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
**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