

VOC: INTERNATIONAL BUSINESS – LEVEL 1

#24107

This specialized business certificate is intended to prepare the student to work in the unique and dynamic environment of international business. The program also prepares the student as a business management generalist for companies conducting international trade. This program will afford career opportunities for entry-level employment in international sales and marketing.

Required Courses

Course Prefix	Course Name	Units
VOC BM20	Principles of Business	
VOC BM51	Principles of International Business	
VOC BS36	Principles of Marketing	

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Program Learning Outcomes

- Students will identify how governments influence trade.
- Students will list and explain the foundations upon which business is built and the economic challenges facing the United States.
- Students will develop a working knowledge of marketing terminology.

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.