

Certificate in International Business Management

Increase your ability to lead global commerce and become one of the most sought after managers or executives in corporate America. To maintain positioning or grow, companies have to integrate international production, marketing and investment into their business operations. Georgetown University can help you learn to promote your company's interests around the world and increase your own marketability. Improve your ability to plan and act strategically in an international business environment and strengthen your analytical and decision-making skills in the functional areas of international marketing and finance, multinational operations, and human resource management. Each of the courses offered is designed to focus on strategic planning, problem-solving, and technology management. Instructors have been selected from distinguished Georgetown University faculty and international business professionals.

Core Competencies:

The International Business Management Certificate Program provides participants with the knowledge and skills to compete effectively in the ever-changing global business environment. Upon completion of the program, participants will have obtained the knowledge to assist them with the special needs of international business markets and will have developed skills to capitalize on global business opportunities in the 21st century.

Each of the courses offered as part of the International Management Certificate Program are designed to focus on strategic planning, decision-making, problem-solving, and technology management to meet the special requirements of international business leaders. Instructors have been selected from distinguished Georgetown University faculty and international business professionals.

Faculty

Douglas McCabe, Ph.D.

Michael Czinkota

Rohan Williamson, Ph.D.

David Danjczek

Charles Skuba

Prerequisites

A bachelor's degree and TOEFL examination for non-native speakers of English.

Certificate Requirements

To earn the Certificate in International Business Management, students must complete the five required courses. Students have two years to complete the certificate requirements. Upon completion of the program students receive a Certificate in International Business Management from Georgetown University.

Continuing Education Units (CEUs)

A minimum of 9.0 CEUs or 90 contact hours must be earned to obtain the Certificate in International Business Management.

Registration

Please register online at ccpe.georgetown.edu.

Once there go to Programs – International Business Management. You may choose to register for all courses at once or register for a single course.

If you have any questions please contact (202) 687-7000 or email us at ccpebusiness@georgetown.edu

Required

International Trade & Policy	(18hrs)	January 22, 23 & 29, 30
International Marketing Management	(18hrs)	February 26, 27 & March 5, 6
International Finance	(18hrs)	April 16, 17 & 23, 24
Global Organizational Behavior & International Human Resource Management	(18hrs)	May 7, 8 & 14, 15
Global Business Strategy	(18hrs)	June 4, 5 & 11, 12

International Trade & Policy

You will gain a practical understanding of the interrelationship between international trade theory and policy. Theory focuses on the casual factors that determine economic transactions. Policy encompasses the role of government in regulating, restricting, promoting, and/or influencing the conduct of international trade and investment.

International Marketing Management

Utilizing fundamental marketing techniques, you will learn to develop strategies appropriate to a dynamic and challenging global market arena. You will concentrate on the techniques of entering foreign markets, conducting market research studies, and the development of product, pricing, promotion, and distribution policies and strategies for global markets.

International Finance

You will gain a working knowledge of the practical applications that integrate the theory, method, and practice of international finance. You will study capital flows, international financial policies, institutions and instruments, and foreign exchange operations, and review the major aspects of investment decision making, financial multinational corporations, debt management, and the allocation of private and public capital funds.

Global Organizational Behavior & International Human Resource Management

Because people are the core of the global enterprise, you will examine the functionality of organizations as working systems of employees attempting to achieve common goals and objectives. You will explore the role of the expatriate and the foreign manager as part of the multinational and global organization, who must effectively manage human resources around the world.

Global Business Strategy

This course will help you develop a managerial perspective on corporate opportunities and challenges in global trade, competition, and investment systems. You will study the changing patterns in international and global business on imports and exports, monetary relationships, and foreign direct investment.