

Benefits of a Global Business Certificate



Global Understanding

Studying international business provides students with a global perspective – the ability to see the big picture. This knowledge gives students the unique ability to offer innovative solutions to problems that others might not have been able to see. Being globally minded is unavoidable.

Business is Global

The Fortune Global 500 annually ranks the top 500 companies in the world. As of 2021, nearly 25% of the companies on that list are United States based. Today's top companies are global.

Competitive Advantage & High Demand

Combining the gained global understanding, increased cultural awareness, and complex problem-solving skill gives students who earn a certificate a competitive advantage over other candidates in the job market. The skills learned are highly valuable and sought after by employers for the unique perspective, even if you do not pursue a career with an international organization.

Problem Solving

Business is very complex, and global business is even more complex. Earning a certificate will prepare students to approach problems from differing perspectives. The ability to think outside of the box is critical in all industries and departments/ positions.

Cultural Awareness

Cultural awareness and sensitivity are critical in the global business market. A certificate in global business enables students to communicate more effectively and understand the importance of the varying cultural norms. Even within the United States, the ability to communicate with background differences is a key skill in the job force.

