

# GLOBAL CHALLENGES IN BUSINESS GRADUATE CONCENTRATION

for the Graduate Concentration in Global Challenges in Business (online)

This concentration is available for these programs:

Accountancy, MS (online) (<http://catalog.illinois.edu/graduate/bus/accountancy-ms/>)

Business Administration, MBA (iMBA) (<http://catalog.illinois.edu/graduate/bus/business-administration-online-mba/>)

Management, MS (online) (<http://catalog.illinois.edu/graduate/bus/management-ms/>)

The Global Challenges in Business Concentration is designed to develop leaders who (1) understand how businesses function in the global marketplace, (2) consider ethical decisions to run a responsible business in the global marketplace, (3) understand the role of business in addressing global challenges such as poverty and the environment, (4) understand how business can pursue opportunities and confront challenges in the complex global marketplace. This concentration will not only provide a strong foundational knowledge of global business challenges, but also provide students multiple opportunities to apply this knowledge via experiential learning opportunities.

Exceptions to the required courses will not be permitted.

## Admission

Admission to the concentration requires submitting a Curriculum Change Form to the Department and Graduate College and admission to one of the approved programs. Admission is limited, and acceptance is on a competitive basis.

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| Code               | Title  | Hours     |
|--------------------|--|-----------|
| MBA 547            | Global Marketing                                   | 4         |
| MBA 548            | Global Strategy                                    | 4         |
| MBA 549            | Multiculturalism in Management and the Marketplace | 4         |
| <b>Total Hours</b> |  | <b>12</b> |

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2. Understand cultural frameworks for making marketing and management decisions across cultural boundaries.
3. Develop marketing plans for penetrating foreign markets of consumers with different cultures.
4. Understand how to manage a global organization.
5. Develop marketing strategies that resonate with ethnic segments (e.g., Hispanics).
6. Understand the benefits and challenges of managing multicultural teams in organizations.

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Associate Dean: W. Brooke Elliott

Business Administration Department website (<https://giesbusiness.illinois.edu/graduate-hub/online/>)

Business Administration Department faculty (<https://giesbusiness.illinois.edu/faculty-research/faculty-profiles/>)

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## Gies College of Business

Gies College of Business (<https://giesbusiness.illinois.edu/>) website (<https://las.illinois.edu/>)

## Admissions

Graduate College Admissions & Requirements (<https://grad.illinois.edu/admissions/apply/>)

Gies College Admissions & Requirements (<http://catalog.illinois.edu/schools/gies-business/academic-units/>)

1. Understand how businesses function and pursue opportunities in the global marketplace.