

# INTERNATIONAL BUSINESS, CERTIFICATE OF ACHIEVEMENT (C)

## Overview

The International Business program at Santa Barbara City College provides an introduction to the central aspects of international business, exclusive of any particular geographic emphasis. Topics include the economic and cultural environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, management, law, and personnel; and the principles associated with international exchange of goods, services, and investments. This program provides hands-on experience investigating market potential. It also prepares a student for transfer to a four-year institution. Students interested in transferring to four-year institutions should meet with a faculty advisor or counselor for transfer information. Main Competencies include: Strategic planning, international market entry/geopolitical forces, international business law (immigration), foreign direct investment/foreign currency analysis, funding and initial growth strategies.

Upon completion of the program, students may enter a variety of positions in the following fields: Entrepreneurship, Hospitality and Tourism, Economics, Banking and Finance, International Marketing, Import/Export (Operations).

The Certificate of Achievement in International Business provides students with an introduction to the central aspects of international business. Topics include the economic, political, and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

## Requirements

### Certificate of Achievement Requirements

Complete all Department Requirements for the Certificate of Achievement with a C or better in each course. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.

Code	Title	Units
<b>Department Requirements</b>		
BUS/FP 240 or IBUS 211	The Business of Entertainment Legal Environment of International Business	3
IBUS 102	Introduction to International Business	3
IBUS 109	Basics of Importing and Exporting	3
IBUS 201	International Human Resource Management	3
MKT/MAT 164 or MKT 212 or FIN 211 or COMM 151	Online and Mobile Marketing Supply Chain Logistics Skills in Trade Finance Intercultural Communication	3

MKT 209	International Marketing	3
MKT/CIS 220	Introduction to Electronic Commerce	3
<b>Total Units</b>		<b>21.00</b>

## Learning Outcomes

1. Explain general management functions, roles and responsibilities required to effectively manage today's contemporary organizations.
2. Recognize the ethical issues facing managers and apply decision-making techniques and ethical reasoning to resolve 21st century ethical dilemmas.
3. Work effectively in teams and appreciate the meaning of mutual responsibility.
4. Access and interpret information, respond and adapt to a dynamic business environment, make complex decisions, solve problems, and evaluate outcomes.

## Recommended Sequence

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment ([http://www.sbccc.edu/starfish/howtos/starfish\\_appt\\_how\\_to.pdf](http://www.sbccc.edu/starfish/howtos/starfish_appt_how_to.pdf)).