

# **Empire State College, State University of New York**

## **Certificate of Completion in Global Business**

The online Certificate of Completion in Global Business (CCGB) is intended to provide students with an understanding of the global business environment. Students should have an understanding of the basic business functions such as marketing, management, business law, economics, and human resource management. The CCGB provides current knowledge in areas of global business practices, and competencies in communication, decision-making and problem solving. Fluency in English is required at the level of a Test of English as a Foreign Language (TOEFL) score of not less than 550. The CCGB consists of 24-26 semester hours with an option to transfer in a maximum of 12 semester hours of approved learning. CCGB courses may be applied to either an associate or bachelor's degree with Empire State College.

**International Marketing (4 credits)** – Examine the issues and problems of global marketing from a strategic and managerial perspective. Course focuses on the choice of marketing mix in an international setting (i.e., whether the product, pricing, distribution, promotion and customer service decisions are effectively analyzed and identified relative to the cultural, political, legal and economic differences among countries and markets). In addition, export trade procedures and the coordination and controlling of international marketing will be explored. Prerequisite: Marketing Principles or equivalent.

**International Business Law (4 credits)** – This course covers the principles, laws and organizations that regulate and control international trade, and allows students to explore the managerial, "real-life" implications of the application of those principles, law and rules. Throughout the course, the students will be exposed to the cultural and ethical issues that arise in international trade and will be expected to apply their learning to specific case studies that involve not only legal problems but ethical ones as well. The course will focus on both the European Community and North American trade partners and the developing and non-market economies, such as the former Soviet Union and Eastern Europe. Prerequisites: Management Principles, Legal Environment of Business 1, Legal Environment of Business 2 or equivalents.

**International Human Resource Management (4 credits)** - This comprehensive study offers an integrated introduction to the strategic, organizational, human resource and industrial relations issues posed by globalization. This study focuses on resource policy and practice and encourages students to develop their understanding of the processes involved and to formulate their own strategic solutions. The study covers four major areas: the changing international context of contemporary business and its implications for human resource strategy; national differences in human resource management and their effects on organizational and personnel policy in multinational corporations; the practicalities of appointing and managing an international staff, including the processes of assessing and rewarding the managers and questions of industrial relations and industrial democracy and their relation to the functioning of multinational corporations. Prerequisites: Human Resources Management or equivalent.

**International Economics (4 credits)** – Explore international economics and theories of international trade and finance. Includes major issues of international economics: immigration, capital flows, multinational corporations, developing countries and problems facing countries in transition from central planning to market economies. Requires familiarity with basics of macro-microeconomic theories. A required video component is available by rental from the Empire State College Bookstore. Prerequisites: Economics/Macro, Economics/Micro or equivalent.

**International Finance (4 credits)** – In today's global market, there are trillions of dollars of assets that are priced and traded in the global financial market. It has become a necessity for those who are interested in business finance, financial management, international entrepreneurial ventures and global business to be educated in international financial institutions, financial mechanism of international markets and social and economics drivers of the international financial market. This course prepares students to be leaders and catalysts in multinational business corporations. It educates students not only to function in a high-risk environment but also to search for opportunities that create value for their organizations by integrating the strategic and financial challenges that face today's business environment. Additional Course Requirements: Graphing calculator or computer required. Prerequisites: Corporate Finance or equivalent.

**International Business (4 credits)** – Acquire an understanding of the theories and practices involved in international business. Study the nature and patterns of international business; role of international organizations; economic, socio-cultural, political, legal and labor issues; and operational and strategic management issues related to business with foreign nations, including topics on international human resource development. Consider NAFTA and GATT and their significance for North American business establishments.

Students interested in applying the Certificate of Completion credits to an associate or bachelor's degree may wish to discuss the following courses as options with their mentor: Money and Banking, Internet Marketing, Business Ethics (2 and 4 credit option). Course(s) in humanities and/or social sciences may also be appropriate, based on the student's background and interests.