

Certificate in Global Business

one requirement. It will not count for both Electives and Experiential Global Business.

The Global Business Certificate empowers students with the knowledge and skills to function effectively in an increasingly global business environment. Students who complete the global business certificate will acquire global business acumen and experience that will augment their undergraduate learning with practical international business education, regardless of their undergraduate major or career ambitions. This is accomplished through a) knowledge acquisition via interdisciplinary global business coursework, b) skills development via hands-on experiential learning projects, and c) international experience via internships, field studies, and global business study abroad programs.

Requirements

Complete 12 credit hours with a 3.0 GPA from the 12 credit hours required for the certificate.

Required Courses		3
MANGMT 3900	International Business	3
or MRKTNG 3900	International Business	
Elective Courses (choose two from list)		6
FINANC 4720	International Finance	3
MANGMT 3910	Managing Across Cultures	3
or MANGMT 3920	Managing People in the Global Enterprise	
MANGMT 4080	Managing Global Trade	3
MRKTNG 4720	Global Marketing	3
Trulaske Abroad Courses & Other Approved Courses (3 credit maximum from these course options)		
MANGMT 3901	Special Topics in Management	1-3
or MANGMT 3975	Current Issues in International Management	
or MANGMT 4185	Problems in Management	
or FINANC 4185	Problems in Finance	
or MRKTNG 3975	Current Issues in International Marketing	
or MRKTNG 4185	Problems in Marketing	
or MRKTNG 3901	Special Topics in Marketing	
T_A_M 3010	Think Global: Fundamentals of Globalization and Digital Technologies	3
or PEA_ST 3510	Think Global: Fundamentals of Globalization and Digital Technologies	
or LG_LT_CT 3510	Think Global: Fundamentals of Globalization and Digital Technologies	
Experiential Global Business Course (choose one course from list)		3
BUS_AD 4500	Professional Development Program - Internship	3
ACCTCY 4940	Professional Accounting Internship	3-6
or MANGMT 4940	Professional Management Internship	
or MRKTNG 4940	Professional Marketing Internship	
or FINANC 4940	Professional Finance Internship	
MRKTNG 4800	Entering Global Markets ⁺	3

+ If a student completes an internship course to meet the Experimental Global Business Course requirement, then MRKTNG 4800 may be used to complete Electives. MRKTNG 4800 may only be used under