

VCU-Sponsored Program for International Business Certificate

The VCU School of Business and Richmond-based co-sponsoring organizations are pleased to offer the 9th Annual International Business Certificate Program, beginning **September 5th 2006 and ending November 21st 2006**.

The International Business Certificate Program (IBCP) – 2006 gives participants a practical, broad-based view of what it takes to be successful in international business. The program will assist businesses with focusing on getting a product financed, transported, marketed and sold in the global business arena. Each session will present in-depth coverage of a specific topic, presented and taught by the course leaders and area experts – recognized leaders in the greater Richmond international business community.

The VCU School of Business faculty member Dr. Van R. Wood, Philip Morris Chair in International Business and Professor of Marketing and Business Law, along with George L. Hiller, J.D., Adjunct Assistant Professor in International Business and former International Trade Manager for the Virginia Economic Development Partnership will coordinate the program. Class participants will be provided with resource materials, directories, and documents related to each session's topic.

The program is designed for:

- the business owner interested in international business
- any entrepreneur interested in developing an import/export business
- the employee in a new international job
- anyone already working in international business seeking ways to enhance performance
- the person who simply wants to understand the potential of international business
- advanced graduate students with career interests in international business

Upon completion of this program, participants will be able to:

- understand the meaning and importance of “globalization”
- know the service providers necessary for doing successful international business
- manage import/export operations more confidently
- locate the best markets for products and services around the world
- negotiate successful international sales, and financial terms
- understand legal, financial, cultural and issues critical to successful international business

Participants will receive the International Business Certificate from VCU upon successful completion of the program at the closing reception. Course requirements include reading assignments and the development of an international marketing plan or other comprehensive class projects. The registration fee for the program is \$1,295, which includes all course materials, readings and other materials distributed during class. Class size is limited to 40, and participants are selected such that a class network of business owners, entrepreneurs, managers, executives and advanced students is created.

For further information regarding the IBC Program, please contact Dr. Van R. Wood, Virginia Commonwealth University, School of Business, 1015 Floyd Avenue, Box 844000, Richmond, VA 23284-4000, (O) 804.828.1746, (F) 804.828.6615, e-mail: vrwood@vcu.edu.

