

CAREER PROGRAMS

International Business

International Business Certificate

This 19 credit-hour certificate program will prepare students beginning their business careers for entry level positions in the international business field. For students who have completed their college degrees and/or who have previous business experience, this program will provide opportunities for re-assignment into the international field of their present companies or provide new employment opportunities.

The specific goal of this program is to provide students with sufficient competencies in international business to allow them to qualify for and succeed in positions with firms such as international freight forwarders, export and import management companies, insurance companies, manufacturers and financial institutions dealing with companies engaged in the business of international trade.

Required:¹

ACC	101	Introduction to Financial Accounting	4
MGT	115	Introduction to International Business	3
MKT	190	Export Documentation	3
MKT	260	International Marketing.....	3
MKT	290	Principles of Exporting and Importing.....	3

Electives: Select three credit hours from the following:^{1, 2}

BFC	225	International Finance	3
MAT	230	International Supply Chain Management	3
MKT	191	Marketing in the European Union	1
MKT	192	Marketing in the Pacific Rim: Ethnic Chinese	1
MKT	193	Marketing in the Pacific Rim: Asian Nations	1
MKT	194	Marketing in the Pacific Rim: Japan and Korea.....	1
MKT	195	Marketing in Mexico.....	1
MKT	196	Marketing in South America.....	1
MKT	252	Internet Marketing.....	3
MKT	292	International Marketing Research	3
MKT	293	International Marketing Channel Strategy	3

¹ Students are reminded that not all courses are offered each semester. In determining course selection, the student should consult with a Student Development faculty member or program coordinator.

² Students must satisfy the prerequisites for each course selected.