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**CAPA Offers a Study Abroad Curriculum for Business Students:  
The Global Business Institute**  
*Students will receive a Certificate of Study in Global Business*

**BOSTON, MA, May 26, 2015** –American college business majors enroll in study abroad programs at a lower rate than international business students do.

According to the Institute of International Education's *Open Doors* report, only 20.4% of the total number of American students studying abroad are business majors (IIE (2014): "Fields of Study of U.S. Study Abroad Students, 2000/01-2012-/13).

This lags behind the nearly 30% of international undergraduate students who study business, management, or marketing in an international location (Kambhampati, Sandhya. "Business is a Big Draw for International Students in the U.S." *The Chronicle of Higher Education*. Web. 29 August 2014).

CAPA The Global Education Network seeks to change this inequality. Through its [Global Business Institute \(GBI\)](#), offered in collaboration with the AACSB-accredited University of Pittsburgh College of Business Administration (Pitt Business), business students may enroll in an intensive business-curriculum-based course of study, open only to business students who have completed prerequisite business classes. CAPA believes that the single focus of the GBI will encourage American college business students to study abroad.

Beginning in the fall of 2015, the GBI will be held within CAPA's locations in Florence, London, and Sydney. At each of these locations, the GBI will offer five courses, taught either by Pitt Business or international business faculty: Global Workforce Management, International Dimensions of Organizational Behavior, International Economics, International Finance, and International Marketing. GBI students must complete the organizational behavior and economics courses, two of the other courses or one other course and an internship, and one elective in the humanities.

CAPA CEO and President John Christian says of the GBI: "GBI students will emerge from their programs with a focused and valuable worldview of a global topic as well as with a credential that will have meaning for them, whether in an employment or graduate school setting."

Students who successfully complete the semester long Institute will earn a [Certificate of Study in Global Business](#), presented jointly by CAPA and Pitt Business. GBI students will have their courses transcribed by the University of Pittsburgh.

Associate Dean of Pitt Business Audrey J. Murrell says: "The Institute takes study abroad to the next level by allowing students to embed themselves in the local culture while taking business courses and completing guaranteed international internships. It's hard for me to express how strategically important to a student's future career this will be."

## **About CAPA The Global Education Network**

CAPA The Global Education Network is committed to academic excellence, integrity and innovation in learning abroad. Our mission is to provide meaningful experiences that challenge and inspire students to analyze and explore complex political, cultural and social landscapes within urban environments. Through our commitment to personalized learning, collaborative learning communities and global connections via technology, we prepare students to live and work in a globally interdependent and diverse world.

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