

EDUCTIVE - UCLA Extension

CF 532 International Trade and commerce certificate

To grow and stay competitive in the global economy, business professionals in organizations of all sizes—from entrepreneurial companies to large corporations—must have a thorough understanding of the dynamics of international business. The International Trade and Commerce Certificate is a 36-unit program which offers a broad and comprehensive curriculum that exposes students to the business, economic, and political forces dominating the burgeoning international marketplace. Many of the courses also are offered online.

In addition to the required courses and electives, students must successfully complete the one-day seminar, Business Ethics.

Students may only enroll in the required capstone course, **International Business Policies and Strategies**, after having completed six courses, including all other required courses.

Courses

Required	Units
MGMNT X 460.902 Introduction to International Business This course provides students with a basic understanding of the broad field of international business, presenting views from both the home and host country perspectives. The wide range of international business topics covered includes foreign direct investment, import/export, foreign exchange, global sourcing, marketing, and international economic concepts. This course provides a solid foundation for the subsequent courses in the certificate program in International Trade and Commerce. Students in other programs also find the course very useful in achieving a fundamental understanding of international business operations.	4.00
MGMNT X 460.903 Fundamentals of International Trade This course covers the necessary procedures to start up an international trading business, by providing a detailed introduction to the practices, procedures, and services used in the U.S. to export and import merchandise. Topics include organizations affecting international trade: sources of information for trading, monitoring, and evaluating commercial conditions in other countries; market research and planning: identifying potential suppliers, pricing merchandise, and resources to find buyers; sales channels: direct, agents, distributors, and representatives; merchandise regulations: control of exports and imports, international classification system, responsibilities of U.S. Customs, rules and related duties; financing: sources of funds for exports and imports, methods of payment, open account, direct, offsets, counter trade, barter, foreign currency exchanges, and contracts; and freighting: modes of transport, packaging, containerization, protection, and identification of merchandise and insurance.	4.00
MGMNT X 460.961 Global Business Skills: Planning and Negotiating Strategies Conducting business across cultures is crucial for succeeding in today's highly competitive marketplace. This highly interactive, simulation-based course provides executives with the knowledge and skills to plan, work, and negotiate in the global marketplace. Topics include cultural differences as they affect international business, understanding hospitality and protocol, establishing trust and credibility, characteristics of a cross-cultural negotiator, concepts of win-win and win-lose, tactics and power strategies, and communication and persuasion strategies. Simulations enable participants to practice negotiating concepts, develop business skills in "real world" settings, and build confidence for conducting business overseas	4.00

EDUCTIVE - UCLA Extension

MGMNT X 460.99 International Business Management

This course emphasizes the managerial process in the international environment and provides an operational assessment of the fundamental issues involved in the management of international and multinational corporations. Instruction focuses on analyzing case studies related to upper and middle management issues, although the lessons apply to all levels and functions of international operations. Topics include matching foreign investment strategies with local conditions, managing export/import operations, trade and direct investment, local sourcing versus importing components, licensing and international joint venturing, designing organizational structures that match changing international conditions, managing a global structure, managing political risks, acquisitions, and integrating new businesses and dealing with international ethical considerations. 4.00

MGMNT X 460.95 CAPSTONE: International Business Policies and Strategies

This course provides a systematic approach for determining, implementing, and evaluating the strategies and policies that govern a firm's international business activities. You are exposed to a range of strategic management techniques that are used in a series of case analyses. Other readings, video presentations, and current international business developments provide you with real-life examples related to policy and strategy decisions on international product and market development, acquisitions, joint venturing and partnering, and competitive initiatives. Additional topics include outsourcing, business unit portfolio optimization, global marketing, R&D decentralization, industrial relations, and the implementation of strategies that focus on operations planning, information systems design, control, and conflict resolution. 4.00

MGMNT 891.02 Business Ethics

We face an increasing number of ethical issues in the business world and in our personal lives. The business scandals of recent years have highlighted the importance of ethical behavior in the business environment. For CEOs and all business professionals, a solid ethical foundation must be the basis from which one builds a business career. This seminar covers the elements necessary to make ethical decisions by defining the key definitions, issues, and theories of business ethics. Through class discussions and case studies, students explore the theoretical foundations of business ethics and learn how to develop an ability to recognize and address ethical questions. Practical applications of business ethics--including a review of ethical responsibilities and relationships between organizational departments, management, and the public--are also discussed. You leave the seminar with a better understanding of the challenges of ethical business practices. -

Suggested Electives (16.00 units from the following list)

Units

MGMNT X 130 Elements of Business Finance

4.00

MGMNT X 163 Advertising Principles and Practices

This course takes a look at media advertising elements, including digital, mobile, and social networks while reinforcing the importance of traditional components--television, magazine, online, and outdoor advertising--with everyday applications. Discussion on advertising initiatives features current campaigns, agency relationship, and media organizations. Target audience development, product positioning, creative messaging, media strategies, and campaign execution also are explored. 4.00

