

International Business

Certificate of Accomplishment: International Business

The certificate in International Business provides students with business, marketing and communication skills necessary for academic and professional careers in the field of International Business.

New certificate based on grant received to create an international business program at Ohlone.

Student Learning Outcomes

- 1. Demonstrate an understanding of the economic and legal aspects of doing business in the global community.
- 2. Understand and apply the principles of international business and marketing within the context of the international paradigm.
- 3. Speak and write effectively for diverse audiences in various contexts.
- 4. Utilize critical thinking in evaluating and researching international business and marketing decisions.
- 5. Apply the principles and practices of international business and marketing through an internship in an international business or corporation.

MAJOR FIELD

BA 136 Introduction to International Business	3
BA 137 Introduction to International Marketing	3
BA 115 Career Communication	3
SPCH 105 Intercultural Communication	3
BA 141C An Introduction to International Business Law	3
or	
BA 142 International Economics	3
WEX 185A2 Work Experience Education	2
or	
BA 138A Services Export Marketing	1
and	
WEX 185A1 Work Experience Education	1
	Total Units = 17