



UCI University of
California, Irvine
INTERNATIONAL PROGRAMS

Accelerated Certificate Programs

2017-2019



ACCELERATED CERTIFICATE PROGRAMS



Welcome to the University of California, Irvine's Accelerated Certificate Programs! By pursuing a certificate and an internship, you will open doors to opportunities for both your professional and personal growth. You will gain academic distinction from one of the top public universities in the U.S. and the expertise necessary to rapidly advance in your career. My team and I look forward to assisting you to meet your goals and achieve your dreams.

Kelly L. Oto

Kelly L. Oto
Director,
Professional Programs

PROFESSIONAL CERTIFICATES ENABLE YOU TO

- » Enhance the value of your degree and hone your specialization in just three months
- » Develop a professional network of American and international colleagues
- » Gain experience in a targeted internship (see page 16)
- » Refine your English communication skills
- » Benefit from expert academic advising
- » Take on a salaried position in Optional Practical Training (OPT)



REQUIREMENTS

- » Evidence of a university degree and/or substantial academic or professional experience
- » **These certificate programs welcome undergraduate students who have completed at least two years at the university level:** Business Administration, Marketing, and International Tourism & Hotel Management
- » Minimum score of 71 iBT TOEFL, 530 PBT TOEFL, 710 TOEIC, 6.0 IELTS, or other evidence of advanced English language proficiency. (To increase your fluency, consider our ESL options. Students in UCI's 10-Week Intensive ESL must pass all Level 6 courses to enroll in most ACPs and Level 7 for ACP TEFL.)
- » **ACP TEFL requirements:** 80 TOEFL iBT, 550 TOEFL PBT, 770 TOEIC, 6.5 IELTS, successful completion of all Level 7 courses in UCI's 10-Week Intensive ESL, or other evidence of advanced English language proficiency.

THESE CERTIFICATE PROGRAMS HAVE ADDITIONAL REQUIREMENTS: Communications & Embedded Systems Design Engineering, Data Science & Predictive Analytics, International Business Law, International Finance, and Applied Project Management. Visit ce.uci.edu/international for details.



"I had a very impressive and unforgettable experience studying at UCI and staying in the U.S. As soon as I came home, I got two teaching invitations from national and private universities, which would combine my branding/marketing experience and data science. Now I am the corporate mentor of the leading business magazine, CommonWealth, and I am assisting National Taipei University in organizing the first Big Data@Brand Center in Taiwan. "

DUAN HSUN KAO / Taiwan
ACP Data Science and Predictive
Analytics for Business Professionals

PROGRAM COST

Tuition: \$7,900*

Approximate total cost: \$13,700
USD (includes estimated housing
& living expenses, excludes airfare)

Internship: \$2,400

*All ACPs except TEFL and CESDE

All new students take an **Introduction to ACP course** and **Professional Communications Seminar**. These required courses introduce you to American business culture, sharpen your communication skills, and develop the academic skills necessary to ensure your success in an ACP.

Courses are subject to change. Please check our website
ce.uci.edu/international for the most current information.

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All ACPs include

170 HOURS

of content class time
(200+ HOURS TOTAL)



ACP BUSINESS ADMINISTRATION

Lay the Groundwork For Success.

Develop the managerial skills you need to build a rewarding career. In these hands-on courses, you will obtain a strong foundation in business functions and analysis, including effective leadership models and team-building. If you are aiming for an MBA, this program is the perfect preparation.

Curriculum

ESSENTIALS OF MANAGEMENT

Acquire in-depth understanding of basic concepts and theories of management while exploring the manager's role in all types of organizations, along with how the best managers manage for success.

COMMUNICATION IN THE BUSINESS ENVIRONMENT

Develop verbal and non-verbal communication skills in formal and informal settings. Participate in discussions, role-playing, and activities focused on conflict resolution, giving/receiving criticism, teamwork, empowerment, and active listening.

FINANCE FOR THE NON-FINANCIAL BUSINESS PERSON

Understanding business finance has become a necessity. Examine basic financial theory and financial concepts, terminology, and evaluation techniques.

INTEGRATED MARKETING STRATEGIES FOR TODAY'S BUSINESS

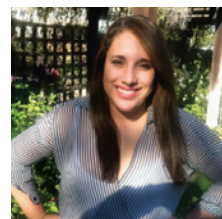
All companies — e-business or brick-and-mortar — must respond to customers and maintain a strong, distinctive business. Examine marketing fundamentals and strategies, from branding to service to social media.

STRATEGIC PLANNING

Gain insight into solving three questions central to strategic planning: Where are we today, where do we wish to go, and how do we get there? Explore several approaches, along with strategic leadership, planning, and analytical tools.

ENTREPRENEURSHIP

Enhance your potential success with key entrepreneurial characteristics. Learn how creativity, opportunity, and feasibility are best evaluated, and explore business plans, entrepreneurship in a large corporation, and strategies for new businesses.



"The instructors were extremely helpful and well-qualified. The program was well structured in that I got to learn about the business culture in the United States, while also improving my English skills. One of the best parts was that after my ACP, I had the opportunity to intern at an amazing company."

MELISSA CORTES | Colombia
ACP Business Administration, ACP
Global Human Resources Management,
Internship at Volcom

Schedule

SUMMER 2017
Jun 26–Sept 14

FALL 2017
Sept 21–Dec 14

WINTER 2018
Jan 8–Mar 29

SPRING 2018
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FALL 2018
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WINTER 2019
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SPRING 2019
Apr 1–Jun 20

SUMMER 2019
Jun 24–Sept 13

FALL 2019
Sept 19–Dec 12

*undergraduates
welcome!*

ACP MARKETING

Build Your Own Brand.

Prepare for wide-ranging career opportunities as you polish your invaluable marketing skills. Enhance your knowledge of the various components of marketing, consumer research, presentations, creativity, and strategic planning. Throughout this interactive program, you will learn from instructors who are working professionals and leaders in their field and interact with local and international marketing professionals.

