

# INTERNATIONAL BUSINESS PROGRAMS



**Baruch**  
COLLEGE

CONTINUING AND  
PROFESSIONAL  
STUDIES



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## INTERNATIONAL BUSINESS PROGRAMS

This certificate program was designed to familiarize individuals with the processes, routines, and best practices of modern business, is relevant for domestic and international students who are interested in entering or enhancing a career in fields such as: Marketing, Finance, Accounting, International Trade, Management, Web Development, Luxury Marketing and Real Estate Construction Management.

Baruch College is nationally recognized for outstanding academics by The Princeton Review and is among the most ethnically diverse campuses in the nation. Many of our students have gone on to prestigious positions with top corporations in the U.S. and abroad. We develop and initiate new courses and programs in response to market changes and the needs of aspiring professionals.

### ACADEMIC CALENDAR

- **SPRING 2021**

Orientation date: January 15, 2021  
Class Start date: January 25, 2021

- **SUMMER 2021**

Orientation date: April 28, 2021  
Class Start date: May 10, 2021

- **FALL 2021**

Orientation date: September 8, 2021  
Class Start date: September 20, 2021

### APPLICATION DEADLINES

- **SPRING 2021**

Dec 18, 2020: International Deadline  
Jan 4, 2021: Domestic/Transfer

- **SUMMER 2021**

April 12, 2021: International Deadline  
April 23, 2021: Domestic/Transfer

- **FALL 2021**

August 23, 2021: International Deadline  
Sept 6, 2021: Domestic/Transfer Deadline

## F1 STATUS

For International Students, these programs meet the 18-hour-per-week requirement mandated for an I-20 Certificate of Eligibility and therefore allows students to apply for an F-1 Visa.

## OPT

Upon completion of the three semester rigorous program, students may apply for Practical Training, temporary employment directly related to the student's field of study. The single and two semester formats are not eligible for OPT.

Authorization for employment is not guaranteed.

## ADMISSIONS CRITERIA

Academic Requirements:

- Official Transcript of U.S. Bachelor Degree or equivalent.
- Two Letters of Professional Recommendations (sealed).
- Admissions Essay describing why you wish to pursue this program and your goals.
- Current Resume.

## ENGLISH LANGUAGE COMPETENCE

Please provide one of the following:

- U.S. Bachelor Degree from an English speaking institution.
- Completion of CAPS IEP Level 8 (Including passing scores on AIEP Certificate Exam)
- IBT TOEFL Score of 79 or above
- IELTS Score of 6.5. or above
- TOEIC Score of 700 or above (min. 300 per section)

Completion of ENGLISH EXPRESS.

English Express eligibility requires:

\*TOEFL between 70-78

\*IELTS score of 6.0

\*TOEIC score of 650 (250 per section)

