

INTERNATIONAL BUSINESS PROGRAMS



Baruch
COLLEGE

CONTINUING AND
PROFESSIONAL
STUDIES

WWW.BARUCHCAPS.COM • CAPS@BARUCH.CUNY.EDU • 646-312-5000

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 Marketing or 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

Dates are subject to change

- **SPRING 2022**

Orientation date: January 13, 2022
Class Start date: January 24, 2021

- **SUMMER 2022**

Orientation date: May 5, 2022
Class Start date: May 16, 2022

- **FALL 2022**

Orientation date: September 8, 2022
Class Start date: September 19, 2022

APPLICATION DEADLINES

- **SPRING 2022**

Dec 18, 2021: International Deadline
Jan 4, 2022: Domestic/Transfer

- **SUMMER 2022**

April 12, 2022: International Deadline
April 23, 2022: Domestic/Transfer

- **FALL 2022**

August 23, 2022: International Deadline
Sept 6, 2022: Domestic/Transfer Deadline

F1 STATUS

For International Students, these programs meets 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 AIEP Level 8 (Including passing scores on AIEP Certificate Exam)
- Passing score on Baruch CAPS IBP Online Language Proficiency Exam (\$75 fee)
- 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)

*Qualifying score on Baruch CAPS IBP Online Language Proficiency Exam

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.

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**
\$3,599

**OPTION 2
MARKETING
STRATEGY**
\$3,599

**OPTION 3
MARKETING &
COMMUNICATIONS**
\$3,599

2 SEMESTERS Option 4

**OPTION 4
CERTIFICATE IN MARKETING & BUSINESS STRATEGY**
\$5,999

2 SEMESTERS Option 5

**OPTION 5
CERTIFICATE IN MARKETING STRATEGY AND COMMUNICATIONS**
\$5,999

3 SEMESTERS Option 6

**OPTION 6 (eligible for OPT)
INTERNATIONAL BUSINESS CERTIFICATE IN MARKETING**
\$9,499

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**
\$3,599.00

- 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

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**
\$3,599

**OPTION 2 MANAGEMENT
PRACTICES**
\$3,599

**OPTION 3
LEADERSHIP DEVELOPMENT**
\$3,599

2 SEMESTERS
Option 4

**OPTION 4
CERTIFICATE IN MANAGEMENT & BUSINESS STRATEGY**
\$5,999

2 SEMESTERS
Option 5

**OPTION 5
INTERNATIONAL BUSINESS CERTIFICATE
IN MANAGEMENT & LEADERSHIP**
\$5,999

3 SEMESTERS
Option 6

**OPTION 6 (eligible for OPT)
INTERNATIONAL BUSINESS CERTIFICATE IN MANAGEMENT & LEADERSHIP**
\$9,499



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.

INTERNATIONAL BUSINESS PROGRAM APPLICATION FORM

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FAMILY NAME FIRST NAME MIDDLE NAME EMAIL ADDRESS PHONE NUMBER

				<input type="radio"/>	<input type="radio"/>
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DOB: MM/DD/YYYY COUNTRY OF CITIZENSHIP COUNTRY OF BIRTH PLACE OF BIRTH FEMALE MALE

OVERSEAS ADDRESS	
ADDRESS	
CITY	
COUNTRY	
POSTAL CODE	

LOCAL U.S. ADDRESS	
ADDRESS	
CITY	
STATE	
ZIP CODE	

SELECT YOUR TERM

FALL
 SPRING
 SUMMER

LENGTH OF STUDY

1 SEMESTER
 2 SEMESTERS
 3 SEMESTERS

SELECT YOUR VISA STATUS

NEW STUDENT APPLYING FROM OVERSEAS
 TRANSFER FROM ANOTHER SCHOOL
 NEW STUDENT CHANGE OF IMMIGRANT STATUS

SELECT YOUR PROGRAM

PLEASE ENTER THE STUDY OPTION NUMBER IN THE AREA OF INTEREST BUBBLE BELOW

MARKETING

MANAGEMENT & LEADERSHIP

FINANCIAL SUPPORT
*AN OFFICIAL DOCUMENT, INCLUDING ACCOUNT NUMBER, AND PRESENT BALANCE.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STUDENT'S OWN ORIGINAL OFFICIAL BANK STATEMENT ON LETTERHEAD IN ENGLISH AND IN U.S. DOLLARS EQUIVALENT*	OVERSEAS FAMILY LETTER OF SUPPORT AND ORIGINAL BANK STATEMENT IN ENGLISH AND IN U.S. DOLLARS EQUIVALENT*	U.S. SPONSOR'S AFFIDAVIT OF SUPPORT, ORIGINAL BANK STATEMENT AND PROOF OF INCOME

PAYMENT METHOD

CREDIT CARD
 BANK CERTIFIED CHECK
 MONEY ORDER

SHIPPING METHOD

PICK UP FROM ISSC OFFICE
 MAIL OVERSEAS
 MAIL WITHIN U.S.

