2026-2027

International Business Immersion Certificate (12 Credit Hours)

The International Business Immersion Certificate provides students with a hands-on, experiential learning opportunity focused on global business practices. Coursework introduces foundational business and entrepreneurship concepts, along with study in management or marketing. The program culminates in an international consulting experience, where students engage in real-world business projects abroad. This immersive experience enhances students' understanding of global markets, cross-cultural communication, and international business strategy. This certificate complements a variety of majors and prepares students for careers in global business and international organizations. *(Curriculum updated: AY 2026-27)*

Required Courses

☐ BUS 1113 Foundations of Business
☐ ENTR 3103 Introduction to Entrepreneurship
☐ Select ONE of the following:
  ☐ MGMT 3013 Principles of Management
  ☐ MKTG 3313 Principles of Marketing
☐ BUS 4613 International Business Consulting *(Program Fee Required)*

Notes:

The International Business Immersion Certificate includes an international travel component as part of BUS 4613 International Business Consulting. Students should plan for required international travel, which may involve additional costs, time commitments, and eligibility requirements beyond standard tuition and fees. Participation in international travel is subject to university policies, including academic, conduct, health, and risk management requirements. Students are encouraged to consult with an academic advisor early to discuss program expectations, travel readiness, financial planning, and course sequencing.

Students must meet all course prerequisites and university certificate requirements.