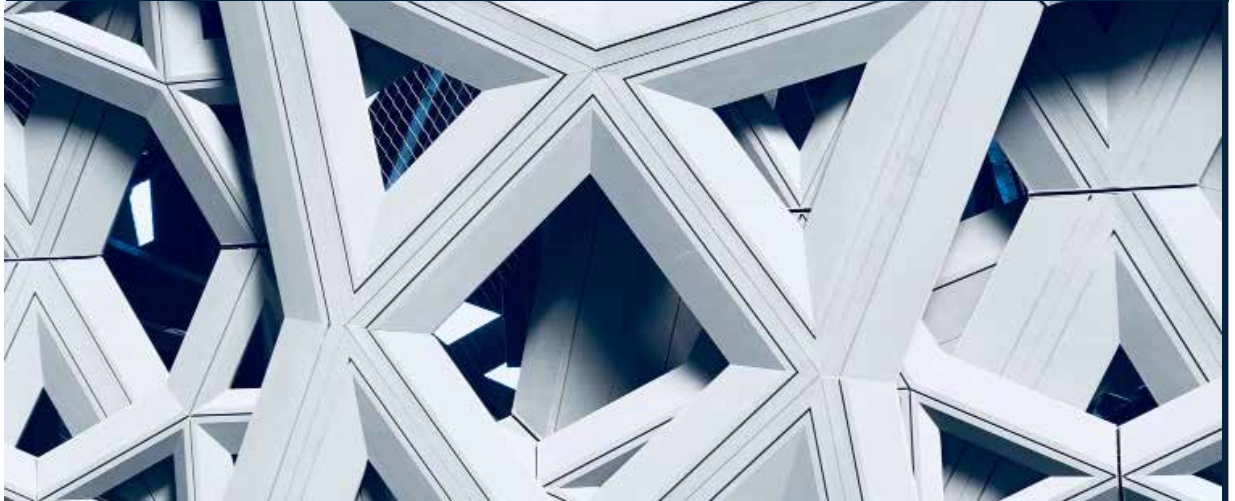
## OTHER APPLICANTS

Candidates with less than a Bachelors Degree are encouraged to apply (2 years of study completed as a minimum). Their applications will be reviewed as a Portfolio of Competencies.



# FINANCE AND INVESTMENTS

This track provides students with the skills needed to enter or transition into the finance and investments fields. The finance components of this track address basic financial principles, theories in equity markets, valuation, corporate finance, behavioral finance, investment banking, debt and fixed income markets, and international payments.



## SEMESTER 1

- Embarking on the Global Marketplace
- Business Statistics
- Accounting I
- Communicating About U.S. Business & Politics
- Principles of Finance

## SEMESTER 2

- Corporate Finance
- Personal Investments
- Equity Markets & Portfolio Theory I
- Investment Banking
- Business Communication I

## SEMESTER 3

- Wealth Management
- Intro to Derivatives
- Entrepreneurial Venture Finance
- Debt & Fixed Income Markets
- Business Communication II

**1 SEMESTER**  
Option 1 or 2 or 3

**OPTION 1  
BUSINESS STRATEGY**  
\$3,125

**OPTION 2  
FINANCE**  
\$3,125

**OPTION 3  
INVESTMENT**  
\$3,125

**2 SEMESTERS**  
Option 4

**OPTION 4  
CERTIFICATE IN BUSINESS STRATEGIES AND FINANCE**  
\$5,255

**2 SEMESTERS**  
Option 5

**OPTION 5  
CERTIFICATE IN FINANCE AND INVESTMENTS**  
\$5,255

**3 SEMESTERS**  
Option 6

**OPTION 6 (eligible for OPT)  
INTERNATIONAL BUSINESS CERTIFICATE IN FINANCE AND INVESTMENTS**  
\$8,220



# MARKETING

This track offers students the opportunity to focus on one of the most creative and dynamic industries in today's business world. Companies around the world need to promote their services and products, increase sales, and manage their image. Students will learn the most significant ways a company can improve its competitive position through classes such as Strategic Marketing, Consumer Behavior, Marketing Management, Marketing Communications, and more.



## SEMESTER 1

- Embarking on the Global Marketplace
- Business Statistics
- Accounting I
- Communicating About U.S. Business & Politics
- Principles of Finance

## SEMESTER 2

- Marketing for New Marketers
- Marketing Strategy
- Global Marketing
- Social Media Marketing
- Business Communication I

## SEMESTER 3

- PR & Business Communication
- Interactive Marketing
- Integrated Marketing Communication
- Advertising
- Business Communication II

### 1 SEMESTER Option 1 or 2 or 3

**OPTION 1  
BUSINESS  
STRATEGY**  
\$3,125

**OPTION 2  
MARKETING  
STRATEGY**  
\$3,125

**OPTION 3  
MARKETING &  
COMMUNICATIONS**  
\$3,125

### 2 SEMESTERS Option 4

**OPTION 4  
CERTIFICATE IN MARKETING & BUSINESS STRATEGY**  
\$5,255

### 2 SEMESTERS Option 5

**OPTION 5  
CERTIFICATE IN MARKETING STRATEGY AND COMMUNICATIONS**  
\$5,255

### 3 SEMESTERS Option 6

**OPTION 6 (eligible for OPT)  
INTERNATIONAL BUSINESS CERTIFICATE IN MARKETING**  
\$8,220

## LUXURY MARKETING

The Specialization in Luxury Marketing & Communications will expose participants to a course of study focused on an understanding of luxury products for high-end markets. Affluent buyers are less interested in value and more interested in exclusivity. Learn about the strategic and innovative ways to market luxury goods and services in the United States. A special focus in digital communications will help participants integrate social media as a strong component of marketing campaigns. Case-studies from high-end fashion brands, arts, luxury startups, uniquely crafted NYC services, automotive manufacturers, and high-end galleries will be discussed and analyzed.