Curriculum

ESSENTIALS OF MARKETING AND PRACTICES

Develop a strong understanding of the four Ps – product, place, price, and promotion – which will prepare you to create and execute dynamic marketing. Gain experience with all aspects of integrated marketing communications.

WEB AND MOBILE MARKETING

Strategic use of the Internet can increase the efficiency and effectiveness of your overall marketing program. Learn how to use your website as a research, selling, and communications tool. A must for marketing professionals.

MARKET RESEARCH AND ANALYSIS

Explore advanced market research methods, including the use of web-based tools and techniques to anticipate competitive strategies and outmaneuver your competitors. Learn how to increase demand and measure the effectiveness of your marketing.

BUSINESS-TO-BUSINESS MARKETING

The Internet is creating tremendous opportunities for business-to-business marketing. In the B2B environment, the focus is on customer satisfaction, retention, and tracking using web-based tools. Learn to integrate electronic commerce as you successfully manage and engage with your customer base.

STRATEGIC BRAND MANAGEMENT

Acquire a working knowledge of how to develop a brand process and strategy within your company and integrate it into a communication plan. Discover brand lifecycles, how to build a brand, and branding your product online.

CAPSTONE: STRATEGIC MARKETING

Practice the modeling and mechanics to develop a strategic marketing plan. Apply market research and analysis, brand identity, implementation strategy, budgeting, and financial projections.

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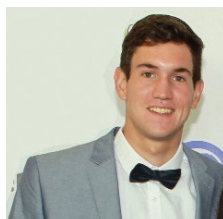
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*undergraduates
welcome!*



"Accomplishing an exchange program at UC Irvine, one of the top universities in the U.S., and interning at GlobeChat, a brand new application, have brought me closer to my goal of starting my own business. At my internship, I am learning first-hand how to develop a business in the US market and the milestones to set along the way for success. I consider this a priceless experience to realize the future steps I'll have to take to develop a business and contribute in the best way to society."

EDUARDO LOYOLA PAGOLA | Chile
Universidad Andrés Bello (UNAB)

ACP Marketing, ACP Project Management, Internship at GlobeChat

ACP INTERNATIONAL TOURISM & HOTEL MANAGEMENT

Join a Fast-Growing Field.

Explore the latest cross-cultural opportunities in an exciting industry, with your immersion into issues impacting global hospitality management. You will learn to use proven marketing and branding techniques to capture and retain clients, as well as to build and adapt project management skills and accounting/budgeting systems. Other courses explore such topics as employee retention within an integrated service culture and sustainability in current hospitality/tourism practice.

Curriculum

INTRODUCTION TO THE HOSPITALITY INDUSTRY

Explore the history and interrelationships of hospitality industry segments from an international perspective. Examine current operational and marketing challenges for restaurant, hotel, and travel-related businesses.

STRATEGIC MARKETING AND BRANDING FOR THE HOSPITALITY INDUSTRY

Hospitality, dining, lodging, travel, leisure, and entertainment habits are changing rapidly with globalization. Through case studies and hospitality models, sharpen your strategic marketing and branding skills.

CUSTOMER SERVICE MANAGEMENT

Adding value to your customer's experience can directly affect your individual goals as well as your company performance. Learn how to improve customer satisfaction, gain repeat business, and motivate employees to provide seamless service.

ACCOUNTING AND BUDGETING

Understand how to develop a realistic and comprehensive accounting and budgeting system that serves as a tool for department managers and general management in the hospitality industry.

HUMAN RESOURCES & LEADERSHIP FOR THE HOSPITALITY PROFESSIONAL

Examine the difference between a manager and a leader and the meaning of effective leadership. Discover the importance of appropriate HR management techniques in hospitality and travel-related businesses.

PROJECT AND EVENT MANAGEMENT

Successful project and management requires excellent communication skills and coordination of multiple contributors. Discover proven tools, concepts, and ways of thinking that will considerably enhance the chances for a positive outcome.



"I am surprised by how many abilities and how much knowledge I have already developed during this short period of time. I have developed strong applicable skills to my field. I also adore my teachers! They are professionals, and they love what they are doing. I'm going to apply the new skills I have gained to my future job."

EKATERINA SIRENKO | *Russia*
10-Week Intensive ESL, ACP
Marketing, ACP International
Tourism & Hotel Management,
Internship at Marriott Laguna Cliffs,
OPT at Mandarin Oriental Miami
Hotels Group

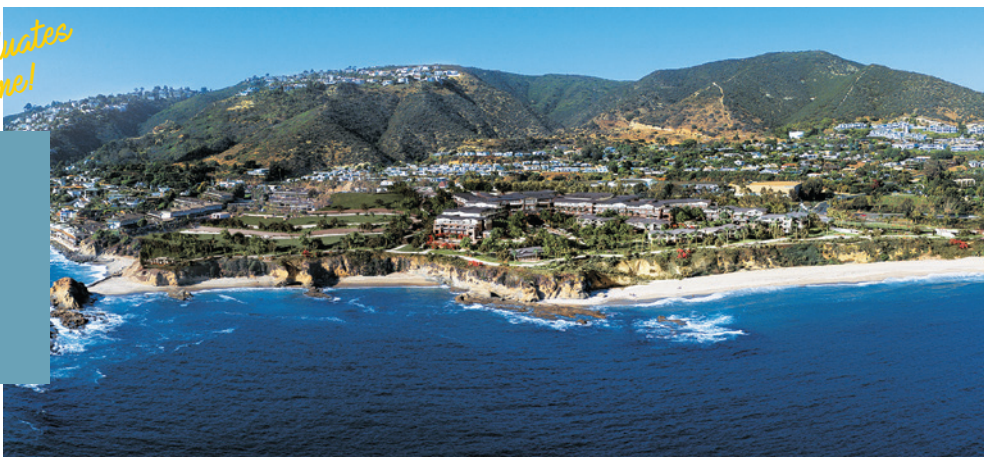
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welcome!*

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ACP

APPLIED PROJECT MANAGEMENT

Lead to Succeed.

