

# Global Business

68-credit Associate of Applied Science Degree

## About the Program

Get involved in the exciting field of global business by gaining skills relevant to importing and exporting products and services. Through this program, students will have all the advantages of an award-winning Global Education and Trade Center right on campus. Develop skills needed for global marketing, logistics, and finance; learn to identify regulations and understand documents that facilitate the global supply chain; and explore the potential for global expansion through e-commerce.

Students may work toward the degree in stages by completing six core classes to receive a Global Business Certificate. Some courses are in an accelerated format.

## Potential Job Titles

- International Customer Service
- International Logistics Coordinator
- International Trade Specialist
- Import Coordinator
- Export Documentation Specialist

## Credit Transfer

Credits earned in the Global Business program may be transferable to institutions offering baccalaureate degrees. Visit [www.wctc.edu/transfer](http://www.wctc.edu/transfer) for specific information. Since the details of credit transfers change from time to time, be sure to contact the intended college or university to verify credit transferability.

## Admission Process

- Fill out a WCTC application
- Send \$30 non-refundable application fee
- Send high school transcript or GED/HSED
- Send any previous college transcripts
- Complete Skills Assessment test (COMPASS)
- Begin pursuing Financial Aid options
- A background in foreign languages is highly recommended but is not an admission requirement. If students do not have such a background, they will study Spanish or German for business while at WCTC.

For more information, call 262.691.5200.

## Required Courses

## Credits

### First Semester

104-102	Marketing Principles	3
107-007	Introduction to Microsoft Word	1+
107-008	Introduction to Microsoft Excel	1+
138-150	Global Business Fundamentals	3
801-195	Written Communication	3+
809-115	Global Cultural Awareness	3
809-195	Economics	3+
<b>Total semester credits</b>		<b>17</b>

### Second Semester

104-104	Sales Principles	3
138-155	International Marketing	3
138-160	Global Supply Chain Procurement	3
801-196	Oral/Interpersonal Communication	3+
804-123	Math with Business Applications	3+
809-196	Introduction to Sociology	3+
<b>Total semester credits</b>		<b>18</b>

### Third Semester

101-105	Accounting Fundamentals	3
138-165	Global Supply Chain Logistics	3
138-192	Global Sourcing	3
802-160	Spanish - Beginning	3
809-199	Psychology of Human Relations	3
	Elective	3
<b>Total semester credits</b>		<b>18</b>

### Fourth Semester

102-102	Intl Business Practice Firm	3
138-180	Global Finance	3
138-185	Global Business Applications	3
802-165	Business Spanish Applications	3
809-172	Race Ethnic & Diversity	3
<b>Total semester credits</b>		<b>15</b>

+ Proficiency exam available

Curriculum is current as of catalog printing. The most current curriculum requirements for graduation will be provided upon admission to program, or review at [www.wctc.edu](http://www.wctc.edu).

**Global Business Required Courses****101-105 Accounting Fundamentals**

3 Use a survey approach to learn the accounting process and to gain a general knowledge of the accounting principles and financial accounting procedures applied to business budgeting. This course is for non-accountants.

**102-102 Intl Business Practice Firm**

3 Set up and run a virtual business to conduct e-commerce in a global environment and develop a marketing plan to market a product using the Internet. Make decisions about the overall operation of the firm and apply problem-solving strategies in a team environment.

**104-102 Marketing Principles**

3 Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.

**104-104 Sales Principles**

3 Apply fundamental selling principles in a controlled setting. Through the use of videotaped role playing and structured experiences, demonstrate the ability to approach, secure desire, handle objections, and close the sale. Examine the characteristics of a successful salesperson, buyer behavior, communication styles, ethics, and international sales.

**107-007 Introduction to Microsoft Word**

1 Get acquainted with the fundamentals of word processing and the use of microcomputer hardware and software. Become a proficient user of Microsoft Word.

**107-008 Intro to Microsoft Excel**

1 Explore the fundamental concepts of spreadsheets while becoming a proficient user of Microsoft Excel.  
Prerequisites: 107-007 Introduction to Microsoft Word (or concurrent)

**138-150 Global Business Fundamentals**

3 Review the fundamentals of global business in an effort to understand how the environment, world history, and political systems impact the global trade arena. Discuss trading blocks, including NAFTA, Mercosor, the EC and the WTO, in the context of the global economy.

**138-155 International Marketing**

3 Analyze the way commodities and industrial products are globally marketed, focusing on the concepts of distribution channels, trade patterns, competition, product planning and life cycle, advertising and promotion, market research, and the adaptation of the marketing mix to foreign environments. Analyze distributor relationships, agency, and licensing. Some background in marketing is recommended.

