

UNDERGRADUATE CERTIFICATE IN

INTERNATIONAL BUSINESS

WHY STUDY INTERNATIONAL BUSINESS?

Most businesses are affected in some way by international influences, such as is currency issues, outsourcing, transportation, or distribution networks. If you are interested in overseas markets and the global economy, adding the International Business Certificate to your business major can provide a great springboard for your career.

Whatever you're studying – whether it be accounting, finance, marketing, supply chain, or something else – having an understanding of economic, political, and cultural differences will give you new perspectives that you'll bring with you to make you a more "globally savvy" employee.

CERTIFICATE OUTLINE

Some grade requirements, admission to major requirements and course restrictions may apply.

Non-business students may have additional requirements. Be sure to see a Lubar academic advisor for more information.

Required courses: 9 credits

BUS ADM 456 International Financial Management

BUS ADM 465 International Marketing

BUS ADM 496 International Business

Students can choose at least two courses from the following: 6 credits

BUS ADM 467 Marketing Seminar (International Topics Only)

BUS ADM 495 Special Topics in Business (International Topics Only)

BUS ADM 497 Study Abroad: International Topics

BUS ADM 498 Study Abroad: Business Topics

BUS ADM 535 Global Information Technology Management

BUS ADM 541 Cross-Cultural Management

BUS ADM 551 International Investments

ECON 351 Introduction to International Economic Relations

ECON 454 International Trade

POL SCI 316 International Law

POL SCI 330 The Politics of International Economic Relations

POL SCI 339 European Integration

POL SCI 343 Asian International Relations

POL SCI 346 US-Latin American Relations

GLOBAL 311 Contexts for Global Management

TOTAL: 15 CREDITS

QUESTIONS? PLEASE CONTACT

Undergraduate Student Services • Lubar Hall, N297

414-229-5271 • uwmbba@uwm.edu • lubar.uwm.edu

COURSE DESCRIPTIONS

BUS ADM 456 International Financial Management. 3 cr.

Introduction to international financial markets, exchange rate determination theory, concepts and measurement of foreign risk exposure, financial instruments to hedge exchange risk, and financing of multinational enterprises. *Prereq: junior standing; Bus Adm 350 or 351 (grade "C" or better).*

BUS ADM 465 International Marketing. 3 cr.

Focus is on the environment and the modifications of marketing thinking and practices, occasioned by differences in the economic, social, and cultural settings of countries. *Prereq: junior standing; Bus Adm 360 or 361.*

BUS ADM 467 Marketing Seminar. 3 cr. (International Topics Only)

In-depth focus on specialized topics in marketing such as business-to-business sales and marketing, database and interactive marketing, and international marketing research and strategies. Repeatable for credit with a change in topic to a maximum of nine credits. *Prereq: junior standing; Bus Adm 360 or 361.*

BUS ADM 495 Special Topics in Business. 1-3 cr. (International Topics Only)

Current topics and issues related to specific management areas of business. Specific topics and additional prerequisites announced in Schedule of Classes whenever course is offered. May be retaken with change in topic to a maximum of nine credits. *Prereq: junior standing.*

BUS ADM 496 International Business. 3 cr.

The study of major factors specific to the conduct of business in international markets; focuses on the integration of marketing, finance, production, and other management functions into the world business, cultural, social, and political environments. *Prereq: junior standing; admission to Bus Adm major, Bus Adm 330, Bus Adm 350, Bus Adm 360.*

BUS ADM 497 Study Abroad. 3 cr.

Course pertaining to international business at an approved overseas institution. Must meet the requirements for acceptance into the Study Abroad program. May be taken with change in topic. *Prereq: junior standing; acceptance for Study Abroad program.*

BUS ADM 498 Study Abroad: Business Topics. 3 cr.

Immersion (including instruction at an international university) in the economic, cultural, and business practices of selected countries. May be taken with change in topic to a maximum of six credits. *Prereq: junior standing; acceptance for Study Abroad program.*

BUS ADM 535 Global Information Technology Management. 3 cr.

Management issues surrounding the effective deployment of information systems in different regions of the world. *Prereq: junior standing; admission to major; Bus Adm 230 or 231 (grade "C" or better).*

BUS ADM 541 Cross-Cultural Management 3 cr.

Business cultures around the world; the impact of cultural differences in international management and negotiations. Bus Adm 541 and Global 541 (411) are jointly offered; they count as repeats of one another. *Prereq: junior standing; Bus Adm 330 or 331.*

BUS ADM 551 International Investments. 3 cr.

Introduce institutional arrangements, instruments, and innovations in global investments. Emphasize foreign currency return-risk analysis, risk management, and performance evaluation on international investment portfolios. *Prereq: junior standing; admission to major; Bus Adm 451(P).*