Effective project managers are in high demand. Learn to apply fundamental project management principles, theories, and practices. Identify characteristics of high-performance teams, tools and techniques useful at all stages of a project, along with ways to communicate with all stakeholders. You will benefit from our designation as a Charter Global Registered Education Provider of the Project Management Institute and satisfy the requirement for PMP® certification.

Curriculum

PROJECT LAUNCH

The key elements at the Front End of the Project (FEOTF) determine the project's overall and final success. Learn to define and accomplish the scope, create effective communication plans, and understand the needs of the stakeholders — among the most critical aspects of project management.

PROJECT SCHEDULING

Increasing efficiency with limited available resources is critical in today's fast-track business environment. Gain an understanding of fundamentals of project planning with the use of scheduling software and a simulation project (Project Plan) that will allow you to establish project requirements, objectives, and goals.

PROJECT PLANNING

Tackle the challenge of project planning. Learn to estimate time and cost, plan for project risk, create a schedule and budget using both traditional and Agile methods and define procurement needs and quality metrics. We practice the five P's: Project Planning Prevents Poor Performance.

PROJECT EXECUTION

The majority of resources are utilized during a project's implementation stage. Good planning can help you cope with changes and unexpected issues. Examine techniques to effectively report status, control a project, survey Earned Value Management techniques and manage issues that arise during projects.

GLOBAL ASPECTS OF PROJECT MANAGEMENT

Today, many companies in all industries and verticals have workers dispersed around the globe, which creates project management challenges. Learn how to manage and lead a culturally and geographically diverse team.

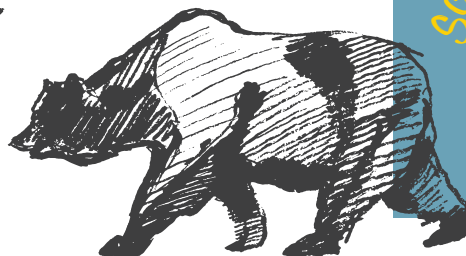
PROJECT PRACTICUM WITH MULTIPLE PROJECTS

Students will apply project planning concepts to a simulated project, create a resource plan for multiple projects, build a master schedule for multiple projects and deal with project issues under typical business constraints.



"The programs were beyond my expectations. The courses enhanced my management skills and knowledge of intercultural business. Being in a team with people from all over the world taught me diverse cultures. The experience at UCI influenced me to pursue my career."

SEMRIN YESILKAYA / Turkey
ACP Project Management, ACP International
Business Operations @ Management,
Internship at Hilton Costa Mesa



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ACP

COMMUNICATIONS & EMBEDDED SYSTEMS DESIGN ENGINEERING

Design a State-of-the-Art Career.

Take charge of your career as you learn to design systems for the global marketplace and apply a systems engineering approach to product development. Learn how to enhance the design and performance of products that rely on embedded and communication systems, including systems on a chip (SOC). Along the way, you will develop a network of contacts that support your career or educational goals.

Curriculum

SYSTEMS REQUIREMENTS ENGINEERING

Focus on the initial problem space definition, defining user needs, concept of operations, systems, segments, subsystem requirements, and architecture.

C PROGRAMING FOR EMBEDDED SYSTEMS

Increase your understanding of the essential embedded language features required for embedded systems programming. Expand your knowledge of using pointers and arrays, bit manipulation, and key words.

INTRODUCTION TO COMMUNICATIONS AND NETWORKING

Learn through real-world case studies and systems scenarios. Gain an overview of analog and digital transmission, voice, video and data processing, and all aspects of state-of-the-art networks and technologies.

COMMUNICATIONS SYSTEMS DESIGN

Learn to analyze requirements and technical goals using the latest methods and tools. Examine a typical communications system design process, from identifying customer needs to regulatory considerations.

FUNDAMENTALS OF EMBEDDED SYSTEMS DESIGN AND PROGRAMING

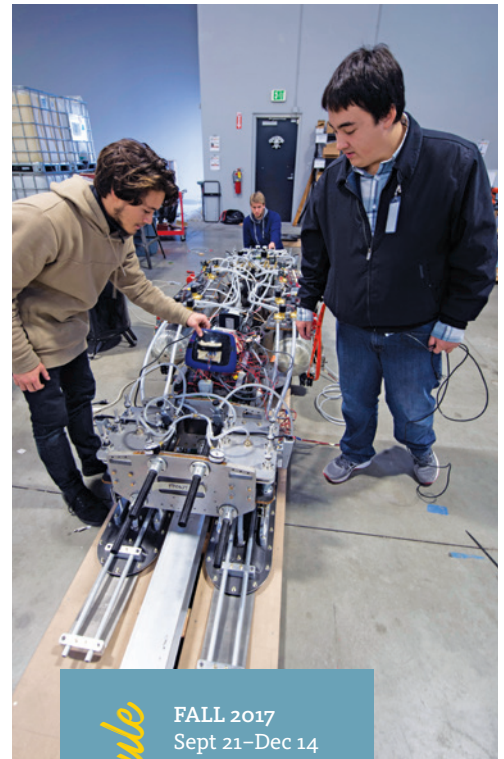
Learn how to plan and execute cost-effective, competitive embedded systems designs. Determine system requirements for new designs and for improving existing systems.

EMBEDDED SYSTEM ARCHITECTURE

Compare embedded design and traditional electronic device design, and discover the special demands on embedded systems including real-time programming, portability, low power usage, and miniaturization.

WRITING PORTABLE DEVICES DRIVERS

Gain practical knowledge of a device driver, how to build one from a hardware datasheet and write the code that will be portable across multiple platforms and operation systems.



