

GLOBAL CHALLENGES IN BUSINESS, CERT

for the Graduate Certificate in Global Challenges in Business (online)

The Global Challenges in Business Graduate Certificate is designed to develop leaders who (1) understand how businesses function in the global marketplace, (2) consider ethical decisions to run a responsible business in the global marketplace, (3) understand the role of business in addressing global challenges such as poverty and the environment, (4) understand how business can pursue opportunities and confront challenges in the complex global marketplace. This Graduate Certificate will not only provide a strong foundational knowledge of global business challenges, but also provide students multiple opportunities to apply this knowledge.

Students who have successfully completed this certificate may use the certificate to satisfy the following degree requirements, provided they apply and are admitted to the degree program:

12 hours of elective coursework requirements of the iMBA (<http://catalog.illinois.edu/graduate/bus/business-administration-online-mba/>) degree program.

12 hours of elective coursework requirements of the iMSM (<http://catalog.illinois.edu/graduate/bus/management-ms/>) degree program.

12 hours of elective coursework requirements of the iMSA (<http://catalog.illinois.edu/graduate/bus/accountancy-ms/>) degree program.

Admission

To learn more about this graduate certificate, including details about the admissions process, visit the Global Challenges in Business Graduate Certificate (<https://giesonline.illinois.edu/credential/global-challenges-in-business-graduate-certificate/>) page.

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Graduation Requirements

Minimum Cumulative GPA: 2.75

Minimum hours required for certificate completion: 12 hours

Students who have successfully completed this certificate may use the certificate courses to satisfy the following degree requirements, provided they apply and are admitted to the degree program:

12 hours of elective coursework requirements of the iMBA degree program

12 hours of elective coursework requirements of the iMSM degree program

12 hours of elective coursework requirements of the iMSA degree program

Coursework Requirements

Code	Title	Hours
MBA 547	Global Marketing	4
MBA 548	Global Strategy	4

MBA 549	Multiculturalism in Management and the Marketplace	4
Total Hours		12

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1. Understand how businesses function and pursue opportunities in the global marketplace
2. Understand cultural frameworks for making marketing and management decisions across cultural boundaries
3. Develop marketing plans for penetrating foreign markets of consumers with different cultures
4. Understand how to manage a global organization
5. Develop marketing strategies that resonate with ethnic segments (e.g., Hispanics)
6. Understand the benefits and challenges of managing multicultural teams in organizations.

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Gies College of Business

Gies College of Business website (<https://giesbusiness.illinois.edu/>)
Gies College of Business Online Programs website (<https://giesonline.illinois.edu/>)

Admissions

Graduate College Admissions & Requirements (<https://grad.illinois.edu/admissions/apply/>)

Gies College Admissions & Requirements (<http://catalog.illinois.edu/schools/gies-business/academic-units/>)