



BACHELOR OF SCIENCE IN INTERNATIONAL BUSINESS

DUAL DEGREE

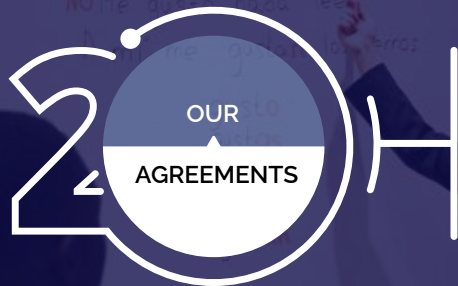
CTDA-177-2018 (11 DE SEPTIEMBRE DE 2018)



WHO WE ARE?



Quality Leadership University was founded in 1997 with the mission of educating more and better leaders and professionals at the highest academic level, who actively contribute to the region's development. QLU's academic model is inspired by internationalization through academic cooperation agreements. To date, QLU has graduated more than 3,000 students.



Currently, QLU has active collaboration agreements with prestigious universities in the United States, Chile, Mexico, and Spain, including the University of Louisville, Illinois State University, University of South Florida, Universidad de Chile, Universidad Internacional de México, and Universidad Ramón Llull, La Salle, Campus Barcelona, as well as more than 50 agreements with local and international companies.



Currently, more than 1,500 students from Panama and the region are enrolled in Bachelor's, Postgraduate, Diploma, and English Programs. All QLU academic programs are approved by the Technical Commission for Academic Development (CTDA).



REACCREDITATION

Since 2012, Quality Leadership University has held institutional accreditation from the National Council for University Evaluation and Accreditation of Panama (CONEAUPA). In 2022, QLU achieved institutional reaccreditation from CONEAUPA, certified by Resolution No. 17 of November 29, 2022, for the maximum permitted period of 6 years for Private Universities in Panama.

**EXPLORE, LEAD, AND TRANSFORM YOUR PATH TO SUCCESS
IN INTERNATIONAL BUSINESS STARTS HERE.**

WHY CHOOSE A BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS?



- 1 Development of Skills:** You will acquire skills in market analysis, consumer behavior, communication strategies, and brand management.
- 2 Professional Versatility:** You will be able to work in multiple sectors such as advertising, public relations, sales, digital marketing, and more.
- 3 Global Opportunities:** Marketing has a global reach, offering you the possibility to work anywhere in the world and in different cultures.
- 4 Academic Excellence:** QLU is recognized for its focus on educational quality and its commitment to the comprehensive training of its students.
- 5 Leadership Focus:** QLU fosters the development of leadership skills, preparing you to assume key roles in the business world.
- 6 Innovation and Technology:** The university incorporates the latest trends and technologies into its curriculum, ensuring you are prepared for current market challenges.
- 7 Practical Experience:** QLU combines theory with practice, offering you learning experiences in real projects that prepare you for the workforce.
- 8 Emphasis on Ethics and Social Responsibility:** The university not only focuses on technical and strategic skills but also on ethical principles and social responsibility, forming integral and committed professionals.

The teaching methodology combines theory and practice, providing students with a comprehensive and applied training in the business world.

Provides a global education that enables you to understand and manage business in an international context.

The Bachelor of Science in International Business, in academic collaboration with Illinois State University, allows the students the opportunity to earn a degree from a prestigious University from the United States of America without leaving Panama.

Valuable opportunities for business, employment, and shared experiences.

Prepares students for careers in multinational companies, allowing them to work in diverse markets and industries around the world.

PROGRAM BENEFITS

Access to QLU - Konzerta job board

QLU offers workshops, seminars, and events that promote professional and personal development.

Develops key skills such as negotiation, leadership and strategic analysis, preparing students to compete in global markets.

Professional internships at renowned companies where you will gain relevant professional experience.

PROGRAM OBJECTIVES



Develop global leadership skills

Acquire the competencies needed to lead teams and projects in an international environment.



Understand global markets

Learn to analyze and adapt to different international markets, understanding their dynamics and opportunities.



Foster business innovation

Develop an innovative mindset to identify and capitalize on business opportunities in the global arena.



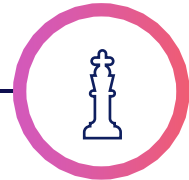
Improve strategic decision-making

Learn to make informed and strategic decisions that drive the growth and competitiveness of a company in the international market.



Strengthen intercultural communication skills

Develop the ability to communicate and negotiate effectively with people from different cultures and countries.



Manage international operations

Acquire knowledge about supply chain management, logistics, and operations in a global context.



Understand international regulations and policies

Learn about the laws and regulations that affect international trade and how to navigate these challenges.



Expand professional networks

Create an international network of contacts that can provide opportunities for collaboration and professional growth.



Promote sustainable development

Learn to integrate sustainable practices into international business strategies, contributing to social and environmental responsibility.



Adapt to global changes

Develop the flexibility and resilience needed to quickly adapt to changes and trends in the global business environment.

GRADUATE PROFILE

Global leadership in multicultural teams and projects.

01

02

Analysis and adaptation to international markets.

Innovation and creativity in business solutions.

03

04

Informed strategic decision making.

Adaptability and resilience to global changes.

05

06

Management of international operations and logistics.

Knowledge of global trade regulations and policies.

07

08

Strong international professional network.

Commitment to sustainability and social responsibility.

09

JOB MARKET



Global Business
Development Manager



International
Marketing Director of Global Operations



Vice President
Director of Global Operations



Director of
International Trade



Global Supply
Chain Director



International
Finance Manager



Chief International
Officer



Cross-Cultural
Consultant



Obtain a US Degree, completely in Panama

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COURSES

College Writing	Business Ethics
College Algebra	Macroeconomics
Business and Professional Speaking	Principles of Management
Introduction to Psychology	Spanish for the Workplace
Campus Culture	Social Problems
History of Panama	Principles of Marketing
Intro to Biological Systems	Operation Management
Intro to Biological Systems Lab	Professional Career Development
Global Environment	Marketing Research
Intermediate College Writing	Understanding the Global Environment of Business
Business Writing	Business Finance
Financial Accounting	Cross Cultural Behavior in Business
Microcomputer Applications	Consumer Behaviour
Elements of Calculus	Information Systems in Organizations
Principles of Communications	Professional Relationship Selling
Managerial Accounting	International Internship
Legal Environment of Business	International Management
Enjoyment of Theatre	International Law
Political Issues in Latin America	International Marketing
Cultures of America	Organizational Strategy
Microeconomics	
Statistics for Business and Economics	

*ETS Exam: The ETS Business Fundamentals Exam is a requirement for Business majors.

ADMISSION REQUIREMENTS



Application Form



Copy of ID card or passport



Final high school credits with a minimum GPA of 3.2/5.0 (Panamanian system) or 2.5/4.0 (American system)



English placement test (free)



Passport-sized photo



High school diploma




Official transcripts from previous universities *
*Only for students transferring from other universities.



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