



GRADUATE CERTIFICATE IN **International Business**

Certificate Description

This certificate provides experienced professionals who possess a bachelor's degree the ability to obtain specialization in the field of International Business to grow professionally.

Economics for the Global Manager—BUS 610—In this course students will apply the theory and tools of micro and macroeconomics and research to the formation of business decisions in the global environment.

Outcomes:

- Explain the macroeconomic and microeconomic concepts and how they relate to the management of a global organization.
- Critically analyze and evaluate real-life economic problems and opportunities by applying economic concepts, principles, and theory.
- Examine current global economic and political policies and their impact on business decisions.
- Examine the functions, opportunities, and challenges of the international monetary system.
- Apply critical thinking skills to analyze business situations.
- Discuss the opportunities provided by technology for businesses.
- Use effective communication techniques.
- Recognize situations that present potential legal and ethical issues and develop solutions for those issues.

Legal & Regulatory Environment in International Business—BUS 638—This course provides a review of the key 21st century issues facing global enterprises in which business issues are determined by legal strategies and the legal regulatory environment. The course begins with a consideration of state responsibility for acts that affect private enterprise (e.g. expropriation); the regulation of the environmental impact of business activities in foreign countries; the rise of international regulation of trade in services and labor; international sales of goods; international transportation; international financing; and taxation.

Outcomes:

- Examine various legal challenges, mechanisms, strategies within a global environment.
- Analyze the structure and organization of legal systems worldwide.
- Critique business decisions affected by international trade agreements.
- Compare the international regulation of multinational enterprises within home and host states.
- Research the international policies, regulation, and supervision of foreign investment.
- Evaluate multiple aspects of international regulations affecting multinational organizations.
- Apply critical thinking skills to analyze business situations.
- Discuss the opportunities provided by technology for businesses.
- Recognize situations that present potential ethical and legal issues and develop solutions for those issues.
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International Finance—FIN 631—The course is an analysis of financial problems facing businesses engaged in international activities. Topics include financing foreign investments, financial control of foreign operations, key economic theories, various financial instruments for risk management, exchange risk management, international financing and investment issues and the effect of foreign exchange on working capital management.

Outcomes:

- Understand the environment and factors associated with foreign exchange determination.
- Demonstrate knowledge of various forms of financial instruments available for foreign exchange risk management.
- Understand key economic theories that underlie the foundation of financial control of foreign operations and the effect of foreign exchange on working capital management.
- Demonstrate knowledge of basic international financing and investment issues.
- Demonstrate knowledge of foreign exchange terminology and the global financial markets.

International Management & Leadership—MGT 658—This course examines the role national culture plays in managing people and developing managerial systems at the international, multinational, and global level. The course includes analysis of how different national/regional cultures affect issues such as employee motivation, group dynamics, leadership, negotiation, conflict resolution, communication patterns, and approaches to organizational change.

Outcomes:

- Develop an employee motivation plan for an international team with an emphasis on national cultural differences.
- Discuss the effect of national and regional cultures on managing people.
- Analyze the differences in team and group dynamics in various cultures.
- Communicate a plan for organizational change in a multinational enterprise.
- Compare communication patterns in different national and regional cultures.
- Apply negotiation and conflict resolution techniques to international business situations.
- Develop strategic solutions to international business management problems.
- Apply capacity building techniques to improve international businesses.
- Compare how international and domestic marketing plans reflect national cultural differences.
- Apply critical thinking skills to analyze business situations.
- Discuss the opportunities provided by technology for businesses.
- Recognize situations that present potential ethical and legal issues and develop solutions for those issues.
- Use effective communication techniques.