FOR MORE INFORMATION, CONTACT:

Palomar College  
1140 West Mission Road  
San Marcos, CA 92069  
(760) 744-1150  
www.palomar.edu

DIRECTIONS TO THE MAIN CAMPUS

From I-15 or I-5, take Hwy. 78 to the Rancho Santa Fe exit in San Marcos. Go north to the end of Rancho Santa Fe Road where it intersects with Mission Road. Turn right, go east one-half mile on Mission Road. Palomar is on your left.
A Global Perspective

The trend is clearly toward the internationalization of the United States market. The ability to understand the world's interdependent economies has never been more important.

Business students and current business people must have the knowledge necessary to succeed in this ever-expanding marketplace.

Palomar College has introduced a new international business program which provides associate degree graduates with a solid understanding of business beyond our borders.

Key international business courses are designed to give Palomar students and the North County business community the information needed to gain a global perspective.

The Courses

Introduction to International Business & Management
Surveys the international dimension of business including trade, financial, economic, cultural framework, foreign investment patterns, and international managerial problems and policies at the corporate level. Also covers the role of the international manager with regard to entering foreign markets.

International Marketing
Surveys international organizations' basic elements for developing markets. Analyzes the market design and the techniques necessary to develop business within selected regions of the world. Discusses the impact due to differences in customs, languages, attitudes and culture.

The Cultural Environment of International Business
Focuses on the cultural environment of international business affecting the conduct of four regions in the Pacific Rim: Canada, Asia, Latin America and Russia. Students examine the nature and evolution of culture, language, education, religion, and values as they apply to business situations.

International Banking & Finance
Provides an awareness of the applicability and limitations of business finance theories and practices when applied to the financial management of international business. Also emphasizes the international dimension of banking and finance through the foreign exchange rates and markets.

Essentials of Import/Export Procedures
Application of practical aspects of export and import procedures of international business:
- organization
- development of foreign sales
- export and import procedures
- regulations and documentation of financial operations of global trade

The International Business Program

This program is designed to prepare individuals for a career in international business and/or management.

The following courses are required for a certificate or an associate degree major.

IBUS 100  Introduction to International Business & Management
IBUS 105  International Marketing
IBUS 110  The Cultural Environment of International Business
IBUS 115  International Banking & Finance
IBUS 120  Essentials of Import/Export Procedures
ACCT 103  Financial Accounting
ACCT 104  Accounting Electronic Spreadsheet Lab
BUS 100  Introduction to Business Mathematics
BUS 155  Marketing
BUS 205  Business Writing
CE 100  Cooperative Education

Recommended Electives:
- Anthropology 105
- Anthropology 145
- Business 155
- Economics 110
- Geography 105
- History 110
- Philosophy 110
- Political Science 110