

BUSINESS – INTERNATIONAL BUSINESS

The International Business program integrates a solid foundation in international trade, marketing, management, and global business practices used in a culturally diverse, global economy. Courses are designed to create cultural sensitivity in all business practices as well as technical skills needed to succeed in this highly competitive environment. Students can choose tracks in accounting, information processing, or entrepreneurship.

Learning Outcomes: Upon successful completion of the program, students will be able to:

- Analyze the impact of business at all levels (including local, state, national, and international).
- Describe the interrelatedness of the social, cultural, political, legal, and economic factors that shape and impact the international business environment.
- Apply communication strategies necessary and appropriate for effective and profitable international business relations.
- Describe the environmental factors that define what is considered ethical business behavior in a global business environment.
- Identify forms of business ownership and entrepreneurial opportunities available in international business.
- Relate balance of trade concepts to the import/export process.
- Analyze special challenges in operations and human resource management in international business.
- Apply marketing concepts to international business situations.
- Demonstrate an ability to accurately assess knowledge, skills, and abilities in relationship to their educational, career and/or personal goals.

Certificate of Achievement (Career Technical)

Certificate Requirements	Units
REQUIRED CORE:	28
BUSI 1A Financial Accounting (4)	
BUSI 18 Business Law (3)	
BUSI 20 Introduction to Business (3)	
BUSI 24 Business Issues and Ethics (3)	
BUSI 30 Global Management (3)	
BUSI 36 Introduction to International Marketing (3)	
BUSI 38 Multiculturalism in Corporate America (3)	
BUSI 54 Introduction to E-Commerce (3)	
ECON 4 Principles of Economics: Micro (3)	
TOTAL CERTIFICATE UNITS	28

Associate in Science Degree (Career Technical)

Associate Degree Major Requirements	Units
Certificate Requirements (as described above)	28
Language/Cultural Component:	
Select two courses from the following:	6-10
ANTH 4 Introduction to Cultural Anthropology (3)	
ANTH/ETNC/GWOS 30 Gender in Global Perspective (3)	
GEOG 4 Introduction to Human Geography (3)	
LING 10 Foundations of Language (3)	
POLS 2 Introduction to Comparative Government and Politics (3)	
SPCH 4 Intercultural Communication (3)	

- WLAN 1A Elementary World Language I (5)
- WLAN 1B Elementary World Language II (5)
- WLAN 2A Intermediate World Language (5)
- WLAN 2B Advanced World Language (5)

Occupational Component:

Select one track from the following:

4-7

Accounting Track:

- BUSI 1B Managerial Accounting (4)
- BUSI 120B Computerized Accounting - QuickBooks (3)

Information Processing Track:

- BUSC 126A Google Drive: Introduction to Word Processing (.5)
- BUSI 70 Business Communication (3)
- CSIS 50 MS Office Applications (2)
- & CSIS 50L MS Office Applications Lab (1)

Entrepreneurship Track:

- BUSI 44 Introduction to Business Ownership/Management (3)
- COOP 91.7 Business Work Experience (1-4)

TOTAL MAJOR UNITS

38-45

Associate Degree Requirements (as described above)

38-45

Complete Competency Requirements and MPC General Education Pattern for a total of 60 degree-applicable units (see pages 72-73, 76 in the 2017-18 MPC Catalog).

TOTAL DEGREE UNITS

60