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 Diploma 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 Diploma (IBD) 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

DIPLOMA 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.

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

“Before being enrolled as a student in the IBD, 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 Diploma
Colombia

ACADEMIC CALENDAR*

<table>
<thead>
<tr>
<th>Semester</th>
<th>Fall</th>
<th>Spring</th>
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<tbody>
<tr>
<td>Start Dates</td>
<td>mid August</td>
<td>late January</td>
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<tr>
<td>End Dates</td>
<td>mid December</td>
<td>late May</td>
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*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.

*IBD 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.

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.

HOUSING

Students can opt to 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

Tuition and fees: $8,186
Living Expenses: $19,000
Health Insurance: $1,675
above costs do not include books

CONTACT INFORMATION

American Language Program
Telephone: 1 (510) 885-2358
E-mail: alpgen@csueastbay.edu
Web: www.csueastbay.edu/ALP

Facebook: @ALPCSUEB
Instagram: @csueb_international

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

all costs subject to change