### LUXURY MARKETING 1 SEMESTER PROGRAM \$3,125.00

- Digital Marketing in Fashion, Luxury & Arts
- Entrepreneurship in Luxury Arts
- Fashion, Beauty & Luxury Markets in the U.S.
- Leadership Skills for Creative Industries
- Creative Communication for Luxury Brands



# FINANCIAL ACCOUNTING

Students in this track learn to develop a set of financial controls and gain the skills to measure, record, and report business transactions. This concentration on accounting principles provides students with a strong foundation for their future career or a business.



## SEMESTER 1

- Embarking on the Global Marketplace
- Business Statistics
- Accounting I
- Communicating About U.S. Business & Politics
- Principles of Finance

## SEMESTER 2

- Budget Management
- Financial Statement Analysis
- Financial Accounting II
- Cost Accounting
- Business Communication I

## SEMESTER 3

- Intermediate Accounting
- Auditing Techniques
- Advanced Financial Reporting
- Advanced Financial Statement Analysis
- Business Communication II

### 1 SEMESTER Option 1 or 2 or 3

**OPTION 1  
BUSINESS STRATEGY  
\$3,125**

**OPTION 2  
ACCOUNTING PRINCIPLES  
\$3,125**

**OPTION 3  
ACCOUNTING MANAGEMENT  
\$3,125**

### 2 SEMESTERS Option 4

**OPTION 4  
CERTIFICATE IN BUSINESS STRATEGIES AND ACCOUNTING  
\$5,255**

### 2 SEMESTERS Option 5

**OPTION 5  
CERTIFICATE IN ADVANCED ACCOUNTING  
\$5,255**

### 3 SEMESTERS Option 6

**OPTION 6 (eligible for OPT)  
INTERNATIONAL BUSINESS CERTIFICATE IN FINANCIAL ACCOUNTING  
\$8,220**



## REAL ESTATE

This I-20 Visa eligible certificate provides students with a comprehensive, analytical, and practical understanding of real estate project management. Upon completing the program, students will develop critical thinking and problem-solving skills, empowering them to make informed decisions, and lead the design and construction of residential and non-residential buildings, highways, streets, bridges, and other sustainable construction projects.



### SEMESTER 1

- Commercial RE Leasing
- Economics of Real Estate
- Principles of RE Finance I
- Principles of RE Finance II
- Mastering the Application of RE Math

### SEMESTER 2

- Construction Management
- Construction Methods and Technology
- Construction Project Management
- Construction Estimating
- RE Business Management: A Global Overview

### SEMESTER 3

- Construction Contract Law
- The Future of Blueprint Reading
- Primavera
- Fund. of Sustainable Design
- Leadership in Energy & Environmental Design (LEED)

#### 1 SEMESTER

Option 1 or 2 or 3

**OPTION 1**  
**REAL ESTATE FINANCE**  
**\$2,640**

**OPTION 2**  
**BASIC CONSTRUCTION**  
**\$2,640**

**OPTION 3**  
**CONSTRUCTION**  
**PROJECT MANAGEMENT**  
**\$2,640**

#### 2 SEMESTERS

Option 4

**OPTION 4**  
**CERTIFICATE IN REAL ESTATE CONSTRUCTION**  
**\$4,800**

#### 2 SEMESTERS

Option 5

**OPTION 5**  
**ADVANCED CERTIFICATE IN REAL ESTATE CONSTRUCTION**  
**\$4,800**

#### 3 SEMESTERS

Option 6

**OPTION 6 (eligible for OPT)**  
**REAL ESTATE FINANCE AND CONSTRUCTION MANAGEMENT**  
**\$7,070**



# MANAGEMENT AND LEADERSHIP

This track of study builds fundamental management knowledge and introduces a set of core competencies demanded of supervisors at every organizational level. The coursework exposes students to real-life scenarios and provides them with skills necessary to obtain maximum results from employees, peers, and supervisors.