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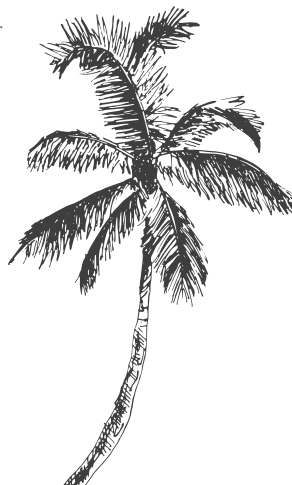
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"The ACP was a remarkable educational experience. The competency and the professionalism of the professors and learning methods have enabled me to acquire a sound knowledge and understanding of business, combined with strong practical skills. The hands-on approach of the courses has taken my learning beyond theory. This has been a second-to-none life experience that I have thoroughly enjoyed."

JONATHAN DOQUIN | Guadeloupe
Groupe INSEEC

ACP Business Administration, ACP
Communications & Embedded Systems Design
Engineering



ACP DATA SCIENCE & PREDICTIVE ANALYTICS FOR BUSINESS PROFESSIONALS

Harness a Huge Future.

Big Data means big opportunities. Data science is one of tech's most sought-after skills and "the sexiest job of the 21st century," says Harvard Business Review. In this ACP, you will develop strategies and skills to collect and manage Big Data and perform data-driven discovery that can guide management decisions. Netflix and Amazon knowing what to recommend to their customers isn't magic – it's science! Tap into the possibilities.

Curriculum

APPLICATIONS OF PREDICTIVE ANALYTICS

This intensive hands-on course gives you the skills to extract stored data elements, and produce datasets for analytical modeling and powerful predictive models for use in increasing profitability.

STRATEGIC BUSINESS ANALYSIS USING PREDICTIVE ANALYTICS

Use analytic insights to seek out increasingly small margins and understand your customers, products, channels, partners and more. Gain a framework to identify which decisions will be improved, and how, through predictive analytic efforts.

DATA PREPARATION FOR DATA MINING

Understand the overall data mining and preparation process, along with how to transform data into compatible

forms, build effective predictive models, and enhance your company's bottom line.

MODELING METHODS, DEPLOYING, AND REFINING PREDICTIVE MODELS

Learn how to use predictive analytics and modeling data to determine which algorithms to employ, along with approaches to deploying predictive models and integrating models into decision-making.

BUSINESS APPLICATIONS OF DATA SCIENCE

Successful businesses must leverage data to better understand their customers and remain competitive. Gain the skills to effectively manage Big Data and perform data-driven discovery and prediction, extracting value and competitive intelligence.

DATA EXPLORATION, ANALYTICS, AND VISUALIZATION

With visualization, you gain insight from a mountain of data, see trends and patterns, gaps, outliers, and future actions not easily identified in rows and columns of numbers.

BIG DATA VISUALIZATION AND ANALYTICS

Examine case histories of Big Data use, plus basic elements of successful Big Data implementation and opportunities in commercially available tools and technology.



"My personal experience at UCI has been excellent. ACP students come from different countries with diverse backgrounds, bringing in a variety of perspectives to class. Learning and interacting with my classmates from every corner of the world has been an enriching and impressive experience."

AASHISH MOHAN | India
International School of Management
ACP Project Management, ACP Data Science @
Predictive Analytics, Internship at MSC Software

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ACP DIGITAL MARKETING

Leverage the Power of the Internet.

Essential for all marketing professionals and business people, this program is designed to provide you with a comprehensive examination of tactics and strategies across social media, mobile marketing, online analytics, and search engine marketing aimed at fully leveraging the Internet for achieving business goals such as acquiring, converting, and retaining online customers.

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"As an advertising professional with a top-rated agency in Japan, I was pleased to have the opportunity to obtain a Retail Store Merchandising Internship at AEG (Anshultz Entertainment Group) Merchandise. In this role, I created visual merchandise arrangements for the ESPN store, LA Live store, and GRAMMY Museum store. I also supported the Rolling Stones Live at The Staples Center. This was a wonderful learning experience, where I not only strengthened my market merchandising skillset, but I did it along with a leading, global leader in the entertainment industry. Thanks, UCI Continuing Education!"

ASUKA ITAHASHI | Japan
4-Week Business English, ACP Marketing,
ACP Media @ Global Communications,
Internship at AEG (Anshultz
Entertainment Group) Merchandise

Curriculum

OVERVIEW OF INTERNET MARKETING

Learn the core concepts of digital marketing, its key differences from traditional marketing, and how its interactive strategies can be used to acquire, convert, and retain online customers. You will explore such strategies as search marketing, display advertising, email marketing, website optimization, social media, mobile marketing, and online analytics.

AUDIENCE DEFINITIONS & PROFILING

Who is your target audience and how can you use social media to better understand, reach, and engage them? Examine qualitative research methods for monitoring social media demographics and identify the applications and strategies best suited for reaching specific targets.

ONLINE ANALYTICS & MEASUREMENT

With online analytics, you can get a comprehensive understanding of how your digital marketing channels are performing. Study techniques and best practices for measuring, interpreting, and reporting on key data to improve overall marketing activity and drive ROI.

SEARCH ENGINE MARKETING & OPTIMIZATION

Nowadays, most purchasing decisions start with an online search—but how do you achieve high rankings on search engines in an evolving, competitive environment? Learn when and how to employ organic SEO practices vs.

pay-per-click strategies and how to optimize website content and performance.

MOBILE MARKETING

Gain a solid understanding of the mobile marketing landscape, its rapid evolution, current and future trends. Articulate the benefits of a mobile strategy, including how it fits into a multichannel approach, achieving stakeholder buy-in, and implementing and measuring a successful campaign.

DEVELOPING A SOCIAL MEDIA STRATEGY

Learn how to approach, plan, and measure a sustainable social media strategy using technographics, social computing behavior, audience profiling, online community engagement best practices, and other strategic methods to achieve business or brand goals.

