

## EXTENSION INTERNATIONAL PROGRAMS

### Course Descriptions for the 2019 Business Essentials Program

*Upon completion of one, two or three quarters, students will earn Certificates of Completion. All courses listed are required in order to earn the certificates.*

#### Quarter 1

*\*Courses and information subject to change.*

*\*\*In quarter 1, the majority of the classes are held on the UC San Diego Extension campus in La Jolla.*

- Introduction to Business
- Elements of Marketing
- Business Communication Skills
- Fundamentals of Marketing Research
- Special Topics in Business
- Internship Experience

#### **Introduction to Business**

3 UNITS

Examine the foundation, principles, and practices upon which modern business enterprises are based. Become familiar with not only the functional elements of a for-profit company, but also the challenges presented by today's competitive global marketplace. Topics include: the business life cycle; balancing short and long-term demands; forms of business ownership and organization structure; leadership and managing competing priorities; competing in global markets; the employment relationship (employment options, compensation packages, managing and rewarding performance); marketing, promoting, pricing and distributing products and services; financial and operational information systems.

#### **Elements of Marketing**

3 UNITS

Receive hands-on, practical experience in integrated marketing communications and explore the building blocks of effective marketing programs. This course will also showcase how to incorporate the tools you learn into your career and organization by learning best practices from current case stories while networking with classmates representing a variety of professional disciplines. Marketing career options will also be discussed. Gain experience in a variety of industry sectors, and have the opportunity to develop the primary elements of a marketing plan for the company of your choice.

#### **Business Communication Skills**

3 UNITS

Being able to communicate your ideas accurately and persuasively is essential in a business environment. Explore the communication skills necessary to be productive in today's complex workplace. Discover how to analyze and address a range of audiences. Learn the basics of speech organization, body language, vocal variety and speaking without preparation. Improve your interactions one-on-one and in meetings. Topics include recognizing and responding to nonverbal messages, personal vs. position power, negotiation, accommodating individual differences (age, culture, gender), giving and receiving constructive criticism, understanding group dynamics and team development, professional writing skills, and presentation skills.

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### **Fundamentals of Marketing Research**

3 UNITS

The Fundamentals of Market Research will teach you the essential skills needed to gather reliable market research and report this information in a way that will improve your ability to make marketing decisions related to customers, competitors, and emerging industry trends. This course will provide an overview of the use and applications of market research using both online and traditional methods. This course will highlight practical tools for finding secondary data sources on databases and Internet search engines. Students will work on online market research surveys and case studies as well as learn research questionnaire design, sampling techniques, and how to analyze research findings.

### **Special Topics in Business**

Special Topics in Business and Leadership will highlight guest speakers who can provide current and valuable insight into a specific subject matter related to business management and leadership. These sessions are intended to provide current business students with complimentary knowledge and skills to enhance traditional coursework.

### **Internship Experience**

2 UNITS

Students will have the opportunity to work in an American workplace, learning about American business culture and customs. Typically, students work six hours per week for eight weeks, for a total of 48 hours. The internship is an optional part of the program. If students opt out of the internship experience, they will take an elective course, in lieu of this course.

### Quarter 2

- Business Economics
- Organizational Behavior
- Presentation Skills for Business
- International Trade Operations
- Directed Studies in Marketing

### **Business Economics**

2 UNITS

This introductory course integrates the study of economics with a myriad of business and financial related decisions. Students will gain an awareness of business and financial markets as well as relevancy of economics to the real business environment. Through lectures, discussions and course material, students will develop an understanding of current economic ideas and their relevancy to business and the financial decision-making process. Students will also acquire knowledge in quantitative/analytics as well as communication skills, and learn about their application in the business world.

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### **Organizational Behavior**

3 UNITS

Organizational Behavior will explore human behavior at the individual, interpersonal, and group levels including effects of organizational structure on behavior. The emphasis will be on managerial roles, historical evolution of management, ethics, and behavior in multi-cultural contexts. This course deals with human behavior in organizations and with practices and methods within organizations that facilitate or hamper effective behavior. Within each topic, conceptual frameworks, case discussions, and skill-oriented activities are blended. Topics include communication, motivation, group dynamics, leadership, power, and organizational design and development. Class assignments are intended to help participants obtain the skills that managers need to improve workplace relationships and performance.

### **Presentation Skills for Business**

2 UNITS

Do you want to improve your public speaking and presentation skills? In this course you will learn how to appropriately prepare for various presentation types in the business environment, including in-person as well as virtual. Learn how to speak, analyze, improve your delivery, and develop engaging and relevant visual aids for your audience. Explore delivery-related topics including posture, movement, gestures, expression, voice projection and variety. Practice developing compelling content and framing your presentation. Through practice, you will discover your strengths and get helpful feedback for making improvements, including tips for managing nervousness and distractions. Improve your public speaking skills for your next presentation.

### **International Trade Operations**

3 UNITS

International Trade Operations provides you with a hands-on, detailed understanding of international trade and the skills necessary to import or export products from one country to another. Topics will include market risk analysis, transaction process flow, tools such as credit insurance, internet-based bank documentation, and services and resources provided by national and international organizations. Frequent guest speakers will share their experience and advice in conducting business globally, with an emphasis on the challenges faced within emerging markets.

### **Directed Studies in Marketing**

2 UNITS

Apply all the skills you have learned throughout the Professional Certificate in Marketing by implementing a comprehensive marketing plan at a business or other organization. Choose a project tailored to your industry of interest and gain practical experience in marketing. Work with an advisor who will coach the project throughout the quarter. Elements of the project include: assessing client needs, developing solutions through a professional marketing plan, presenting to the client, and evaluating the impact of the recommendations.

### Quarter 3

- Career Preparation Strategies
- 3 - 4 Elective Courses

#### **Career Preparation Strategies**

2 UNITS

For both the hiring manager and the job seeker, the recruiting process contains opportunities and obstacles. This class will introduce students to recruiting practices. Perspectives and activities of the HR department, the hiring manager, and the job seeker will be examined. The course will also look at special considerations present in the recruiting and hiring of workers in the U.S and abroad.

*This special quarter offers students the opportunity to **design their own quarter**, by selecting elective business courses such as advanced marketing, leadership, management and communications.*