

## International Business Certificate of Accomplishment - Active

---

Department: Business

Approval: October 2017

Effective Semester: Fall 2018

The Certificate Program in International Business fulfills the needs of three groups: 1) students preparing themselves for careers in international business, 2) currently employed individuals whose job responsibilities require expertise in international business practices, and 3) entrepreneurs who want to begin or globalize their business ventures.

### Learning Outcomes

Upon completion of this program, students will be able to:

- Identify core concepts of International Business.
- Communicate effectively in oral and written formats within an international business context.
- Describe the operations of international financial markets.
- Analyze issues arising from technology transfers and the protection of intellectual property.
- Formulate marketing plans and promotional strategies that incorporate consumer behavior factors and measurements of effectiveness.
- Create effective internet applications and electronic payment systems in the context of international business transactions.

The minimum time for completion of this certificate is 1 semester. Completion time will vary based on student preparation and number of classes completed per semester.

### ***Courses Required for the Certificate of Accomplishment in International Business***

Course	Units
<b>Required courses:</b>	
INTR 162 - Introduction to International Business	3.00
INTR 167 - International Business Law	3.00
INTR 170 - International Business Finance	3.00
Total:	9.00
<b>Choose one of the following courses:</b>	
INTR 172 - International E-Business: Resources and Tools	3.00
or	
INTR 173 - Export-Import	3.00
Total:	3.00
<b>Choose one of the following courses:</b>	
INTR 163 - International Marketing	3.00
or	
MRKT 140 - Introduction to Marketing	3.00
Total:	3.00

<b>Total:</b>	<b>15.00</b>
---------------	--------------

Generated on: 5/20/2019 2:28:46 PM