TRANSMEDIA MARKETING THROUGH STORYTELLING

Today, brands must craft stories collaboratively with their audiences to make the biggest impact. Engage and persuade your audience in meaningful and immersive ways with transmedia story strategies for a product, company, or campaign.

ONLINE VIDEO MARKETING

Create video content that will entertain, inspire, and compel viewers toward action. Explore four key components to maximize your future success in online video marketing: compelling content, engagement interactivity, integrated analytics, and guaranteed audiences.

ACP

GLOBAL HUMAN RESOURCES MANAGEMENT

Become a Multinational Asset.

Explore global trends in human resources (HR) management and broaden your career opportunities. Dive into the HR practices of multinational companies, plus international performance metrics and new global technologies in HR. You will learn best practices for recruitment, training, compensation, employee relations, and benefits in international workforce development.



"The Human Resources program provided me a practical experience with a global knowledge of local operations. The positive interactions with my instructors and classmates taught me valuable perspectives, and the courses helped develop my competitive ability to apply it in the workplace effectively. Now in my international work, I deal with Human Resources issues on a much deeper level."

TZU WEN HSIA / Taiwan
ACP Global Human Resources Management, ACP Data Science & Predictive Analytics, Internship and OPT at MSC Software

Curriculum

FOUNDATIONS OF HUMAN RESOURCES

Acquire an in-depth understanding of the HR mission in all sectors. Multiply your knowledge of the personnel process, employee relations, diversity, group dynamics, and HR planning and research.

GLOBAL WORKFORCE MANAGEMENT

Whether managing satellite teams or overseeing international local groups, new trends of globalization are the key to developing successful leadership skills. Examine structural management, organizational design, and performance management metrics.

PERFORMANCE MANAGEMENT:

Leading for Greater Results

With an accelerating rate of change and unpredictability in the competitive environment, success of the organization will depend on management's ability to inspire initiative, involvement, and commitment by people at all levels. Through dialogue, assessment, and hands-on and team problem solving, learn how to lead for greater results.

INTERNATIONAL TALENT ACQUISITION

Recruiting and retaining a solid talent base for an organization can be challenging enough in a native country. Find out how the global marketplace presents a whole new set of challenges with the talent acquisition cycle.

CROSS-CULTURAL COMMUNICATION

The modern business environment, previously sequestered within borders, is spreading to encompass multiple regions. Develop an understanding of cross-cultural and cross-generational work settings, career management skills, and HR globalization trends.

TECHNOLOGY APPLICATIONS IN TALENT MANAGEMENT

The single greatest driving force behind the new global economy is the constant development of new technologies. Explore the cutting-edge intricacies of technology as a tool in talent management, including using social media in recruitment.

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ACP INNOVATION MANAGEMENT & ENTREPRENEURSHIP

Think Different. Think Opportunity.

The focus is on invention. Cultivate your entrepreneurial thinking to generate ideas, recognize opportunities, and solve complex problems. Examine business models used by business leaders and apply the underlying strategies to today's economic landscape. You will have the chance to develop and present a marketing plan and a business plan for an innovative product or service — and to fine tune these skills in collaboration with community entrepreneurs.

Curriculum

DESIGN THINKING & INNOVATION

This course applies tenets of design thinking and innovation methodologies to a variety of industries. Learn mind-opening techniques to recognize opportunities, empathize with customers, and rapidly test prototypes to bring an innovation to market.

BUSINESS MODEL DESIGN

Go deep into the economics of iconic businesses to understand how they turn a profit. Gain a broad perspective on the structure and importance of adopting a model tailored to the needs and challenges each business faces.

EFFECTIVE DEAL MAKING

Learn to think about business deals like a transactional lawyer, with a focus on the intersection of law, strategy, and practical application. Participate in mock negotiations and drafting exercises, and practice skills to become an effective deal maker.

MARKETING AND BUSINESS DEVELOPMENT

Explore innovative marketing and development strategies to increase profitability. Hone skills to recognize strategic partnerships and opportunities across product categories, channels and industries.

MANAGING INNOVATIVE TEAMS

Focus on management and leadership from the unique lens of an innovative product lifecycle. Learn practical strategies to hire and confidently supervise staff – creative and otherwise – to meet organizational goals.

BUSINESS INNOVATION THROUGH DESIGN A Capstone Course

Immerse yourself in entrepreneurship and real-life innovation challenges faced by startups. Collaborate directly with business leaders, and meaningfully contribute to the success of each organization.



Schedule

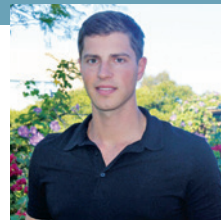
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"UCI feels like a second home to me. The experience at UCI made a big change in me personally. It helped me improve my communication skills, interact more easily, and made me much more confident in presenting and speaking in front of people. Now, I am way more open-minded which is essential for networking and making connections. Additionally, I gained a lot of business knowledge that I will be able to apply in my future career in order to establish my own business."

MORTEN WILHELM | Germany
International School of Management
ACP International Business Operations @
Management



ACP

INTERNATIONAL BUSINESS LAW

Hone Your Cross-Border Expertise.

Prepare yourself to add value to a multinational company. In these dynamic courses, you will apply business law concepts to real-world situations and learn to identify potential legal issues before they adversely affect the bottom line. Explore such globally important legal concepts as intellectual property and environmental protections, contract enforcement, and labor standards, as well as international commercial transactions, licensing procedures, tariffs and taxes.

Curriculum

INTERNATIONAL CONTRACT LAW

Examine contracting principles that govern the sale of goods and services, along with concepts of formation, risk, performance, breach of contract, and warranties. Study the international sales process and trade law considerations.

