Courses

The four-week Visiting Professionals Program offers three fundamentals of business management courses including: I) Strategy, II) Finance, and III) Marketing. You may select any two as well as join us for an optional ½ day course in Business English.

Course Module I – Strategic Management
KEY TOPICS: Strategies for high-growth business and bridging management and technology
8 July - 22 July

Course Module II – Multinational Financial Management
KEY TOPICS: Growth in world financial markets, foreign exchange risk management and international financial agreements
23 July - 6 August

Course Module III – Global Marketing Management
KEY TOPICS: Global thinking in marketing, international entrepreneurship, internet marketing and eCommerce
7 August - 21 August

½ Day Course – Business English
(Additional $750 Fee)
KEY TOPICS: Improving English communication in a business environment
Offered throughout program
Program Highlights

- Learn the latest business management practices from Silicon Valley experts
- Four-week intensive professional program with interactive classroom work and a variety of practical site visits
- Offered Summer 2016 on the campus of San José State University
- Small class sizes (average 15 students) guarantee access to professors and intense learning
- Study with renowned San José State University faculty who train more Silicon Valley professionals than faculty from any other university
- Opportunities to visit popular California destinations like nearby San Francisco, wine country, shopping centers and the beach
- Earn a valuable San José State University Certificate of Participation to enhance your career

Why San José State University?

Silicon Valley leads the world in technology and business development with San José at its center. San José State University is surrounded by major technology corporations like Google, Apple, Cisco, eBay, IBM and Adobe.

Housing

Accommodation during your stay is available at an extra cost through campus housing or off-campus apartments. You may also organize your own housing in the surrounding San José area. Email Elizabeth.Bergman@sjsu.edu for more information.

Pricing

Cost per person is approximately US$3,800 excluding room and board. Business English is offered at an additional US$750.
Detailed program, cost and registration information available at: www.sjsu.edu/professional