

LIBERTY UNIVERSITY

ONLINE ACADEMY

International Business Certificate - Course Descriptions

BUSI 303 (CSB 3303) – International Business

An introduction to the field of international business. Topics to be covered include country differences in political economy and culture; cross-border trade and investment; the global monetary system; global strategy; global market; and product development; global operations management; and global human resources management.

College Credits: 3

LUOA High School Equivalency: Fine Art/Career/Technology Elective

Sub-term: B/C/D

BUSI 310 (CSB 3310) – Principles of Management

Management requires a balance between social (people) and technical (quantitative) perspectives, as well as between efficiency and effectiveness. This course emphasizes the application of these perspectives in each of the planning, organizing, leading and controlling functions.

College Credits: 3

LUOA High School Equivalency: Fine Art/Career/Technology Elective

Sub-term: B/C/D

BUSI 360 (CSB 3360) – Contemporary Issues in International Business

An analysis of current global developments and rapid change in areas that have the potential for an impact on the international business environment. Attention is given to the use of techniques for identifying and researching significant issues, extrapolating probable outcomes, and developing strategic responses. Corporate and entrepreneurial perspectives are considered.

College Credits: 3

LUOA High School Equivalency: Fine Art/ Career/ Technology Elective

Sub-term: B/D

Course Prerequisite(s): BUSI 303

BUSI 365 (CSB 3365) – Global Industries & Operations

An introduction to the organizational and operational dynamics of the various global industries and their rapidly growing importance to the world's national economies and governments. Various aspects of the industries will be explored.

College Credits: 3

LUOA High School Equivalency: Fine Art/ Career/ Technology Elective

Sub-term: B/D

Course Prerequisite(s): BUSI 303

BUSI 464 (CSB 3464) – International Market Integration and Trade Agreements

This course examines the market and economic integration among countries, including the European Union, the North American Free Trade Agreement, Asia-Pacific Economic Cooperation, Association of Southeast Asian Nations and others. Major emerging market economies will also be surveyed, along with the challenges and opportunities these present to the international business firm.

College Credits: 3

LUOA High School Equivalency: Fine Art/ Career/ Technology Elective

Sub-term: B/D

Course Prerequisite(s): BUSI 303

BUSI 465 (CSB 3465) – Export Management Strategy

An overview of international trade theories, policies, instruments and documents that affect the success of U.S. exports. Students are introduced to various resources, private organizations, and government agencies designed to facilitate American export businesses. The tools and methods for establishing a small export business model are examined.

College Credits: 3

LUOA High School Equivalency: Fine Art/ Career/ Technology Elective

Sub-term: B/D

Course Prerequisite(s): BUSI 303