INTERNATIONAL SALES AND TRANSACTIONS LAW

Explore issues in international sales transactions such as choice of law, the United Nations Convention on Contracts for the International Sale of Goods, and letters of credit.

INTELLECTUAL PROPERTY

Learn how the legal systems of various countries protect intellectual property rights. Explore key concepts of trade secrets, copyright, trademark, and patent law.

INTERNATIONAL DISPUTE RESOLUTION

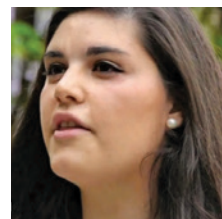
Identify how disputes arise from international business deals and how they are settled, including various methods of judicial and alternative dispute resolution and their advantages and disadvantages.

FOREIGN DIRECT INVESTMENTS

Analyze the acquisition of business interests across national boundaries through investment capital, technology, and other resources. Learn how businesses weigh if and where to make such investments, and how to protect them.

CORPORATE SOCIAL RESPONSIBILITY FOR MULTINATIONAL ENTERPRISES

Understand the obligations of multinational enterprises in issues of human rights, labor conditions, and the environment, as well as voluntary corporate social responsibility standards and programs.



"Here at UCI Division of Continuing Education, there are a lot of international students so you get to meet a lot of different people from different cultures, different countries, and I think that's very enriching for a personal and academic experience. People are very nice and friendly, and are always there to help you."

CAROLINA CAMPO HERNANDEZ / Spain
*Universidad Europea de Madrid
10-Week Intensive ESL, ACP
International Business Law,
Internship at Jeremy Goldman
Law Offices*



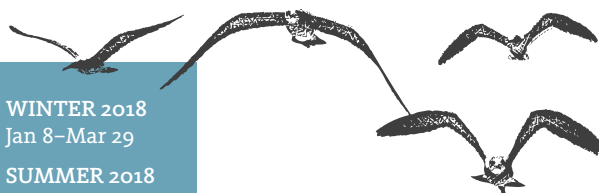
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Jan 8–Mar 29

SUMMER 2018
Jun 25–Sept 14

WINTER 2019
Jan 7–Mar 28

SUMMER 2019
Jun 24–Sept 13



ACP INTERNATIONAL BUSINESS OPERATIONS & MANAGEMENT

Go Global in Your Career.

Fine tune a set of skills sought after worldwide, as you explore how to adapt brands for global markets and conduct negotiations in various cultural contexts. Find out how multinational firms manage investments, financing, and risk. Then apply what you've learned to craft and present a business plan for an international venture.

Curriculum

INTERNATIONAL BUSINESS STRATEGY

Examine today's global marketplace, major theories of international trade, and their relevance towards economic development, competitive advantage, and strategy.

INTERNATIONAL FINANCE

Discover the impact of international financial markets, and how and why companies use the four markets – stock, bond, foreign exchange, and money.

INTERNATIONAL MARKETING

Learn principles of marketing products and services to a variety of cultures by analyzing marketing objectives and strategies, R&D, branding, use of technology, and more.

INTERCULTURAL COMMUNICATIONS AND NEGOTIATIONS

Learn how to manage cultural differences to achieve successful outcomes. Explore communication styles, value systems, and organizational structures across cultures.

IMPORT/EXPORT: INTERNATIONAL TRADE AND SUPPLY CHAIN MANAGEMENT

Whether marketing to one country or globally, companies must understand distribution systems of their target markets. Explore the supply chain — from transportation to inventory to insurance.

INTERNATIONAL BUSINESS PLANNING: A Capstone Course

Work in teams to create and present an actionable business plan, as you select a product, research and analyze information, develop a marketing strategy, and understand the financial requirements.

Schedule

SUMMER 2017
Jun 26–Sept 14

FALL 2017
Sept 21–Dec 14

WINTER 2018
Jan 8–Mar 29

SPRING 2018
Apr 2–Jun 21

SUMMER 2018
Jun 25–Sept 14

FALL 2018
Sept 19–Dec 13

WINTER 2019
Jan 7–Mar 28

SPRING 2019
Apr 1–Jun 20

SUMMER 2019
Jun 24–Sept 13

FALL 2019
Sept 19–Dec 12



"Living in Irvine for me was a huge experience, and it was a lot of fun. UCI is one of the top universities in the United States, you get to put that on your resume. At the end, you really learn and put to practice what you've seen or looked for. I've had huge opportunities I couldn't have had in my country; UCI really changed my life."

SARA SORIANO | El Salvador
ACP International Business
Operations @ Management



ACP INTERNATIONAL FINANCE

Speak Multilingual Economics.

Become fluent in international financial markets and investment strategies. These professional-level courses enable you to analyze and understand financial data from multinational companies. In hands-on studies, you will create and analyze financial models and develop effective financial risk management strategies.

Curriculum

FINANCIAL MATHEMATICS

Learn the principles of financial mathematics and statistics behind sound business decisions. Study the time value of money, interest rates, valuation of stocks and bonds, investment returns, probability, and more.

FINANCIAL MODELING

Examine how businesses use financial modeling to identify and examine possible scenarios and outcomes given a potential decision. Study how to apply financial theories and concepts to support effective financial analysis and minimize risk.

INTERNATIONAL FINANCIAL MARKETS

Understanding how markets work is imperative to succeeding in business. Learn the history and structure of the international financial system and explore current trends in the international financial market.

INTERNATIONAL FINANCIAL MARKET STRATEGIES

Gain an in-depth study of global financial markets, including exchanges and other markets, investment securities, and market instruments in the financial management decisions of an international business.

FINANCIAL ANALYSIS

Examine principles of financial statement analysis in a global context. Learn to interpret profit and loss and balance sheet accounts and how to use various financial tools to minimize risk and maximize returns.

RISK MANAGEMENT IN THE MULTI-NATIONAL FIRM

Learn to identify common types of risk by examining a firm's public financial documents, summarize threats posed by financial risk, and formulate and measure effective strategies to mitigate risks.