**138-160 Global Supply Chain Procure**

3 Gain an in-depth understanding of Incoterms, the harmonized system, and import procedures. Discuss different modes of transportation, methods of payment, marine insurance, and conflict resolution.

**138-165 Global Supply Chain Logistics**

3 Develop an in-depth understanding of the flow of documents, ISO, and compliance issues in relationship to U.S. export control laws. Learn the basics of ocean/air rate calculations. Discuss trade treaties such as NAFTA and their impact on documents and transportation.  
Prerequisites: 138-160 Global Supply Chain Procure (or concurrent)

**138-180 Global Finance**

3 Examine the intricacy of the foreign market and hedging against fluctuations. Explore the global capital market, the development of the Euro, major types of risk in export financing, and techniques for hedging against such risks.

**138-185 Global Business Applications**

3 Draw on the skills learned in past coursework while completing a project that incorporates international market research, international organization and planning skills, international correspondence and documentation, price calculations, and international transportation.

Prerequisites: 138-150 Global Business Fundamentals and 138-155 International Marketing and 138-160 Global Supply Chain Procure and 138-165 Global Supply Chain Logistics (or concurrent) and 138-180 Global Finance and 809-115 Global Cultural Awareness; or Consent of instructor

**138-192 Global Sourcing**

3 Explore the process of identifying, qualifying, and negotiating the purchase of goods and services from global sources of supply. Examine the combination of cultural, logistical, and financial factors encountered when purchasing offshore.

**801-195 Written Communication**

3 Study and practice the transfer of information, ideas, and experiences in written form through reports, letters, memoranda, and other documents. Gain proficiency in the areas of organization, clarity, accuracy, and directness.

Prerequisites: COMPASS-Writing Skills or ACT-English or ASSET-Writing Skills or Accuplacer Sentence Skills or TABE Advanced Language or 831-103 Intro to College Writing or 851-771 Writing-Program Readiness

**801-196 Oral/Interpersonal Comm**

3 Practice the necessary skills for effective speech delivery, listening, assertiveness, conflict resolution, teamwork, and general interpersonal communication.

**802-160 Spanish – Beginning**

3 Take a conversational approach to learning Spanish while becoming familiar with beginning terminology. Enhance ability to understand and be sensitive to the difficulties encountered in cross-cultural communication. Note: Students who have foreign language proficiency (Spanish or other) acquired by background or formal training should apply for a language proficiency that might meet the requirements of this course.

**802-165 Business Spanish Applications**

3 Achieve a higher level of skill in using Spanish as a second language in the business environment while discussing topics such as forms, documentation, and business settings. Note: Students who have foreign language proficiency (Spanish or other) acquired by background or formal training should apply for a language proficiency that might meet the requirements of this course.

Prerequisites: 802-160 Spanish - Beginning

**804-123 Math w Business Apps**

3 Develop an understanding of real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.

**809-115 Global Cultural Awareness**

3 Discuss the factors that influence people to speak, act, negotiate, and make decisions in an effort to modify personal assumptions and habits that hinder success in the workplace. Explore how styles of thinking, value systems, and political and social realities affect relationships. Focus on negotiations, international communications, marketing, and hosting international visitors.

**809-172 Race Ethnic & Diversity**

3 Race, Ethnic, and Diversity is a course that draws from several disciplines to reaffirm the basic American values of justice and equality by teaching a basic vocabulary, a history of immigration and conquest, principles of transcultural communication, legal liability and the value of aesthetic production to increase the probability of respectful encounters among people. In addition to an analysis of majority/minority relations in a multicultural context, the topics of ageism, sexism, gender differences, sexual orientation, the disabled and the American Disability Act (ADA) are explored. Ethnic relations are studied in global and comparative perspectives.

Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensive or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

**809-195 Economics**

3 Discuss the major institutions and principles that underlie the contemporary American economic system, and consider topics such as the free enterprise system, supply and demand, circular flow, government involvement, the federal reserve system, economic growth and development, the effects of international trade, comparative economic systems, and global economics.  
Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensive or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

**809-196 Introduction to Sociology**

3 Learn the basic concepts of sociology: culture, socialization, social stratification, multiculturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues.  
Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensive or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

**809-199 Psychology of Human Relations**

3 Examine the principles of interaction as applied to human relations at home and on the job. Explore topics such as self concept personality development, learning, motivation, emotions, stress, human relations processes, and special relationships.  
Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensive or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

**Elective Options**

102-103 Intl Business Preactice Firm II  
102-151 Business Co-op I  
138-191 Fundamentals of Importing  
801-192 Fundamentals of Writing

Any course at the associate degree level will meet the elective requirement.