INTERNATIONAL BUSINESS -LEVEL 1

Certificate of Completion #24107

This specialized business certificate is intended to prepare the student to work in the unique and dynamic environment of international business. The program also prepares the student as a business management generalist for companies conducting international trade. This program will afford career opportunities for entry-level employment in international sales and marketing.

Program Learning Outcomes

- Students will identify how governments influence trade.
- Students will list and explain the foundations upon which business is built and the economic challenges facing the United States.
- · Students will develop a working knowledge of marketing terminology.

Review Student Learning Outcomes (SLOs) for this program.

Required Courses

| Course Prefix | Course Name | Units |
|---------------|--------------------------------------|-------|
| VOC BM20 | Principles of Business | |
| VOC BM51 | Principles of International Business | |
| VOC BS36 | Principles of Marketing | |

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