



PROFESSIONAL CERTIFICATE IN **International Business**

Certificate Description

This certificate provides high school graduates, professionals with limited experience or out-of-field students and professionals the opportunity to understand the significance of finance and management in today's international business environment.

International Legal & Ethical Issues in Business—BUSN 310 (required)—This course presents the ethical and legal issues of business including contracts, agency law and investor protection.

Outcomes:

- Apply legal fundamentals to response to potential legal problems in a business.
- Describe the changing perspective for business based on Ethical, global, political, economic, social and environmental issues
- Recognize various legal issues, recall appropriate principles of law and apply them to business situations
- Take protective measures to themselves or their businesses from legal liability
- Assess effective response to potential legal dilemmas in a business.

Management & Leadership of Organizations—MGMT 310 (required)—This course examines the elements of management and leadership as they apply to modern organizations. Special emphasis is placed on organizational change, role of managers, and cultural differences found in today's management environment.

Outcomes:

- Explain the concept of an organization and how it is changed
- Explain the role of a manager
- Outline the major theories of organizations
- Define the dimensions of an organization's culture
- Describe the techniques of managing change



PROFESSIONAL CERTIFICATE IN **International Business**

Financial Management—FINA 310 (required)—This course examines the key components of financial decision making: valuation and risk management. Students will examine the implications of forecasting, capital budgeting, working capital management, and project risk management.

Outcomes:

- Examine and explain the purpose of Capital Budgeting
- Demonstrate how to make Capital Investment Decisions
- Analyze project analysis and evaluation processes
- Demonstrate how to assess mutually exclusive projects
- Analyze capital project techniques, and Cost of Capital Valuation
- Examine concepts of NPV and Cash Flow Analysis

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

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.



PROFESSIONAL CERTIFICATE IN **International Business**

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

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



PROFESSIONAL CERTIFICATE IN **International Business**

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.