

The globalization of the marketplace demands managers who can successfully compete in a global/multicultural business environment in the United States and around the world. Understanding the significant cultural, economic, and political differences between countries and regions is vital to success in global settings. Managers in a global business must adopt the appropriate policies and strategies for dealing with these differences.

To address these issues, the Leeds School of Business offers to its students the **Global Business Certificate: Asian Studies Track**. The certificate entails core courses focusing on global topics related to Accounting, Finance Management, and Marketing plus additional requirements that build on the students' understanding of the functional areas of business and provide them with an appreciation of the global environment. The certificate supplies students with a framework for developing the mindset to be effective in a global marketplace, with an emphasis in Asia.

Core Courses

Complete 9 credit-hours from the following list of courses:

Course	Area
INBU 3300 International Business Management	MGMT
INBU 4200 International Financial Management	FNCE
INBU 3450 International Marketing	MKTG
MGMT 4150 International Operations Management	OPMG
ACCT 5700 International Accounting	ACCT
Global Seminar: Accounting in a Global Economy	ACCT
Global Seminar: Operation Management in Spain	FNCE
Global Seminar: International Operations in Hong Kong	OPMG
Global Seminar: Leading and Managing Across Cultures	MGMT
Global Seminar: London Finance Seminar	FNCE
Global Seminar: Marketing in the Global Environment	MKTG

No more than 3-credit hours from a single area can be applied toward the core course requirements. Equivalent coursework may be taken through an approved CU Study Abroad program. Courses must be pre-approved by your academic advisor and/or the Leeds Global Initiatives Advisor & Manager.

Additional Requirements

- Track 1. Nine credits of courses on Asia covering at least 2 of the 3 Asian sub-regions (East Asia, South Asia, and West Asia). Go to the Global Business Certificate webpage (see below) for a list of [Qualifying Asian Studies Courses](#).
- Track 2. One semester of an Asian language for 5 credits and two 3-credit courses covering two of the three Asian sub-regions (East Asia, South Asia, and West Asia), based on a list of [Qualifying Asian Studies Courses](#).
- A Global Experience in Asia. Participation in any of the Leeds Global Initiatives Programs with locations in Asia: [First-Year Global Experience](#), [Leeds Global Seminar](#), [Global Internship](#), [The Dean's Global Experience](#). This requirement can also be fulfilled through a [Study Abroad](#) program. Note that the Global Seminars listed in the Core Courses may be used to fulfill the global-experience requirement.

Career Opportunities

A global mindset is invaluable when considering the nature of business today. Career opportunities are not limited to international destinations. Many jobs in the United States require a global perspective and knowledge of culture and business practices in other regions of the world.

You must apply online to receive the Global Business Certificate:

<http://www.colorado.edu/leeds/offices/global-initiatives/global-business-certificate>