

# INTERNATIONAL BUSINESS

## *Associate in Science*

### **Why Study International Business?**

Study international business and develop the knowledge and skills needed to achieve success in the complex global market. Learn about the interconnected financial, manufacturing, and geo-political factors that affect the world and extend your vision to include understanding of diverse cultures and a foreign language. This comprehensive degree builds a strong global perspective on business, marketing, and finance, and provides solid academic preparation for successful transfer to a bachelor's program.

### **Occupational Objectives**

Graduates who continue their education and earn a bachelor's degree may find positions in roles that include sales, management, marketing, finance, consulting, and more. Exciting career options for those with a strong global perspective may be found in diplomatic or government agencies and other large organizations including multinational corporations. Other opportunities may also be found in smaller foreign or domestic companies that include import and export, manufacturing, transportation, or any industry that requires sourcing of raw materials.

### **Program Goals**

The degree provides students with a rigorous and dynamic interdisciplinary education that motivates and prepares students for the challenges facing business professionals in a global society. Students master effective oral and written communication, become active informed citizens and leaders, and obtain an understanding of the ethical, racial and gender issues in today's business world.

### **Opportunities at Rockland Community College**

A vibrant campus life includes a full range of intramural sports, performing arts, volunteer service opportunities, and an active student government. More than 40 student clubs include an Economics Club, an International Club and an Entrepreneurs Club. Honor societies include the international business honor society Alpha Beta Gamma as well as Phi Theta Kappa. Business focused events include the annual Entrepreneurial Business Plan Competition, trips to Wall Street, and guest speakers from the business community. RCC includes SCORE, SBA and a Business Innovation Mall with free mentoring to support businesses.



## **5** Top Reasons to Study International Business at RCC

1. **VALUE:** Affordable tuition, financial aid, scholarships.
2. **CAREER:** A wide range of internships provide real-world experience.
3. **FLEXIBILITY:** Balance part-time study with work, family or other time commitments. On-campus childcare available.
4. **SUPPORT:** Small class sizes, more individual attention, free tutoring.
5. **TRANSFER:** Agreements provide seamless transfer to pursue multiple bachelor's degrees.



STATE UNIVERSITY OF NEW YORK

Admissions 845-574-4224  
[www.sunyrockland.edu](http://www.sunyrockland.edu)  
145 College Road, Suffern, NY 10901

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## Student Learning Outcomes

Upon successful completion of this program, students will:

- Demonstrate the development of foreign language skills at the conversation level.
- Examine the international business environment with an emphasis on cultural diversity.
- Recognize the economic, legal, social and political environment of international business.
- Develop an understanding of the concepts of global marketing and global finance.
- Develop basic skills that allow for an evaluation of international business decisions.



## International Business AS Degree Courses

*Foreign language options include American Sign Language, Arabic, Chinese, French, German, Hebrew, Italian, Russian, and Spanish.*

### MGT 150

#### Principles of Management

Introduction to principles and practices. Major schools of management theory. Techniques of management functions: planning, organizing, coordinating and controlling leadership; communications, motivation and the decision-making process. Case study approach.

### INT 201

#### Principles of International Business

Various facets of international business includes the nature of international business, strategies related to international sales, supply, manufacturing, management and promotion. Relevant legal and political matters are also considered.

### INT 203

#### International Marketing

Basic marketing concepts in relation to international marketing. Scope and significance of international markets; cultural, social, economic, governmental and legal environments encountered in global marketing; specific emphasis given to "cultural adaptation," marketing research, product, pricing, distribution and promotional consideration are considered in depth; organizing and staffing international marketing activities.

### INT 205

#### International Finance

Balance of payments, foreign exchange, direct investments, international capital markets, managing working capital, financing international trade, exchange & political exposure, and financial control of international activities.

### BUS 260

#### Ethics in Business

The philosophical and moral aspects of decision-making in the business environment. Moral issues in business contexts; classical and contemporary philosophies; introduction to the paradigm of philosophy and business as contiguous to natural reasoning and analytical process.

### MCS 110

#### Pluralism & Diversity: Business and Industry

Explore and embrace the diversified workforce: a new society; immigration; socioeconomic status; African-American perspectives; religious influences; gender issues; special populations; labor influences; successful entrepreneurs; affirmative action; communications and managerial approaches to embrace workplace diversity.

*"I received overwhelming support from business professors at RCC, they are really there for you. When I told them about acceptance at Georgetown and other more recent successes, they truly shared my joy in these accomplishments."*

*-Febin Bellamy, MTS Honors graduate;  
McDonough School of Business,  
Georgetown University, double major in  
Finance and Management;  
Delegate and Official Campus Representative  
for the Clinton Global Initiative University*

To learn more about  
this program call  
**845-574-4330**

**RCC** | Rockland  
Community  
College

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