

Blanca Aguirre '09, a Dean's Scholar, is concerned about globalization, climate change, and the spread of AIDS, and is determined to use what she's learning at the Mihaylo College of Business and Economics to think critically about how world events impact international commerce.

"International business is my key to the world," says Aguirre, and she knows exactly what she wants to do with her career. "I would love to specialize in international marketing, with an emphasis on corporate social responsibility," she adds. "Or, to be even more precise, I'd like to do something along the lines of being Hewlett-Packard's Vice President for Emerging Market Solutions, working to encourage social and economic development to drive business growth."

It's a Big World Out There, and Blanca Aguirre '09 is Ready for Business

A Texas native of Mexican-American heritage, Aguirre spent her sophomore year in Paris after taking five years of French in high school and college. During that year, she says she was able to leave her comfort zone and become more aware of the world outside America. She also honed her French, and soon after set an ambitious goal to be proficient in five languages (she already speaks Spanish) before graduation. She's on track to meet that goal – not only is she a double major in international business and economics with a minor in international politics, she's also taking Portuguese and Japanese.

Aguirre thinks all students should strive to develop a worldly perspective because the nature of business is changing with globalization. "In today's market the challenge is to try to assimilate different aspects of globalization into each country and culture in a way that adds to their growth and diversity," she says. "I challenge my fellow students to think outside the 'business-box.' Learn a different language, go and study abroad, or take a world politics class. You need to equip yourself with the competitive edge essential in today's world market economy." ■

Blanca Aguirre '09 challenges peers to become competitive in the global marketplace.