## SEMESTER 1

- Embarking on the Global Marketplace
- Business Statistics
- Accounting I
- Communicating About U.S. Business & Politics
- Principles of Finance

## SEMESTER 2

- Negotiations
- Planning and Managing Change
- Customer Relationship Management
- Contemporary Management Practices
- Business Communication I

## SEMESTER 3

- Strategic Planning
- Art of Supervision
- Organizational Behavior
- Creative Effective Teams and Partnerships
- Business Communication II

### 1 SEMESTER

Option 1 or 2 or 3

**OPTION 1  
BUSINESS STRATEGY  
\$3,125**

**OPTION 2  
MANAGEMENT PRACTICES  
\$3,125**

**OPTION 3  
LEADERSHIP DEVELOPMENT  
\$3,125**

### 2 SEMESTERS

Option 4

**OPTION 4  
CERTIFICATE IN MANAGEMENT & BUSINESS STRATEGY  
\$5,255**

### 2 SEMESTERS

Option 5

**OPTION 5  
INTERNATIONAL BUSINESS CERTIFICATE  
IN MANAGEMENT & LEADERSHIP  
\$5,255**

### 3 SEMESTERS

Option 6

**OPTION 6 (eligible for OPT)  
INTERNATIONAL BUSINESS CERTIFICATE IN LEADERSHIP DEVELOPMENT  
\$8,220**



# INTERNATIONAL TRADE OPERATIONS

Learn about the procedures, terminology, documentation, and regulations for the import and export of goods and services into and out of the U.S. Classes are taught by accomplished and respected practitioners with years of experience. This track is designed to build a complete and cohesive set of skills for a particular area of international trade.



## SEMESTER 1

- Embarking on the Global Marketplace
- Business Statistics
- Accounting I
- Communicating About U.S. Business & Politics
- Principles of Finance

## SEMESTER 2

- Import Regulations
- Tariff Classifications
- E-Commerce
- Global Sourcing and Supply Chain Management
- Business Communication I

## SEMESTER 3

- Export Regulations
- Export Controls & Licenses
- International Logistics
- Customs Law
- Business Communication II

### 1 SEMESTER

Option 1 or 2 or 3

**OPTION 1  
BUSINESS  
STRATEGY**  
\$3,125

**OPTION 2  
INTERNATIONAL TRADE  
IMPORT**  
\$3,125

**OPTION 3  
INTERNATIONAL TRADE  
EXPORT**  
\$3,125

### 2 SEMESTERS

Option 4

**OPTION 4  
CERTIFICATE IN IMPORT & BUSINESS STRATEGY**  
\$5,255

### 2 SEMESTERS

Option 5

**OPTION 5  
CERTIFICATE IN INTERNATIONAL TRADE OPERATIONS**  
\$5,255

### 3 SEMESTERS

Option 6

**OPTION 6 (eligible for OPT)  
INTERNATIONAL BUSINESS CERTIFICATE IN TRADE OPERATIONS**  
\$8,220



# WEB DESIGN AND DEVELOPMENT

This track of study allows students to develop web design and development skills needed to build modern, attractive, and engaging websites to support business operations, increase customer conversion, and support digital marketing initiatives.



