



# CAL STATE EAST BAY

## INTERNATIONAL BUSINESS CERTIFICATE in the San Francisco Bay Area

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 International Business Certificate are perfectly placed to do practical training throughout the Bay Area.



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

### PROGRAM OVERVIEW

The International Business Certificate (IBC) is a one-year 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 or Duolingo English Test 100

### IDEAL STUDENT

- 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

### CERTIFICATE REQUIREMENTS

- Successful completion of two semesters (six required courses = 18 units)
- Maintain 2.5 overall grade-point average
- Receive no grade below a C in any course

### PRACTICAL TRAINING

Students may be eligible to apply for Optional Practicum Training (OPT) upon completion of the program. OPT provides practical experience in which one may apply the knowledge and skills gained through the program in a real business situation.



*"Before being enrolled as a student in the IBC, I used to think just like an employee. After my experience as a student of the International Business Program, my mind is more open, and I am now interested in starting my own business. I can say without a doubt that Cal State University has been the most career-enriching experience that I've ever had. In addition, I found that I was experiencing "the world" because I had classmates from four continents; today, I call them friends. I learned a lot because each class was complete, reliable and very useful. Now I am applying for the OPT to practice what I've learned."*

*Charley Velasco Ariza  
International Business Certificate  
Colombia*

### ACADEMIC CALENDAR\*

Semester	Fall	Spring
<b>Start Dates</b>	mid August	late January
<b>End Dates</b>	mid December	late May

*\*See website below for exact dates and application deadlines. New students must start in Fall semester.*



## COURSE CURRICULUM - FALL

### Developing an International Business Strategy

#### MGMT 851 (3 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 850 (3 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.

### International Business Finance

#### FIN 850 (3 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.

*\*IBC students may also take additional business courses through Open University (OU). Class registration in OU is based on class availability and student's qualifications. We cannot guarantee that any specific course will be available. Additional tuition/fees will apply.*

## HOUSING

Students live in California State University, East Bay on-campus apartments and suites. Pioneer Heights is just a short walk from classes and provides spacious, fully-furnished apartments that feature a kitchenette with refrigerator and microwave oven. Equipped with a computer lab and study, exercise, laundry, and recreation rooms, it is a true living-learning community designed to help you thrive academically, personally, and socially. High-speed internet access is provided and phone and cable television service are available. Partial or full meal plans are included in the price quoted. Free shuttle buses run from campus to nearby BART train stations which offer access to the entire Bay Area.

## COURSE CURRICULUM - SPRING

### eCommerce Marketing for International Business

#### MKTG 851 (3 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 Law

#### MGMT 852 (3 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 850 (3 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.



## APPLY NOW!

[www.csueastbay.edu/globalacademy/future-students/apply-now.html](http://www.csueastbay.edu/globalacademy/future-students/apply-now.html)

## APPLICATION CHECKLIST

Submit online application and required attachments:

- Official transcript and diploma verifying completion of four-year bachelor's degree
- Official TOEFL, IELTS, or Duolingo score
- Verification of financial declarations (bank statements, letter, or seal)
- Copy of passport name page
- Non-refundable \$150 application fee

# CAL STATE EAST BAY

## TUITION AND FEES

*all costs subject to change*

Tuition and fees:	\$8,186
Living Expenses:	\$19,000
Health Insurance:	\$2,115

*above costs do not include books*

## CONTACT INFORMATION

### Global Academy

Telephone: +1 (510) 885-2358

E-mail: [globalacademy@csueastbay.edu](mailto:globalacademy@csueastbay.edu)

Web: [www.csueastbay.edu/globalacademy](http://www.csueastbay.edu/globalacademy)

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