

Career Path and the Role of International Business

After graduating from Stetson, I want to work in cybersecurity, focusing on ethical hacking, security testing, and helping businesses defend against cyber-attacks. Since companies operate globally, cybersecurity isn't just about blocking threats; it's also about understanding how laws, regulations, and risks differ from one country to another. Businesses must follow rules like GDPR in Europe, China's cybersecurity regulations, and California's CCPA, which means their security strategies need to adapt to different regions. Hackers don't limit their attacks to one area, so companies need robust, worldwide security measures. By studying international business, I'll gain insight into how companies expand, collaborate with global teams, and tackle security challenges on a global scale that are crucial for keeping organizations safe in today's digital age.

Chapter Connection and Career Preparation

Chapter 9: Global Market Entry Strategies really caught my attention because it explains how companies break into new markets by exporting, franchising, licensing, or forming partnerships. This ties directly into cybersecurity because as businesses expand internationally, they face new security threats, different data protection laws, unique cyber risks, and vulnerabilities from third-party partnerships. When a company goes global, it must deal with rules like GDPR, and if it's operating in China, it faces strict data storage requirements. Seeing how businesses handle challenges lets me spot risks and build defenses that really fit each market. Whether I'm in cybersecurity or consulting, I know that grasping international business is key to keeping companies secure and compliant.