



UNIVERSITY of NORTH CAROLINA WILMINGTON
ENGLISH LANGUAGE CENTER

ONLINE CERTIFICATE IN **BUSINESS COMMUNICATIONS**

JULY 1 – 29, 2020

Change and uncertainty are a fundamental part of today's business environment. Being able to adapt quickly to changing circumstances and communicate clearly across cultures are the skills employers are looking for today. Gain a competitive advantage by adding the UNCW Business Communications Certificate to your toolkit.

WHO IS THIS CERTIFICATE FOR?

This certificate is designed for business students and professionals who would like to:

- Sharpen professional communication skills.
- Increase cultural awareness to communicate confidently in a business environment.
- Increase understanding of U.S. and global business models.
- Gain perspectives on how businesses across the world are adapting to the changing business environment in a post-pandemic world.



HIGHLIGHTS

- **100% ONLINE**
- **24 HOURS**
- **HANDS-ON PROJECTS AND CASE STUDIES**
- **LECTURES DELIVERED BY DISTINGUISHED UNCW FACULTY**

APPLY NOW AT [UNCW.EDU/INTERNATIONAL/ELC](https://uncw.edu/international/elc)



CURRICULUM

American Business Culture

(3 hrs./week)

This interactive, hands-on course focuses on developing awareness of American business etiquette, intercultural communication and critical thinking skills through case studies.

Business in the U.S. (2 hrs./week)

In this discussion-based course, student will learn about business practices of some of the most successful American companies.

Lecture Series (1 hr./week):

Globalization and Business
The Basics of Crisis Management
Foundations of Business Strategy
Principles of Digital Communication

** 1 academic hour is 50 minutes*

PROGRAM COST

PROGRAM FEE - \$499

APPLICATION FEE - \$50

Priority Application Deadline: June 10

Deposit Deadline (\$250): June 17

Full Payment Due: July 3



Questions?
Email elc@uncw.edu