

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: Germanic and Slavic 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 Germanic and Slavic Countries.

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: German Studies.** Two 4-credit courses of German (or at least 9 credit hours in a CU-approved study abroad program in Germany) and GRMN 1601 Germany Today (or any 2000 to 4000-level course on German literature/culture or language).
- **Track 2: Russian Studies.** Two 4-credit courses of Russian (or at least 9 credit hours in a CU-approved study abroad program in Russia or a country formerly in the Soviet Union) and RUSS 2501 Russia Today (or any 2000 to 4000-level course on Russian literature/culture or language).
- **Track 3: Nordic Studies.** Two 4-credit courses of Nordic languages (or at least 9 credit hours in a CU-approved study abroad program in a Nordic country) and SCAN 2201 Introduction to Modern Nordic Culture and Society (or any 2000 to 4000-level course on Nordic literature/culture or language).
- **A Global Experience.** Participation in any of the Leeds Global Initiatives or CU Study Abroad Programs. Note that the Global Seminars listed in the Core Courses or a Study Abroad program for any of the three tracks may be used to fulfill the global-experience requirement.

You must apply online to receive the Global Business Certificate

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