

# Global Business

18-credit Technical Certificate

## About the Certificate

Six core courses offer the basics in export and import skills for the exciting field of global business. Students can take advantage of the award-winning International Trade Resource Center on campus to expand and develop new markets for their company.

## What is a Technical Certificate?

A WCTC technical certificate provides an excellent means for those already employed in business to cross train or to expand their knowledge through short-term training opportunities.

For more information call 262.691.5200.

## Required Courses

Credit

### First Semester

138-150 Global Business Fundamentals 3

138-155 International Marketing 3

**Total semester credits 6**

### Second Semester

138-160 Global Supply Chain Procurement 3

138-165 Global Supply Chain Logistics 3

809-115 Global Cultural Awareness 3

**Total semester credits 9**

### Summer Term

138-180 Global Financial Transactions 3

**Total term credits 3**

*Curriculum is current as of catalog printing.*

*The ability to complete a full certificate may be affected by low enrollment.*



## Global Business Required Courses

**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 (or concurrent)

**138-180 Global Financial Transactions 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.

**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.