



CURRICULUM GUIDE 2014-2015

INTERNATIONAL BUSINESS

Certificate of Accomplishment in International Business

Requirements for Certificate of Accomplishment:

- a) Complete satisfactorily the courses listed for the particular certificate.
- b) Complete at least 50% of the required units at Ohlone College.
- c) Maintain a 2.0 grade point average.

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.

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.

BA-115	Career Communication	3
BA-136	Introduction to International Business	3
BA-137	Introduction to International Marketing	3
BA-141C	An Introduction to International Law OR	3
BA-142	International Economics	(3)
SPCH-105	Intercultural Communication	3
WEX-185A2	General Work Experience Education OR	2
BA-138A	Services Export Marketing AND	(1)
WEX-185A1	General Work Experience Education OR	(1)
BA-140	Global Business Immersion	<u>(2)</u>