



## ST. THOMAS UNIVERSITY Global American Learning

### CERTIFICATE IN INTERNATIONAL BUSINESS

**Faculty Authors: Jeff Bolles, Ph.D. - Dan Parisian, Ph.D. - John O'Dell, MBA**

This certificate will provide essential business knowledge for those who do not possess fundamental business skills. Those who complete this certificate will be well prepared to move into entry- to middle-level leadership and management positions within their organizations.

This certificate will also provide the required educational foundation for those students who do not have a management degree and wish to pursue an MBA at St. Thomas University.

#### LEVEL

Beginner Certificate Programs.

#### REQUIREMENTS FOR ADMISSIONS

Admission to the certificate program is open to individuals from diverse backgrounds, including students and professionals, without any specific attendance requirements.

Students and STU interaction through STU's e-learning platforms.

Upon admission to the university, students are given a personal STU email address that serves as their primary communication link with the university and their program of studies.

#### EDUCATIONAL OBJECTIVES AND METHODOLOGY

The student will:

- Gain a working knowledge of the basic tenets of business
- Understand the essential relationships underlying business practice
- Learn how different elements combine to influence the global economy and international business
- Gain an understanding of basic market analyses to determine areas for corporate expansion and contraction
- Understand the influence of policies and organizational structure on corporate culture
- Gain an understanding of the financial and economic drivers of business decisions

The course is conducted in online mode.

- Total - 6 Modules
- 45 to 60-minute length
- Multiple lessons will make up each module
- Module lessons will have a summary review
- Questions will follow each lesson to test your knowledge

#### PROGRAM

##### **Module One: Essentials of Organizational Theory and Practice**

This module will introduce the student to organizational theory and practice, emphasizing 1) the differences between management and leadership, 2) types of organizational structures, and 3) managerial theory in practice.

##### **Module Two: Principles of Accounting**

This module will provide an overview of debits, credits, income statements, balance sheets, and statements of cash flows. As well the student will learn the differences between accrual and cash reporting.

##### **Module Three: Principles of Economics**

In this module, students will learn the basics of how international markets drive the global economy and the different factors, such as supply and demand, that influence individual markets and consumer behavior.



**Module Four: Principles of Finance**

This module will introduce the time value of money, cash flows, and capital budgeting, building a foundation for mastering financial analysis, financial derivatives, and investments.

**Module Five: Principles of Marketing**

This course will introduce the student to marketing concepts and strategies, including marketing analytics, the use of social media, customer service, sustainability, and global markets.

**Module Six: Elements of International Business**

A culmination of the first five modules, students will apply the principles of accounting, economics, finance, management, and marketing demonstrating a comprehensive knowledge of international business and the influences of the global market.

**AT THE END OF THE CERTIFICATE PROGRAMS, A CERTIFICATE IS AWARDED,  
ATTESTING TO THE SUCCESSFUL COMPLETION OF THE PROGRAM.**

**APPLY NOW:** <https://stthomasuniversity.org/non-degree-seeking-application-form>

For more information please contact: [admissions@aei7.org](mailto:admissions@aei7.org)