California State University, East Bay, named by the Princeton Review a Best in the West College, is a distinguished institution celebrated for its academic excellence, personal learning environment, acclaimed faculty, and cultural diversity.

THE SAN FRANCISCO BAY AREA
Cal State East Bay is in the heart of the cultural, technological, and educational center of California. The Bay Area offers all the amenities of a major metropolitan setting and an inspiring platform for career development. The campus is just 30 to 40 minutes away from San Francisco, Oakland, San Jose, and Silicon Valley. Cal State East Bay enjoys a great view of the San Francisco Bay from our hilltop campus and graduates of our three-quarter option International Business Diploma are perfectly placed to do practical training throughout the Bay Area.

LOCATION
Hayward, California—in the Heart of the San Francisco Bay Area.

INTERNATIONAL BUSINESS DIPLOMA
in the San Francisco Bay Area

PROGRAM OVERVIEW
The International Business Diploma (IBD) is an intensive program that concentrates on the complexities of the movement of goods and services across national boundaries. Program curriculum focuses on the practical aspects of international business including logistics, finance, marketing, and international management.

ADMISSION REQUIREMENTS
• Four-year bachelor’s degree from an accredited institution.
• Minimum TOEFL score 71 iBT or IELTS 6.0

IDEAL STUDENT(S)
• Individuals who work or possess a degree in business that seek to gain specialized knowledge in international business or want to refresh their skills
• Individuals without a business background who wish to gain an overview of international business

DIPLOMA REQUIREMENTS
• Complete two-quarter option: six required courses (24 units)
• Complete three-quarter option, with specialization in Marketing or other business-related area: 36 units comprised of the six required courses (24 units) plus 12 additional units.
• Maintain 2.5 overall grade-point average
• Receive no grade below a C in any course

ACADEMIC CALENDAR**
Fall '17 Sep. 14 to Dec. 10
Winter '18 Jan. 02 to Mar. 18
Spring '18 Mar. 22 to Jun. 10
Summer '18 Jun. 15 to Aug. 12

**Effective Fall 2018 CSUEB is moving to a semester calendar.

“CSUEB was the smartest choice I have ever made for my career. The professors are great and the campus is awesome. I was able to meet friends from all over the world and share experiences. Today I work for an American company in Brazil and I am able to apply on a daily basis everything that I learned while I was a student at CSUEB.”

--Liandro Damaceno
International Business Diploma
Brazil

www.csueastbay.edu/ALP/programs/international-business
COURSE CURRICULUM
Developing an International Business Strategy
MGMT 7710 (4 units)
This “big picture” module is offered to prepare participants to develop an international strategy consistent with their firms’ overall strategy. Participants learn how to identify industry/country attractiveness and how to gauge the strengths and weaknesses of potential competitors. This course further explores entry strategies, localization issues and the benefits of different forms of partnerships or alliances.

International Marketing Decisions
MKTG 7801 (4 units)
This course will cover the basic concepts and principles of finance, and then introduce the tools and mechanisms used to make sound financing decisions. Emphasis is placed on developing an understanding of the process for making effective export marketing decisions. Topics include foreign sales tactics, product pricing assessments, and channeling opportunities to foreign buyers.

eCommerce Marketing for International Business
MKTG 7806 (4 units)
Internet Marketing and e-commerce are growing faster than any marketing medium ever has. Broader marketing, increased sales, improved customer service, reduced costs and improved customer data collection are just a few of the benefits companies are receiving as they develop their e-commerce strategies. You will learn what it takes to market and promote a successful e-commerce solution and how e-commerce fits into the marketing mix. By analyzing market trends and case studies, and discussing strategies for acquiring and retaining target customers online, you will learn what it takes to maintain a successful e-commerce program and how to measure results vs. marketing objectives.

International Business Finance
FIN 7700 (4 units)
The basic concepts and principles of finance are reviewed before participants gain exposure to the tools and mechanisms used to make sound financing decisions. Topics include the role of insurance, hedging and other financial mechanisms, developing robust payment solutions for exporting and importing, and e-commerce tools in international trade. A review of the principal financial institutions that assist international trade, both in the U.S. and among principal U.S. trading partners, also is provided.

International Business Law
MGMT 7712 (4 units)
International and domestic law is explored in the context of international business. The course provides a general overview of corporate and partnership law. It also covers the treatment of intellectual property rights in the context of international business, the legal framework associated with imports and exports and the mechanisms and institutions that affect conflict resolution.

Global Supply Chain Management (GSCM)
MGMT 7700 (4 units)
This course focuses on how organizations plan, design, and execute global supply chain management (GSCM) to create a competitive advantage through producing and delivering their primary goods and services worldwide through stores or e-commerce. This course uses expert knowledge, cases, and analysis to demonstrate how companies can create value in GSCM in various industries. It will include presentation, discussion, and the application of the concepts presented so students can tailor the content to their own particular area of interest.

Optional Third Quarter Specialization (12 units)
Sample Coursework for Marketing Specialization
- Managing Marketing: Theory and Practice (4 units)
- Marketing Communications (4 units)
- Marketing Planning (4 units)

(Please note: Specific courses offered will depend on when the student is eligible for the third-quarter option)

HOUSING
Students live at the California State University, East Bay on-campus apartments. University Village is just a short walk from classes and provides spacious, fully furnished apartments that feature a kitchenette with refrigerator and microwave oven. It is a true living-learning community designed to help you thrive academically, personally, and socially as it is equipped with a computer lab and study, exercise, laundry, and recreation rooms. High-speed Internet access is provided and phone and cable service are available. Free shuttle buses run from campus to nearby BART train stations which offer access to the entire Bay Area.

TUITION AND FEES
(all costs subject to change)
- Tuition and fees: $6,500/2 quarters
- Living Expenses: $6,000/quarter
- Health Insurance: $412/quarter
- Books: $350/quarter

CONTACT INFORMATION
American Language Program
Telephone: 1 (510) 885-2358
Fax: 1 (510) 885-2040
E-mail: alpgen@csueastbay.edu
Web: www.csueastbay.edu/ALP
Facebook: www.facebook.com/ALPCSUEB

APPLICATION CHECKLIST
Submit online application and required attachments:
- Official transcript and diploma verifying completion of four-year bachelor’s degree
- Official TOEFL or IELTS score
- Verification of financial declarations (bank statements, letter, or seal)
- Copy of passport name page
- Non-refundable $150 application fee

APPLY NOW!
www.csueastbay.edu/ALP/prospective-students/apply-now.html