TO MAKE A CREDIT CARD PAYMENT VISIT: IBP.BARUCHCAPS.COM

SIGNATURE

DATE

CONFIDENTIAL DECLARATION & CERTIFICATE OF FINANCE

This declaration is for international students who plan to study at Baruch. Before you answer the declaration on this form, look at the chart below that tells you how many U.S. dollars you will need for tuition and other expenses for each academic year. A Certificate of Eligibility (SEVIS I-20) will not be issued until the student and their sponsor(s) have signed and returned this form to the CAPS office. The certification is for the entire period of study at Baruch College’s Continuing & Professional Studies (CAPS).

1 SEMESTER	MARKETING	MANAGEMENT & LEADERSHIP
1 SEMESTER	\$3,125	\$3,125
LIVING EXPENSES	\$5000	\$5000
BOOKS & SUPPLIES	\$300	\$300
TOTAL	\$8,425	\$8,425

2 SEMESTERS	MARKETING	MANAGEMENT & LEADERSHIP
2 SEMESTERS	\$5,999	\$5,999
LIVING EXPENSES	\$10,000	\$10,000
BOOKS & SUPPLIES	\$560	\$560
TOTAL	\$16,559	\$16,559

3 SEMESTERS	MARKETING	MANAGEMENT & LEADERSHIP
3 SEMESTERS	\$8,220	\$8,220
LIVING EXPENSES	\$15,000	\$15,000
BOOKS & SUPPLIES	\$850	\$850
TOTAL	\$24,070	\$24,070

MARRIED- ADD \$7,500 PER YEAR FOR ACCOMPANYING HUSBAND/WIFE CHILDREN-ADD \$5,000 PER YEAR PER ACCOMPANYING CHILD.

THE CURRENT FIGURES ARE SUBJECT TO CHANGE

IF HUSBAND/WIFE OR CHILDREN RESIDE WITH YOU IN THE U.S as your dependents, PLEASE COMPLETE THE FOLLOWING:
 Dependent husband/wife and children of the F-1 student who are seeking entry/reentry to the U.S.: entry/reentry to the U.S.

LAST NAME	FIRST NAME	DATE OF BIRTH	COUNTRY OF BIRTH	RELATIONSHIP TO STUDENT
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SOURCES OF FUNDS

A) PERSONAL SAVINGS

Student's original bank statement in U.S. dollar equivalent, showing the latest balance. \$ _____

B) SPONSOR'S SAVINGS

1. Your sponsor's original bank statement in U.S. dollar equivalent, showing the latest balance
2. A sponsor's letter, which:
 - Gives you permission to use said funds for your educational purposes
 - States how much of those funds will be used to cover your educational expenses per year
3. Proof that these funds will be available for the entire length of your study

Include any 1 of the following:

- Verification of employment on letterhead stationary \$ _____
(If self-employed, income estimated by a bank or private accountant)
- Most recent income tax documentation
(For U.S. citizens, this would be the W-2 form or copy of last income tax return filed)
- Property estimate issued by a certified accountant
- Certificate of stocks or bonds

C) YOUR GOVERNMENT (ONLY IF YOU HAVE FUNDS FROM YOUR GOVERNMENT)

1. How much will your government pay for your expenses while you are at Baruch?
2. What is the name of the government agency that will pay your expenses?

_____ \$ _____

NAME OF GOVERNMENT AGENCY

3. Enclose with this form, a signed copy of your letter of award from the appropriate government agency to certify its accuracy

D) OTHER SOURCES OF INCOME (I.E., LOANS, PERSONAL INCOME OR TRAVEL GRANTS)

_____ \$ _____

If your sponsor is a company, please submit most recent profit/loss statement

E) LIVING EXPENSES/ROOM & BOARD

Will you receive living expenses and/or room & board from a friend or relative? \$ _____

If yes, please include:

1. A room & board letter
 2. A copy of the deed or lease or rent receipt of property (last 2 months)
- Living expenses/room & board = \$15,000

TOTAL (A+B+C+D+E) \$ _____

I/We hereby certify that the above information is accurate and that I/We am/are aware of the full cost of education at Baruch College as outlined on the first page of this form and that the funds are available and will be provided for the entire course of study.

STUDENT NAME (PRINT)

STUDENT SIGNATURE

SPONSOR'S NAME (PRINT)

SPONSOR'S SIGNATURE

SPONSORS ADDRESS

RELATIONSHIP TO STUDENT

DATE

Notes Regarding Further Documentation:

- Official and original documents must be provided
- All documents must be in English and in equivalent U.S. dollars. If not possible, translations of documents will be accepted if signed and sealed by an appropriate government or bank official.
- All supporting documentation must not be older than 3 months.

AFFADAVIT OF SUPPORT

I _____ hereby certify that the financial (Sponsor's
(SPONSOR'S NAME)
Name) information that I have presented is current and accurate. I am aware of the full tuition for
this program as outlined and give _____ the authority to use these
(STUDENT'S NAME)
funds while (Student's Name) studying in the United States. I am also taking financial responsibility
for supplying all necessary academic fees, book fees, and living expenses for this student.

(SPONSOR'S SIGNATURE)

(DATE)