Schedule

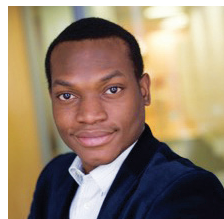
FALL 2017
Sept 21–Dec 14

SPRING 2018
Apr 2–Jun 21

FALL 2018
Sept 19–Dec 13

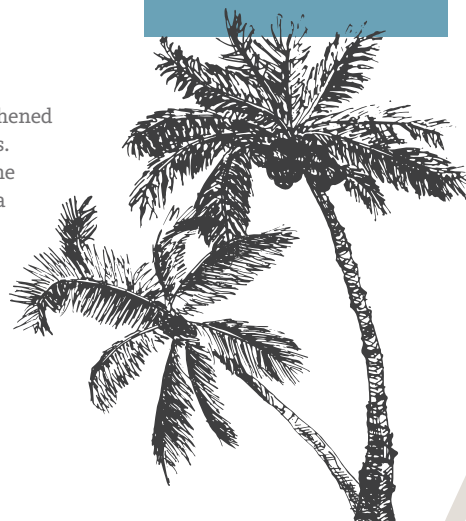
SPRING 2019
Apr 1–Jun 20

FALL 2019
Sept 19–Dec 12



"Through the ACP in International Finance, I strengthened my financial knowledge and broadened my horizons. Moreover, when I came back to my home country, the ACP was a great asset in obtaining an internship at a management & IT consulting firm in Paris."

DIEUDONNE JUSTE HOUSSOU | France
TELECOM Ecole de Management
ACP International Finance



ACP MEDIA & GLOBAL COMMUNICATIONS

Shape the World Conversation.

Communications transcend borders, creating multiple career possibilities. Explore how strategic communications support business objectives in global settings. In these skill-building courses, you will develop and execute complex integrated communications plans, as well as dive into the humanistic aspects of media and its impact on society.

Curriculum

MEDIA AND GLOBAL COMMUNICATIONS

Learn about globalization of media production, distribution, and reception, and examine the impact of channels of communication on economies, politics, and culture.

INTERNATIONAL CRISIS COMMUNICATION AND MANAGEMENT

Learn to develop and execute a strategic crisis communication plan. Through case studies, explore ways to minimize risk and leverage social media to educate the public.

PUBLIC RELATIONS

Explore theories, strategies, and tactics used in public relations programs for corporate, governmental and nonprofit institutions. Learn to target internal and external audiences via different media channels while preparing a comprehensive portfolio.

ETHICS AND DISCIPLINES IN ADVERTISING

Examine advertising strategies and promote your own creative concepts on specific products and/or brands as you learn how persuasion works. You will gain insights into the cultural impact of advertising, industry trends and the ethical responsibilities and psychological appeals of advertising and how they impact consumers.

DEVELOPING A DIGITAL MEDIA STRATEGY

Explore cohesive strategies that integrate social media into sound business practices and methodologies for implementing social media channels to achieve organizational business and brand objectives.

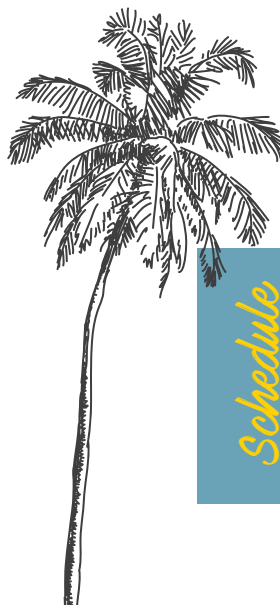
PERSUASION AND SOCIAL INFLUENCE

Learn the theories, concepts, strategies, and processes of persuasion and social influence for interpersonal persuasion and

communication campaigns. Focus on the theories and research evidence.

COMMUNICATION PLANNING A Capstone Course

Integrate and apply the knowledge and concepts learned in the program. Assess the impact of your educational experience on your ethical perspectives, critical thinking, and personal and professional growth.



"This experience has exceeded my expectations: I have not only improved my academic skills and my English, but it placed me in the business world and encouraged me to make my wishes come true. There wasn't a day that I didn't wake up in the morning craving to go to class! Every day I learned something new and interesting, and this program has changed the way I see the world and helped me figure out what I really want to do in my life. My instructors are good mentors and my advisor helped me a lot in finding my perfect internship."

FEDERICA FRIZZA | Italy
ACP Marketing, ACP Media @ Global Communications, Internship at Montessori LePort Schools

Schedule

SUMMER 2017
Jun 26–Sept 14

WINTER 2018
Jan 8–Mar 29

SUMMER 2018
Jun 25–Sept 14

WINTER 2019
Jan 7–Mar 28

SUMMER 2019
Jun 24–Sept 13

ACP TEACHING ENGLISH AS A FOREIGN LANGUAGE (TEFL)

Make the World Your Classroom.

Learn current language teaching pedagogy and best practices from distinguished teacher-trainers. In our highly regarded TEFL program, you study alongside native-English speakers in integrated classes and network with professionals. Develop the skills to succeed in further post-graduate studies or apply your knowledge to teaching adults or children. You will be able to observe American ESL classrooms, then conduct a lesson at an American school. Choose from a full-time, three-month TEFL program or a six-month TEFL coursework and internship.

Curriculum

TEFL PROFESSIONAL WORKSHOPS

Attend special lectures from experts in the field covering a wide range of EFL topics, such as using technology effectively in the classroom.

INTRODUCTION TO LANGUAGE LEARNING THEORIES

Immerse yourself in learning theories for first and second language acquisition that form a foundation of various teaching methodologies, and develop usable strategies.

METHODS OF TEFL

Learn how to use traditional and current practical applications of TEFL methods as you develop lesson plans and materials for your classroom.

TEACHING THE SKILLS

Practice strategies and activities to help your students improve their proficiency in reading, writing, listening, and speaking.

