

INTERNATIONAL BUSINESS MANAGEMENT CERTIFICATE

Division: Business and Computer Information Systems

PROGRAM CODE: 2C40645

The **International Business Management Certificate** is designed to prepare students for various aspects of international management. Topics include the challenges of managing international organizations, the impact of culture on organizations, and the management of cultural diversity at home and abroad. A grade of C or better is required for each course taken. This certificate requires 18 units.

Code	Title	Units
Required Courses (18 units):		
BUS 131 F	Principles of International Business	3
BUS 132 F	Principles of Import and Export	3
BUS 224 F	International Marketing	3
BUS 225 F	International Management	3
BUS 226 F	International Finance	3
BUS 242 F	International Business Law	3
Total Units		18

Outcome 1: Analyze and evaluate the cultural, political, and economic factors that influence a country's competitiveness in the global marketplace, using a variety of assessment methods such as case studies, simulations, and research projects.

Outcome 2: Demonstrate proficiency in using a broad and diverse range of business terminology, applying it to various contexts and situations to communicate effectively with diverse stakeholders.

Outcome 3: Analyze and respond to complex business problems and requests, demonstrating critical thinking, problem-solving, and effective communication skills through a variety of written and oral communication modes, such as reports, presentations, and proposals. Incorporate feedback from peers, instructors, and industry professionals to revise and improve communication products.

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