Global Business Certificate

The Certificate in Global Business is for those who want to be prepared to accept a job internationally and appreciate the different cultural values, economies, and communication styles of our vast and varied business world and is open to students in all University of Oregon majors. Upon successful completion of an approved plan, students will receive their certificate in addition to their diploma. Applications can be submitted to an academic advisor.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Discuss the promises of globalization, whether the global economy has delivered on those promises, and how we might reform globalization to represent the needs of people and the planet.
- Identify cross-country cultural differences in political, economic, social, and legal factors, and evaluate their implications for business decisions.
- Analyze global and country-level macro-environments of marketing, choose an appropriate market-entry or expansion strategy, and manage product, pricing, distribution, and communication strategies in international markets.

To receive a Certificate in Global Business, students must complete a total of 36 credits (must include 24 upper division credits) with 12 credits at the 400 level. Of the 12 400-level credits, 8 are included in the international business core. The remaining 4 credits must be planned as part of the area studies.

Code	Title	Credits
International Business Core:		
BA 101	Introduction to Business	4
BA 252	Global Perspectives in Business	4
MGMT 420	Managing in a Global Economy	4
MKTG 470	International Marketing	4
Area Study/Global Systems/Cross Cultural Competencies[1]		**20**
Total Credits		**36**

[1] Area study requirements consist of 20 credits of coursework that relate to an international theme with at least 4 credits at the 400 level. This must be approved by an advisor in the Lundquist College of Business. Area studies coursework must include at least two department prefixes. Usually this theme will be geographically-based, focusing on a region such as Latin America, North Africa, or Europe. Other themes that are not geographic may be submitted for approval; for example global systems, cross cultural competencies, and macro level international forces (such as globalization). Four credits of second year second language can be used toward this requirement. Literature or cultural studies courses taught in a second language may be applied to the area studies. Only 4 credits of business course work can be used in this category and must be pre-approved.