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**CERTIFICATE IN**  
**INTERNATIONAL**  
**BUSINESS**

THE UNIVERSITY OF IOWA

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DES MOINES, IOWA 50319

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# **Certificate in International Business**

Business has become increasingly international in scope and character. Many firms are developing international markets to expand their products and services and increase profits. Numerous U.S. and foreign corporations are truly international and are looking for employees capable of using state of the art manufacturing, marketing and communication systems to reach their customers around the world. Tomorrow's managers must be able to operate in this complex, international environment. Recognizing this need, the College of Business Administration and the College of Liberal Arts offer a joint program leading to a Certificate in International Business (IBC).

## **Advantages of the Program**

For the liberal arts student, the certificate offers added exposure and competence in economics and international business, and can provide the basic skills necessary to pursue a career in international business. For the business student, the certificate offers language proficiency and a broader awareness of the historical, political and cultural forces of a changing world. As corporations and small businesses continue to compete internationally, students possessing this background will be prepared to avail themselves of new career opportunities.

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## **Areas of Study**

The program includes four areas of study vital to international business.

### **International Business**

To provide an essential understanding of economics, all students must complete two semesters of basic economics. Students then select more in-depth courses which focus on the functions of an organization: international economics, finance, marketing, industrial relations and law.

### **International Relations and Institutions**

International businesses operate in diverse geographical, political and social environments. Students have an opportunity to explore such distinct areas as comparative politics, social geography and foreign policy, as well as investigate issues of world population and the environment. Students are encouraged to select courses related to their major and interests.

### **Area Studies**

Much is learned by studying the history and culture of the area related to a student's second language. Recognizing and understanding that there may be a different protocol when transacting business in another country can make the difference between acceptance and rejection in business dealings. The study of a country's art and literature makes one more aware of the subtleties of a society and helps explain cultural character, as well as demonstrating a genuine interest in its people, not just their potential as customers.

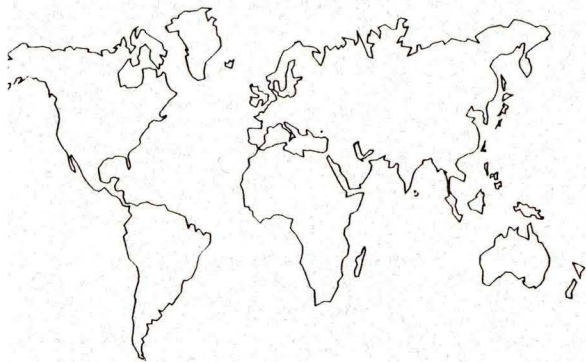
### **Language**

Although one cannot be proficient in all of the languages and cultures in which business is conducted, much is gained by studying a second language. Students are required to achieve an intermediate level of competency in a language of their choice.

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## When to Start

Students interested in pursuing the Certificate in International Business (IBC) should declare their intention and complete a plan of study at the earliest possible time. A foreign language should be started early in order to capitalize on study abroad and internship opportunities. Many of the international business courses have prerequisites students must fit into their class schedule. A number of approved certificate courses may also satisfy general education requirements. For example, liberal arts students may use the required economics courses to satisfy social science general education requirements. By planning ahead, it is possible to maintain a reasonable course schedule, complete the certificate in conjunction with a major, and graduate on schedule.



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## **What Graduates Say**

**"Great program! I found it extremely interesting. Probably the best thing I did at the university."**  
Debra Dalton. Political Science major, Italian minor.

**"An excellent idea! Very much worth my time!"**  
Gary McDowell. Economics major.

**"Definitely a good choice! I wish it was a degree."**  
Kay Resh. Business Administration major.

**"The certificate is a good idea. It lays a good foundation for the future."** Carol Maiers. Spanish major, Political Science minor.

**"I enjoyed the program very much. It helped me immensely. My current job is with an international firm. The I.B.C. was a definite plus."** Jerry Tennant. Asian Language and Literature major.

**"It helped me get an internship at a bank in Germany."** Angie Miller. German major.

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## **Additional Information**

To be eligible for the program students must be pursuing an undergraduate degree from The University of Iowa. Completion of requirements results in the notation "Certificate in International Business" on the official transcript.

Additional information and specific course requirements are available in the College of Business Administration, Academic Programs Office, 121 Phillips Hall. Interested students are encouraged to make an appointment with a trained adviser who is available to answer questions and to assist in the preparation of the plan of study.

**Academic Programs Office  
College Of Business Administration  
121 Phillips Hall  
The University of Iowa  
Iowa City, Iowa 52242  
(319) 335-1037**



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