## SEMESTER 1

- Adobe Photoshop
- Adobe Photoshop Advanced
- Adobe Illustrator
- Adobe InDesign
- Color Theory
- Typography
- Intro to UX Design
- Portfolio Management
- Design and Development Lab
- Build Your Website in HTML

## SEMESTER 2

- Fundamentals of Programming
- Python Introduction
- Python Intermediate
- PHP and MySQL
- Communication for Tech Pros
- Design and Development Lab
- DB Management (MSSQL)
- CSS3 and HTML5

## SEMESTER 3

- Javascript & Ajax
- Oracle: SQL Queries
- React JS
- Java I
- Design and Development Lab
- Mobile App Development - iPhone
- Mobile App Development - Android

### 1 SEMESTER

Option 1 or 2 or 3

**OPTION 1**  
**GRAPHIC DESIGN**  
**\$3,755**

**OPTION 2**  
**PROGRAMMING**  
**FUNDAMENTALS**  
**\$3,755**

**OPTION 3**  
**WEB DEVELOPMENT**  
**\$3,755**

### 2 SEMESTERS

Option 4

**OPTION 4**  
**GRAPHIC DESIGN AND**  
**PROGRAMMING FUNDAMENTALS**  
**\$6,255**

### 2 SEMESTERS

Option 5

**OPTION 5**  
**PROGRAMMING FUNDAMENTALS AND**  
**WEB DEVELOPMENT**  
**\$6,255**

### 3 SEMESTERS

Option 6

**OPTION 6 (eligible for OPT)**  
**CERTIFICATE IN WEB DESIGN AND DEVELOPMENT**  
**\$9,220**



## MUSIC, MULTIMEDIA, AND ENTERTAINMENT

The brand new music and entertainment program will introduce students to the music business and give them an overview of working with talent, recording studios, creation of marketing and promotional materials, and access to a professional recording studio. Additionally, students will learn video production, music video creation, licensing, business processes behind subscription music models, and more.



### SEMESTER 1

- Intro to the entertainment & Music Business
- Business of Entertainment
- Production & Programming
- Sound Design
- Video and Broadcast Production

### SEMESTER 2

- Brand Management & Licensing
- Advertising / Promotions / Sales Management
- Audio Engineering Recording (Music)
- Audio Engineering Recording (Video)
- Narrative Arc and Story Construction

### SEMESTER 3

- Social Media and Distribution Channels
- Broadcast Management
- Mixing and Mastering
- Music Video Production
- Music and Entertainment Marketing and Promotion
- Post Finalizing and Deliverable Requirements

#### 1 SEMESTER

Option 1 or 2 or 3

**OPTION 1**  
Music Business  
\$5,115

**OPTION 2**  
Entertainment  
\$5,115

**OPTION 3**  
Production Management  
\$5,115

#### 2 SEMESTERS

Option 4

**OPTION 4**  
CERTIFICATE IN MUSIC AND ENTERTAINMENT  
\$9,705

#### 2 SEMESTERS

Option 5

**OPTION 5**  
CERTIFICATE IN ENTERTAINMENT & PRODUCTION MANAGEMENT  
\$9,705

#### 3 SEMESTERS

Option 6

**OPTION 6 (eligible for OPT)**  
CERTIFICATE IN MUSIC AND ENTERTAINMENT  
\$14,195



## VISA REQUIREMENTS (NEW F-1 STUDENT)

- Completed Confidential Declaration of Finance
- Original Bank Statement with present balance information.
- Amounts require U.S. Dollars currency or equivalent amount in local currency.
- Copy of Valid Passport.

## VISA REQUIREMENTS (TRANSFER STUDENTS)

- Transfer Form completed by both you and your international student office.
- Copy of Valid Passport.
- Copy of F-1 visa stamp
- Copy of Form I-94 .
- Copy of all previous I-20s.

## IMPORTANT RECOMMENDATIONS

- The \$400 Tuition Deposit will be applied towards the cost of your tuition.
- Transcripts must have an official translation if they are not in English. (Only Official Translations will be accepted).
- Bank Statement should be on official bank letterhead, no more than 3 months old, and in English.
- TRANSFER Applicants that are unable to pickup their I-20, are required to provide a written statement granting Baruch College's International Student Service Center (ISSC) permission to release an I-20 to a named relative or friend.

## TUITION DUE-DATE

- Tuition payment can be completed at any time between Official
- Acceptance Letter is Issued and the day of your scheduled Orientation.
- Students are encouraged to pay prior to the Orientation session.