



PROGRAM OUTCOMES

BUSINESS MANAGEMENT (INTERNATIONAL BUSINESS) (POST-DEGREE PROFESSIONAL CERTIFICATE)

1. Cross Cultural Communication and Negotiation. Apply knowledge of other culture's values, perception, manners and social structures to effectively communicate, work with and negotiate in a global marketplace.
2. Global Business Management. Apply knowledge of cultural, ethical, and legal issues in global business management to generate profitable and ongoing business for the organization.
3. Global Business Strategy. Develop global business strategies, incorporating and recognizing international environmental factors.
4. Global Marketing. Apply and manage marketing mix principles to generate profit...in adherence to the international market's culture, law, and infrastructural differences.
5. Global Supply Chain Management. Manage transportation, distribution, and documentation for international sales and shipments.
6. Global Trade Finance. Manage the interchange and relationships with governmental entities, foreign exchanges, revenue recognition, and risks and taxes in international finance.
7. Certification. Sit for the National Certification in International Business (NMBASBITE).