# INTERNATIONAL BUSINESS, CERTIFICATE

(Code 740-610)

The Certificate in International Business is designed to enhance the bachelor's degree for any student at UW-Eau Claire. Students for whom studying abroad or completing an international internship are not options can complete the 12-credit certificate and add valuable insights into the global business environment.

The Certificate was designed by participating faculty in the UW-Eau Claire College of Business, the Business Advisory Council, and the International Business Advisory Council. It is designed to complement the UW-Eau Claire Global Studies minor and to enhance all majors at UW-Eau Claire.

The International Business Certificate is an academic program, which includes the following requirements:

**Twelve semester credits, as follows:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKTG 335</td>
<td>International Marketing</td>
<td>3</td>
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<tr>
<td>MGMT 345</td>
<td>Managing Global Organizations</td>
<td>3</td>
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<tr>
<td>or MGMT 447</td>
<td>Cross Cultural Leadership</td>
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<tr>
<td>ECON/LAS 356</td>
<td>Economic Development of Latin America</td>
<td>3</td>
</tr>
<tr>
<td>or FIN 325</td>
<td>International Financial Management</td>
<td></td>
</tr>
<tr>
<td>or ECON 351</td>
<td>International Economics</td>
<td></td>
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<tr>
<td>or ECON 353</td>
<td>Economics of Pacific Asia</td>
<td></td>
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<tr>
<td>or ECON 355</td>
<td>Economic Development</td>
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**Elective Courses - A minimum of three credits from the following:**

- Any foreign language course at the 201 level or higher
- ACCT 405  International Accounting
- ANTH 315  Language in Culture and Society
- ANTH 463  Religion and Culture
- ARTH 112  Survey: Renaissance to 20th Century Art
- BSAD 315  International Business Law
- BSAD 491  Selected Topics in Business
- CJ 301  Intercultural Communication
- CJ 319  International Communication
- ECON 351  International Economics
- ECON 353  Economics of Pacific Asia
- ECON 355  Economic Development
- GEOG 301  Geography of Western Europe
- GEOG 308  Geography of Russia and Eastern Europe
- GEOG 319  Geography of the Middle East and North Africa
- GEOG 321  Geography of Latin America
- GEOG 366  Geography International Immersion Experience
- HIST 124  World History to 1500
- HIST 125  World History Since 1500
- HIST 284  The Nazis and Germany, 1914-1945
- HIST 286  History of World War II
- HIST 292  Origins of Current World Conflicts
- HIST 304  Greek Civilization
- HIST 306  Roman Civilization
- HIST 315  The Age of Reformation
- HIST 326  Twentieth Century Europe, 1900 to Present
- HIST 360  Modern France
- HIST 362  Modern Germany
- HIST 375  Twentieth Century Russia
- HIST 376  World War I and II Military
- HIST 381  Comparative Genocide
- HIST 382  Imperialism Since 1800
- HIST 383  Modern Africa
- HIST 384  The Vietnam War
- HIST 387  Marco Polo’s World, 1250-1350
- HIST 388  History of China
- HIST 389  History of Japan
- HIST 393  Roots of Selected Contemporary World Problems
- HIST/LAS 311  Latin America Since Independence
- LAS/ECON 356  Economic Development of Latin America
- MGMT 343  Supply Chain Management
- POLS 122  Introduction to World Politics
- POLS 260  Introduction to Comparative Politics
- POLS 321  Politics of the Middle East
- POLS 322  Politics of Russia
- POLS 323  Politics of Eastern Europe
- POLS 324  Politics of Asia
- POLS 327  Politics of Continental Europe
- POLS 390  Culture and Politics
- POLS/LAS 319  Politics of Latin America
- RELS 100  Introduction to the Religions of the World
- RELS 304  Modern Christianity
- RELS 307  Judaism
- RELS 309  Islam
- RELS 312  Buddhism: Past and Present
- RELS 314  Hinduism
- RELS 323  Chinese and Japanese Religions

1 The International Business certificate will not count as a secondary program when combined with the standard Business Administration major. This certificate can count as a secondary program when combined with other COB majors. Please see the list of approved major/minor combinations ([http://catalog.uwec.edu/undergraduate/business/#academicprogramstext](http://catalog.uwec.edu/undergraduate/business/#academicprogramstext)) that satisfy university academic concentration requirements ([http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16](http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16)).
Submit documentation through International Business Experience eform under Management & Marketing