

BUSINESS IN A GLOBAL ENVIRONMENT

INTERNATIONAL BUSINESS CERTIFICATE: AN INTERDISCIPLINARY CERTIFICATE

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ABSTRACT

As the world of business becomes increasingly more global, the need for international exposure and competent cultural intelligence increases. Production, services, employment, consumption, and politics are internationally integrated into our economy. College graduates who are expected to compete in this environment may be at a disadvantage if they have not been exposed to and educated about key aspects of the international marketplace. An International Business Certificate (IBC) introduces students to foreign cultures, practices, business, and economic systems through reading, writing, discussion, research, practice, and application, giving individuals the tools and a competitive edge when preparing for a career in international business.

The IBC is an interdisciplinary certificate which combines internationally focused coursework from Business, Communication, Economics, Foreign Language, Geography, and Sociology, with an opportunity for students to study abroad. The certificate requires the completion of 36 credit hours, consisting of 20 credit hours of core courses and 16 elective credit hours. Students can fulfill the 16 elective credit hours by a combination of the following methods: International exchange, internship with an international business organization, participation in an approved international business conference, and approved course work.

The interdisciplinary certificate is a reorganizing of existing University assets into a recognizable and useful organization of coursework, community activities, international travel and study. As such, the program allows the University to more fully utilize existing resources without expending greater resources. Students in any discipline are eligible to earn the Certificate as long as they have completed the required course work and credit requirements.

Students who complete the IBC will:

- Demonstrate an understanding of the international dimensions of business functions, including marketing, finance, economics, management, and operations.
- Develop an appreciation of the culture, business practices, and protocol in different countries.
- Distinguish and analyze ethical problems in an international environment, and choose and defend ethical solutions.