TEACHING PRONUNCIATION SKILLS

Discover effective methods for teaching English pronunciation while exploring the pronunciation system of English and strengthening your own pronunciation skills.

TEACHING YOUNG LEARNERS (K-12)

Develop an effective mindset towards teaching young learners while developing valuable resources and creating time-efficient and effective lessons.

LANGUAGE DIAGNOSTICS AND ASSESSMENT

Explore formal and informal ways of observing and assessing your students in their speaking, listening, reading, and writing skills.

TEACHING PRACTICE

Hone the practical aspects of teaching, including writing lesson plans and classroom management. Observe an American classroom, plan and conduct lessons for your classmates and at an American school, and receive feedback.

INTERNSHIP

For an optional last course and an additional fee of \$2,400, you can apply academic theory and gain three months of practical experience in UCI's expert ESL programs.

PROGRAM COST

3-Month Program Tuition: \$7,500

6-Month Program Tuition (includes Internship): \$9,900

Approximate total cost: \$12,800 USD (includes living & housing costs for 3-Month Program, excludes airfare)

MINIMUM REQUIREMENTS FOR ACP TEFL

80 TOEFL iBT, 550 TOEFL PBT, 770 TOEIC, 6.5 IELTS, successful completion of all Level 7 courses in UCI's 10-Week Intensive ESL, or other evidence of advanced English language proficiency.

Schedule

SUMMER 2017 Jun 26–Sept 7	FALL 2018 Oct 1–Dec 13
FALL 2017 Oct 2–Dec 14	SPRING 2019 Jun 24–Sept 5
SPRING 2018 Apr 2–Jun 14	SUMMER 2019 Oct 2–Dec 15
SUMMER 2018 Jun 25–Sept 6	FALL 2019 Sept 30–Dec 12



"In this program, I got to know how to teach and why we teach this way, even though I have been a teacher for so many years in China. Most importantly, I can transfer the ideas from class and adjust according to my own special class type. I had a great time with all of the instructors, staff and my classmates. My instructors provided so many insightful ideas and all of them are so nice and kind."

YIMU (JULIET) ZHANG | China
ACP TEFL, ACP Marketing, Internship at
Renaissance School International, OPT at
Renaissance School International

ACP INTERNSHIPS

PROGRAM COST

Tuition: \$2,400

Approximate total cost: \$7,800 USD
(includes housing & living expenses;
excludes airfare)

REQUIREMENTS

Successful completion of an ACP program, attendance at all required meetings and workshops, and good academic standing.



Work in a real-world setting, earn academic credit, gain new skills, and make professional contacts with a strategic internship. These unpaid positions span three months, and most place you inside the growing high-tech business environment of Orange County and Greater Los Angeles. Interns perform professional-level tasks at their host companies for approximately 20-35 hours per week.

UCI Internship Partners PARTIAL LIST

A&A Cosmetics	MSC Software
Aflac	Marriott Hotels
Billabong	NBC
FremantleMediaNorth America	OHL
Four Seasons Hotel	Passy-Muir, Inc.
Havaianas Sandals	Quicksilver
H.I.S. International Tours	Rakuten
Hilton	St. John Knits
Holiday Inn	TBWA Chiat Day
Keiretsu Forum	World Trade Center Association for International Trade

With an internship, you gain:

- » Valuable business experience and contacts
- » On-the-job communication skills
- » Enhanced ability to implement new ideas in your home country
- » A chance to explore new career options
- » Job-hunting tips in our Résumé Writing and Interviewing Skills workshop
- » Invaluable support from our dedicated internship staff

Internships are available for all ACPs.
TEFL internships are offered within
UCI's own ESL programs.



OPTIONAL PRACTICAL TRAINING

Work in a full-time salaried position for up to one year on your student visa with International Programs' Optional Practical Training (OPT). OPT, granted through U.S. Citizenship and Immigration Services (USCIS), allows students to gain up to 12 months of paid practical work experience anywhere in the U.S.

Our OPT program will help you:

- » Acquire skill sets vital to your career path
- » Continue to refine your English skills
- » Seek an opportunity for full-time employment
- » Network with local employers and professionals
- » Enrich your future graduate or professional school experience

Apply for OPT early in your final quarter of academic study. We regularly offer information sessions on application procedures, advising, deadlines, and USCIS requirements.

REQUIREMENTS

Nine months of consecutive full-time study in two or more ACPs and internship

COST

For nine-month, 2 ACPs + internship pathway:
approximately \$33,600

97% OF ACP STUDENTS
are approved for OPT

Pathway to Optional Practical Training (OPT)*:

ACP + *ACP* + *INTERNSHIP* → *OPT*
3 months 3 months OR ACP 3 months up to 1 year



"Studying at UC Irvine was one of the best decisions in my life! The staff is very friendly and helpful, and the teachers exceptional. All my professors are working professionals, able to teach us how to apply our knowledge in the real work field. I recommend it with enthusiasm — it has been the richest experience I've ever had!"

CAMILLA DE SOUZA VENDRAME
| Brazil

4-Week Business English, ACP Marketing,
ECP Business Administration

University of California, Irvine Division of Continuing Education



This is to certify that
Peter Anteaeter

has successfully completed the requirements for the

**International Business Operations & Management
Certificate Program**

consisting of 16 quarter units (128 hours) of evaluated learning

Gary W. Mathis

Gary W. Mathis, Dean, Continuing Education, Distance Learning and Summer Session
December 2019

TO APPLY FOR AN ACP OR OTHER PROGRAMS OF STUDY

visit ce.uci.edu/international or contact us at ip@ce.uci.edu



INTERNATIONAL PROGRAMS
UCI DIVISION OF CONTINUING EDUCATION



University of California, Irvine

P.O. Box 6050

Irvine, CA 92616-6050

U.S.A.



ip@ce.uci.edu



+1.949.824.5991



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