



Certificate Description

This certificate provides professionals the opportunity to enhance understanding of international business principles in today's business environment

Financial Instruments—FINA 315—The course will examine each of the securities markets, the instruments available in these markets and putting the different investments into perspective. The course will introduce the students to the characteristics of the major investors and the terminology used in the securities markets.

Outcomes:

- Examine each of the security markets available to investors.
- Identify each of the instruments available to investors in the individual security markets.
- Demonstrate the advantages and disadvantages available to investors on each of the investments traded in the different security markets.
- Determine and analyze the impact of betas and alphas on financial instruments traded in securities markets.
- Examine CAPM pricing model and its relationship to risk and returns on financial instruments.
- Assess and make recommendations on different portfolio strategies in minimizing financial risk on financial instruments.

International Corporate Finance—FINA 335—This course analyzes financial problems corporations face that result from operating in an international environment. Major topics covered are corporate strategy and the decision to invest abroad, forecasting exchange rates, international portfolio diversification, managing exchange risk, taxation issues, cost of capital and financial structure in the multinational firm, and sources of financing.

Outcomes:

- Understand the multiplicity of currencies, and the attendant problems related to nominal contracts
- Examine the misalignment of exchange rates vis-à-vis local costs and the attendant problems of competitiveness
- Evaluate the partial segmentation of capital markets producing potential differences in costs of capital across the world.
- Understand the multiplicity of tax jurisdictions and their impact on financial performance of an organization



EXPERIENCED PROFESSIONAL CERTIFICATE IN **International Business**

Introduction to Financial Markets—FINA 445—This course focuses on international financial markets and exchange rates. Topics include pricing in the foreign currency and Eurocurrency markets, use of forward exchange for hedging, short-term returns and market efficiency in the international money markets, foreign currency options, international capital asset pricing, pricing of foreign currency bonds, currency swaps, Eurocurrency syndicated loans, foreign currency financing and exposure management.

Outcomes:

- Critically assess currency exchange rates, related derivative securities and international asset allocation.
- Recognize and articulate cross-cultural differences and their impact on management practices.
- Understand the various perspectives of international investors as well as the perspective of internationally active firms.
- Understand the role of exchange rates and the world economy as well as financial exchange derivatives.

International Organizations—MGMT 320—This advanced course provides an in-depth understanding of both the theory and functioning of international organizations in promoting international cooperation and international business operations. It examines the international networks which provide an overview of the effective functioning of international enterprises.

Outcomes:

- Appraise and delineate the historical antecedents and trends in the growth of international organizations
- Analyze and critically appraise the various types of international and transnational organizations
- Examine and understand the various theories and concepts used to study international organizations
- Evaluate and compare the structure and activities of the principal organs of the international organizations and specialized agencies such as UN, WB and the IMF systems
- Evaluate the past and present performance and predict future prospects of international organizations in the world community.

Survey of International Business—MGMT 328—This survey course in global business will introduce students to all areas of international business and the environment within which business transactions take place. This nontechnical course includes topics related to global business operations and planning, such as investment issues, technology impact, competition, cultural diversity, and legal issues.

Outcomes:

- Describe the global business environment and research international opportunities.
- Explain the impact of culture on business activities around the world.
- Explain the methods governments use to promote and restrict international trade.
- Identify the important management issues in the foreign direct investment decision.
- Discuss trade patterns, regional integration and analyze future prospects for integrated regions.
- Describe the elements that must be considered when developing and marketing products for an international market.



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Global Leadership and Management—MGMT 405—This course focuses on the international dimensions of leadership and management and provides a framework for formulating strategies in an increasingly complex world economy, and for making those strategies work effectively. Topics include the globalization of industries, the continuing role of country factors in competition, organization of multinational enterprises, building global networks, and the changing leadership and managerial tasks under conditions of globalization.

Outcomes:

- Critically appraise the fundamental economic and political factors affecting the international expansion of the firm, as distinct from purely domestic factors.
- Assess and evaluate cross-national differences in the world that affect the strategy, performance, and value of the multinational firm
- Critique the models for organizing and managing a multinational network of subsidiaries, including how to coordinate and to transfer useful knowledge across borders
- Decide and justify the sequence and mode of international expansion depending on the characteristics of the industry, the firm, and the host country.
- Analyze cross-cultural leadership and management styles, as well as the ethical challenges, that managers face within a global setting

International Trade Operations—MGMT 410—This advanced course considers current theories and practical consequences of international trade. A variety of forms of commercial policy as a means of regulating trade are examined. Financial flows and exchange rate mechanisms are also considered. The domestic consequences for organizations of exchange rate policy are examined. This course aims to familiarize students with the relevant theories of international trade. It attempts to make students aware of the conflicts and debates that surround this area by involving them in ongoing discussion groups.

Outcomes:

- Understand globalization and its effects; in this context understand the various theories underpinning advocacy of free trade; rehearse the arguments for and against protectionism; identify the different types of trading blocs; and appreciate the dangers of moves to protectionism.
- Understand the functioning of the different types of exchange rate regimes in both the contemporary world and historically
- Appreciate the uncertainty of the external environment and its effects upon the economy and strategic direction of the business; understand the role of derivatives both regulated and unregulated
- Discuss the operations of the financial markets, overseas investment, and multinational enterprises
- Analyze, interpret and evaluate new or abstract data and situations without guidance; generate and present ideas, concepts, solutions and arguments based on the evidence and ideas, their consistency, validity, reliability, and their significance to the issue at hand; confidently identify and define complex economic, financial and trade problems applying appropriate skills and knowledge to their solution.



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Managing Globalization—MGMT 492—This course provides students with successful skills to manage global enterprises in a dynamic and changing global environment. Students are exposed to recent developments and ideas in international businesses and how they are impacted by globalization. The main topics examined include international trade theories, foreign exchange markets, organization of international businesses, strategic alliances, global marketing practices, global Human Resources Management practices, financing and accounting in international businesses and how globalization has impacted these various factor as well as their future.

Outcomes:

- Students will gain a broad overview of the workings of business in an international context, providing them with the opportunity to develop their knowledge, understanding, critical-thinking and problem-solving in areas required by modern international business organizations.
- The course will provide an overview of the theories of international trade including Absolute Advantage, Comparative Advantage, Factor Endowment, and New Trade Theory
- A key aim of the course is to provide students with an understanding of the international dimension of finance and how this impacts upon business. This requires an appreciate of the workings and operation of currency derivatives markets, the International money and capital markets and the principles of currency risk management.
- The course will underline the challenge posed by the scope and variegated forms of international business organization stretching from international trade, licensing, franchising, strategic alliances through wholly owned subsidiaries (FDI)
- It will be shown how Global Marketing Practices flow from the mode of entry into overseas markets and how they are required to adapt their marketing mixes according to the nature of the international trading system alongside the economic, political-legal and cultural environments.
- The course will indicate how multinational activity poses the need to manage human resources effectively to gain competitive advantage in the global market place. This demands an understanding of the factors that can determine the effectiveness of various HR practices and approaches.