

# INTERNATIONAL BUSINESS SPECIALIZATION - BUSINESS MANAGEMENT, COLLEGE CREDIT CERTIFICATE

**Program Code:** BMCCINBS

**Meta-Major:** BUSN

**Location(s):** Cocoa, Melbourne, Palm Bay, Titusville, Online

**Delivery Method(s):** On-Campus, Hybrid, Online

**Previous Degree Required:** HS Diploma

**Eligible for Financial Aid:** Yes

**Additional Limited Access Application Process Required:** No

**Program Testing Requirements:**

**Classification of Instructional Programs (CIP) Code:** 52.0701

**Florida Department of Education CIP Code:** 0552070101

This certificate is part of the [Business Administration A.S.](#) degree program.

This certificate program qualifies graduates for positions in a wide range of organizations, offering specializations in Management and Marketing.

The international business specialization is an intensive study of selling, advertising, and marketing combined with basic business courses. Students will learn what sells and why, who buys and when, and how to package your message for the most effective results. A few specific skills include planning media strategy, examining basic principles of marketing in an international environment, and corporation stock and bond issues. Graduates are prepared for entry-level positions in the areas of marketing, customer service, and sales. Credits earned in this certificate also apply to the [Associate in Science \(A.S.\) degree in Business Administration](#). [Visit the program page for more details and how to apply.](#)

**Note:** Students may be required to take prerequisites or acquire consent from an instructor to pursue courses for this certificate.

## Certificate Specialization

| Code                      | Title                                      | Credit Hours |
|---------------------------|--|--------------|
| ADV 2000                  | Advertising                                | 3            |
| ECO 2023                  | Principles of Economics 2 (Microeconomics) | 3            |
| FIN 2000                  | Principles of Finance                      | 3            |
| GEB 2350                  | Principles of International Business       | 3            |
| MAR 2011                  | Marketing Principles                       | 3            |
| MAR 2720                  | Marketing on the Internet                  | 3            |
| MKA 1021                  | Principles of Selling                      | 3            |
| TRA 2010                  | Transportation                             | 3            |
| <b>Total Credit Hours</b> |  | <b>24</b>    |

## Learning Outcomes: Business Management: International Business Specialization

1. Prepare financial statements based on analysis of business transactions.
  - *Supports Core Ability: Process Information*
2. Justify management decisions using accounting procedures & techniques.

- *Supports Core Ability: Process Information*
3. Demonstrate knowledge of fiscal and monetary policies
    - *Supports Core Ability: Process Information*
  4. Practice decision making using the practical concept of marginalism.
    - *Supports Core Ability: Think Critically and Solve Problems*
  5. Demonstrate proficiency in a variety of mathematical operations relevant to business using scientific and quantitative reasoning.
    - *Supports Core Ability: Think Critically and Solve Problems*