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Sam M. Walton College of Business
University of Arkansas
Business Building 301
Fayetteville, AR 72701

To whom it may concern,

It has come to my attention that the University of Arkansas, Sam M. Walton College of Business is proposing to add a concentration in retail to the concentration options available to students pursuing the Bachelor of Science in International Business (BSIB) degree. I am writing to offer my enthusiastic support for their proposal.

The BSIB degree has historically had concentration options that mirror the majors available in the Walton College's other degree, the Bachelor of Science in Business Administration (BSBA). Recently a new retail major was added to the BSBA. So, adding a retail concentration to the BSIB continues the symmetry between the two degree programs.

Furthermore, it is my understanding that student requests for a BSIB retail concentration initiated the College's development of the current proposal. Students understand that much of the growth of major retail companies is in international markets. Students who are well equipped to do business in a global environment are valuable to companies such as ours. Students with the Bachelor of Science in International Business with a retail concentration will have a number of employment opportunities.

I strongly urge the approval of the BSIB concentration in retail.

Sincerely,



Alex Kieslich
Client Manager
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