



GLOBAL BUSINESS PROGRAM

Whether you are an international professional wanting to accelerate your career or an international student interested in learning more about business concepts and skills, the Global Business Program at the University of Washington will help you achieve your goals.

The Global Business Program is offered at the UW's downtown campus. Located in the busy heart of Seattle, not far from the waterfront, our downtown location offers the best of our city's business community, culture, events, and food and drink.

This nine-month program is divided into three quarters of study, each designed to quickly develop business skills and expertise. Students may begin the program in spring quarter (March) or autumn quarter (September) of each year. Students who complete the entire nine-month program are eligible to apply for Optional Practical Training (OPT) to gain real world business work experience in the U.S. for up to one year.

| | Quarter 1 | Quarter 2 | Quarter 3 | After Completion |
|--------------------------------------|--|---|--|-----------------------------------|
| Core Courses | <ul style="list-style-type: none"> Foundations of Global Business | <ul style="list-style-type: none"> Global Marketing | <ul style="list-style-type: none"> Project Management | Optional Practical Training (OPT) |
| Elective Courses (Choose one) | <ul style="list-style-type: none"> Business Presentation Skills Writing for Business | <ul style="list-style-type: none"> International Negotiations Application & Interview Preparation | <ul style="list-style-type: none"> International Negotiations Business Presentation Skills Writing for Business | |

Program highlights:

- Core courses are taught by experienced University of Washington instructors and leading industry experts.
- Study business in the heart of Seattle's thriving business center.
- Students who complete the Global Business Program are eligible to apply for up to one year of work experience through OPT.
- Students may begin the program in spring quarter or autumn quarter of each year.
- All program coursework is approved by the UW Foster School of Business.

English Proficiency Requirements

- TOEFL iBT: 76 (17*)
- IELTS: 6.0 (5.5*)
- Completion of our Intensive Business English Program (IBEP)

* No sub-score below this number

PROGRAM CURRICULUM

The Global Business Program curriculum is developed with faculty from the UW Foster School of Business and an advisory board consisting of top business leaders in the Seattle area and abroad to ensure that coursework prepares students for professional success in the global workplace. Program courses include:

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| Foundations of Global Business <p>This ten week introductory global business course touches on the fundamental concepts needed to understand global business operations and trends and is taught by a team of local business professionals and faculty from the UW Foster School of Business. Each instructor teaches the content area of business fundamentals in which they specialize. This course illustrates the big picture of global business and is designed to maximize integration of the most important business topics and minimize any overlap of key learning points across the curriculum.</p> | Type: <i>Core class</i> Location: <i>UW downtown campus</i> Hours/Week: <i>15.5</i> Offered: <i>Quarter 1</i> |
| Global Marketing <p>In this ten week course taught by local marketing professionals and faculty from the UW Foster School of Business, students learn the fundamentals of global marketing. Special course topics include market selection, social and cultural considerations in marketing, globalization and localization, customer relationship management (CRM), and digital marketing. All students participate in team marketing projects to practice the skills learned.</p> | Type: <i>Core class</i> Location: <i>UW downtown campus</i> Hours/Week: <i>15.5</i> Offered: <i>Quarter 2</i> |
| Project Management <p>This ten week course taught by local project management specialists and faculty from the UW Foster School of Business introduces students to the fundamentals of project management as a discipline. Students examine case studies and participate in team projects focused on risk management, communication skills, cost, successful project task scheduling and more. Students plan a complete marketing project for their final course assignment.</p> | Type: <i>Core class</i> Location: <i>UW downtown campus</i> Hours/Week: <i>15.5</i> Offered: <i>Quarter 3</i> |
| Business Presentation Skills <p>Today's employers are seeking individuals with strong verbal communication and presentation skills. In this hands-on presentation skills class, students will hone their speaking and delivery skills, develop analytical and organizational skills, and give formal and impromptu presentations.</p> | Type: <i>Elective</i> Location: <i>UW downtown campus</i> Hours/Week: <i>2.5</i> Offered: <i>Quarters 1 and 3</i> |
| Writing for Business <p>This practical writing workshop is designed to help students understand and practice professional writing for an international business audience. The focus of the class will be writing business emails, letters, and reports.</p> | Type: <i>Elective</i> Location: <i>UW downtown campus</i> Hours/Week: <i>2.5</i> Offered: <i>Quarters 1 and 3</i> |
| International Negotiations <p>In this interactive workshop, students will learn the basic framework and skills necessary for intercultural business negotiations. The focus will be on understanding and creating effective, joint business deals from both the buyer's and seller's perspective. To do this, students will engage in team business simulation activities.</p> | Type: <i>Elective</i> Location: <i>UW downtown campus</i> Hours/Week: <i>2.5</i> Offered: <i>Quarters 2 and 3</i> |
| Application & Interview Preparation <p>In this career preparation workshop, students write formal resumes and cover letters and gain important skills necessary for interviewing, researching companies, and communicating in a globalized workforce. All students wishing to go on to Optional Practical Training (OPT) will be expected to attend a mandatory OPT workshop facilitated by an Immigration Student Advisor.</p> | Type: <i>Elective</i> Location: <i>UW downtown campus</i> Hours/Week: <i>2.5</i> Offered: <i>Quarter 2</i> |

Note: Schedule of course offerings is valid at time of printing and is subject to change. Quarterly elective offerings are dependent on student enrollment.