

# **Why Students in Business Psychology and International Business Should Learn to Program**

## **Enhanced Problem-Solving**

- Develops critical thinking and problem-solving abilities.
- Fosters innovative solutions to complex challenges.

# **Data Analysis and Decision-Making**

- Enables proficient data processing and analysis.
- Essential for data-driven decision-making.

## **Automation and Efficiency**

- Streamlines repetitive tasks and processes.
- Increases operational efficiency.

- Universal means of communication.
- Facilitates international collaboration and client engagement.

## **Competitive Advantage**

- Enhances employability and adaptability in evolving job markets.
- Opens doors to opportunities in diverse sectors.

## **Agenda**

- Introduction
- Reasons to Learn Programming
- Benefits in Business Psychology and International Business
- Inspiring Quote

## **Inspiring Quote**