey conducted in 2003.

The results of the 2014 survey clearly call for a continuing need for international business education in the US, with increased emphasis on intercultural communication, foreign language skills and international experience. With the projected growth of international operations, additional international business education programs will need to be developed, particularly programs with a focus on Asia. Additional foreign language experts in Middle Eastern languages are needed for government positions. At the very least, all business graduates need to have an appreciation for cross-cultural differences and a global perspective. Additional outreach from academia to business is desired by business, and training programs, both degree and non-degree, are needed to provide management personnel with the higher levels of global competency needed to address the competitive challenges of the international business environment.