MGMNT X 190 Management Theory, Policy, and Process

This course presents the theory and application of managerial functions; the processes of planning, organizing, leading, and controlling in a wide variety of organizational settings; and how the management of people and resources can accomplish organizational goals. Systems theory, contingency approaches, and socio-technical systems are used to explain managerial problem solving and decision making in organizational contexts and a global environment. Other topics include motivation and participation leadership and communication, management information systems, human resources management, management of technology, managerial ethics, and other contemporary management issues. 4.00

MGMNT X 450.65 International Human Resources Management

This course introduces the human resources practitioner and international line manager to the legal, practical, and successful human resources strategies used by international companies in 4.00

EDUCTIVE - UCLA Extension

today's global economy. Topics include employment and staffing; compensation; benefits; labor laws; employment-related taxation; leadership, management, and supervisory practices among international corporations; immigration; permanent resident and temporary work visa status; and expatriate and repatriation policies and practices.

MGMNT X 423.4 International Accounting

This course is designed for students of accounting and international business professionals who are working for public accounting firms, corporations, and other enterprises engaged in international business, as well as governmental institutions and international organizations. Instruction covers a broad range of accounting challenges faced by multinational enterprises, including the transition from GAAP to IFRS, the ways different countries perceive and interpret certain accounting topics, and the rationale for how to deal with them. Case studies illustrate the specific day-to-day accounting issues that are encountered in international business operations. 4.00

MGMNT X 427.121 International Taxation

This course is for accounting, tax, and finance professionals; international business managers; and lawyers who work with cross-border transactions involving the United States. Instruction explores the application of U.S. tax law to U.S. individuals and entities conducting transactions outside the U.S. as well as foreign individuals and entities conducting transactions in the U.S. Topics include the distinction between U.S.- and foreign-source income: taxation of U.S.-controlled foreign corporations, international tax treaties, taxation of cross-border acquisitions, the foreign tax credit, and transfer pricing. Students leave the course with an understanding on how U.S. tax law applies to international transactions and how to identify the key international tax issues that must be addressed. Students also learn the general concepts and policies that compose the international elements of the U.S. tax code. 4.00

MGMNT X 460.483 Global Marketing and Strategy

This course lays the foundation to gaining competitive advantage in the global marketplace by providing a hands-on understanding of the competitive implications affecting global marketing strategies, as well as covers the factors that govern the decision to enter export marketing and analyzes planning, organizing, and managing an international business marketing strategy. Topics include foreign market surveys; the role of competitive intelligence; understanding trade barriers, pricing, distribution channels, and cultural differences that affect marketing strategies; and how to create a competitive marketing strategy. Students will gain a comprehensive understanding of global competitive marketing core concepts and how global competitive marketing strategies can affect a company's future performance. 4.00

MGMNT X 460.94 Law in International Business

This course introduces international business law through an examination of "real world" case studies and contemporary legal problems through a nontechnical approach to the law. Topics include legal rules, contracts, international arbitration, and the impact of nationalism and cultural attitudes on law and international affairs; regulation of international trade; protection of intellectual property, trademarks, and patents; and the legal ramifications of regional and economically integrated trade organizations, including the World Trade Organization and other multinational trade bodies. 4.00

MGMNT X 460.91 Export Documentation, Traffic, and Banking

Designed to provide a hands-on working knowledge of export documentation and procedures, including banking, insurance, and traffic, this course covers the export transaction from inception to receipt of payment. Instruction broadens the base of knowledge for those already in international business and immerses the novice in international commerce concerns. Topics include costing, quotations, letters of credit, marine insurance, maritime law, contracts, bills of lading, and corresponding via traditional and high-tech means. 4.00

MGMNT X 460.912 Global Supply Chain Management

This course covers the international transportation of goods by cost effective methods through analysis of the structure of ocean and air transport systems in global distribution and single-factor pricing of combination carrier shipments. Other topics include costing of transport services; freight rate negotiation; rate bureaus, carrier associations, and conferences; prudent use of independent liners; analysis of landed cost competition; foreign government regulations; 4.00

EDUCTIVE - UCLA Extension

U.S. maritime law, policy, and antitrust provisions; ramifications of the Code of Liner Conduct and related bilateral trade agreements; interrelationships of balance of payments and commodity movement; Export Trading Company Act of 1982; common vs. industrial carriers and trends in their use; and a comprehensive view of logistics in overseas marketing.

MGMNT X 460.913 Import Operations and Techniques

This course is intended for individuals involved in import operations, including classifiers, import team members, supervisors, and managers; those working in customhouse brokerage and freight forwarding; as well as owners of trading companies. Topics include entry of merchandise; warehousing; foreign trade zones; the liquidation and protest process; appraisal and the customs concept of value; informed compliance; customs account management strategies; intellectual property rights, fines, penalties, and forfeitures; drawback; NAFTA; recordkeeping; and corporate compliance program management. 4.00

MGMNT X 460.923 International Finance

This course provides an introduction to the environment and tools of international financial management. Topics include foreign exchange exposure; the financial, tax, economic, political, and legal issues that an international financial manager confronts; and financial alternatives and tradeoffs in developing and implementing financial strategies in the context of foreign environment risks. Case studies examine the use of analytical methods for decision making. 4.00

MGMNT X 460.951 Internship in International Trade and Commerce

The internship provides practical experience in a variety of international trade and commerce job functions including, but not limited to, marketing, finance, business strategy and management, import and export operations, and law. Students intern with international trade and commerce companies within the Los Angeles area for a minimum of 75 hours. Companies offering internships do so with no obligation to provide compensation to interns. 5.00

MGMNT X 460.952 Doing Business in the U.S.

The United States is the largest consumer market in the world, yet it is significantly different and more challenging than any other marketplace, especially for those who are unfamiliar with American business practices. This course provides entrepreneurs, business managers, and international trade professionals with key business and cultural insights for effectively doing business within the mainstream U.S. market. Topics include an overview of the U.S. economy, regional and national demographics and cultural dynamics, business customs, framework of the U.S. legal system, marketing strategies, and negotiating tactics. Students leave the class with a better understanding of the complexities found in the U.S. marketplace and the key steps needed for building and implementing successful business strategies. 4.00

MGMNT X 460.983 International Investing

More and more individuals are investing internationally to take advantage of its potential growth and to diversify their investment portfolio. This course provides you with a comprehensive overview of investment opportunities and strategies in international markets, including the developed world and expanding emerging markets. Learn how to navigate the obstacles that confront the international equity and bond markets and the special risks involved with international investing. Topics include examining how asset allocation strategies can help to control risk, international investment products, analyzing political and economic risks in countries and regions, performing research and identifying information sources, and balancing and controlling risks. With these and other tools, you learn to make informed investment decisions and analyze the global and regional economic trends that may affect investment outcomes. 4.00

MGMNT X 460.987 Doing Business in Latin America

The Latin American region has been subjected to major political, social, and economic changes during the past decade which impact the way business is conducted throughout the region. The passage of the North American Free Trade Agreement (NAFTA) and the Central American Free Trade Agreement (CAFTA) presents opportunities and challenges for this dynamic part of the world. This course provides entrepreneurs, business executives, and international trade professionals with the background necessary to meet the challenge of conducting business effectively in Latin America. Topics include economic structures, demographics, political and cultural features, business customs and traditions, marketing, negotiation, and regulatory 4.00

EDUCTIVE - UCLA Extension

ground rules for a number of countries in the region.

MGMNT X 460.988 Global Currency Management

Currency devaluations are a major cause of global economic chaos, thereby forcing multinational companies, as well as importers and exporters to make long-term decisions that are undermined by daily trading occurrences. Currency traders, including hedgers, arbitrageurs and even speculators now are challenged by 24-hour global currency trading with markets made for almost any currency. This course is designed to help students, managers and aspiring traders to meet the challenges of managing currency operations, capitalizing on opportunities, and reducing the risks of foreign exchange swings. Instruction identifies major areas of currency risks, strategies, and organizational structure requirements. Participants are provided a framework for analyzing the causes of expected exchange rate movements and how to deal with them. Students also review foreign currency events, both past and current, focusing on the implications of these events on future capital flows and growth.

4.00

MGMNT X 481.5 Global Business Practices in Sustainability

This course provides a broad overview of global business practices in sustainability designed to help students develop a strong foundation in this complex subject. The primary focus is on the business perspective to help students understand the business rationale for sustainability. Using case studies, students examine why and how a business is addressing environmental and sustainability issues across sectors and industries. The various principles, models, methodologies, and indicators of sustainability also are covered to provide an understanding of how global business awareness and practices in the field have evolved since the concept first emerged in the 1980s. Instruction highlights responses, including public-private partnerships, environmental strategies, socially responsible supply chains, and identifying new markets.

4.00

MGMNT X 497.80 Creating a Successful Business

This course examines the essential elements of creating a successful business by teaching you how to objectively analyze the competitive landscape to innovate and articulate your unique value, and implement a strategy to anticipate the financial rewards. Designed for business owners, key executives, managers and those developing a business, the course teaches participants how to define a business model and strategy that equips their company to thrive, even in intensely competitive industries. Instruction explores methodologies, key tools and techniques from business best sellers like Blue Ocean Strategy and Good to Great. Topics include competitive analysis, creating and defining a unique selling advantage, identifying the customer, and honing a strategy. Participants leave with the tools to develop a business model and strategy that creates value and is executable

4.00

Electives

A minimum of 16 units in elective courses must also be completed. Enrollment in the elective course, Internship in International Trade and Commerce is also available to students who have completed a minimum of five courses in the program.