Programs Offered:
Certificates – Global Skills, Sales

Flexible Option Overview
The UW Flexible Option is a new, innovative way to make degree and certificate programs more accessible, convenient, and affordable for adult and nontraditional students. Built on the long-standing foundation of high-quality degree programs offered by University of Wisconsin System campuses, the UW Flexible Option includes self-paced, competency-based degree and certificate programs that allow students to make progress by demonstrating what they know, whether that knowledge was gained through prior coursework, military training, on-the-job training, or other learning experiences.

Students must master identified competencies and pass assessments to demonstrate mastery.

UW-Parkside has collaborated with UW Flexible Options to offer several certificates. Currently available are global skills and sales with more in development. Details about UW-Parkside Flexible Options certificates and the application and registration processes are available at http://flex.wisconsin.edu.

Policies
Flex option students participating in one of the certificate programs offered by UW Parkside must follow the policies outlined by UW Parkside. Further information about policies is available in the policy section of the undergraduate catalog.

As a university residency requirement for a certificate, a minimum of nine credits in a certificate program must be taken at UW-Parkside. Individual departments and programs may require more than nine credits.

Requirements for the Global Skills Certificate (13 credits)
The certificate in global skills is designed to assist students in understanding and appreciating the impact of international affairs on their daily lives. Students completing the certificate will learn to value different cultures and political/economic systems, as well as become familiar with the numerous international connections that exist between countries through trade, diplomacy, international organizations and communication technology. Students are strongly encouraged to keep in mind that both core and options classes may have prerequisites.

A. Required Courses (7 credits)
- INTS 100X Introduction to International Studies ........3 cr
- INTS 301X Global Skills Practicum – Basic Global Skills.................................1 cr
- INTS 302X Global Skills Practicum – Perspectives on Globalization.........................1 cr
- INTS 303X Global Skills Practicum - Political and Economic Systems.......................1 cr
- INTS 304X Global Skills Practicum - Culture and Language.................................1 cr

B. Core Course (3 credits)
Choose one:
- INTS 210X Cultural Anthropology...........................................................3 cr
- INTS 305X Theories of International Relations ........................................3 cr
- INTS 310X International Trade.................................................................3 cr

C. Elective Course Option (3 credits)
Choose one:
- INTS 333X Economic Issues of South Asia ........................................3 cr
- INTS 382X Environmental Anthropology.................................................3 cr
- INTS 340X The Latin American Left.........................................................3 cr

Requirements for the Sales Certificate (12 credits)
The Business Department offers a certificate in sales that is available to undergraduate business and non-business majors as well as non-degree seeking students. This certificate program is accredited by the Sales Education Foundation (SEF). To be eligible for this certificate program, the student must meet at least one of the following requirements:

- Junior or senior standing at UW-Parkside or another college/university
- An undergraduate degree
- Five years of business experience, preferably at mid-level management or above or at an entrepreneurial firm
- Associate degree and two years of business experience, preferably at mid-level management or above or at an entrepreneurial firm

A minimum of a 2.0 cumulative GPA in required courses is required to earn the certificate.
### Required Courses (12 credits)

- **MKT 350X** Marketing Principles ........................................... 3 cr
- **MKT 458X** Personal Selling .................................................. 3 cr
- **MKT 467X** Selling of Financial Services .............................. 3 cr
- **MKT 469X** Advanced Personal Selling ................................. 3 cr

### Competency Sets for Flexible Option: Global Skills Certificate:

**INTS 100X** Introduction to International Studies .................. 3 cr

- **Prereq:** Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.

Examines the ways in which international impact affects the state, community, and individual levels of human experience. Its objectives include developing practical orientations toward the international experience, such as language and cultural appreciation, social and political tolerance, and environmental adaptation. INTS 100X is a Flexible Option competency set which constitutes 3 credits of the Global Skills Certificate.

**Course Competencies:**
- Describes the scope and principal features of globalization.
- Demonstrates geographic literacy on a global scale.
- Identifies own cultural rules and biases.
- Demonstrates understanding of the complexity of elements comprising each culture (such as history, religion, communication styles, politics, economics).
- Recognizes credible and relevant sources of data/information to understand global issues.
- Identifies the basic role of some global institutions, ideas, and processes, in the human and natural worlds.

**INTS 210X** Cultural Anthropology ....................................... 3 cr

- **Prereq:** SOCA 100 or 101; admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.

Uses a cross-cultural reference to examine basic theoretical concepts and analyze cultural systems and social institutions. INTS 210X is a Flexible Option competency set, which constitutes 3 credits of the Global Skills Certificate.

**Course Competencies:**
- Categorizes and distinguishes examples of globalization.
- Compares and contrasts various approaches to issues in globalization.
- Classifies and distinguishes countries, as well as regions, on the basis of economics, politics, and/or culture.
- Recognizes the impact of the international system on choices made by countries.
- Identifies own cultural rules and biases.
- Demonstrates understanding of the complexity of elements comprising each culture (such as history, religion, communication styles, politics, economics).
- Analyzes substantial connections between worldviews, power structures, and experiences of multiple cultures historically or in contemporary contexts.
- Asks complex questions about other cultures, seeks out and articulates answers to those questions that reflect multiple cultural perspectives.
- Organizes and critically evaluates data/information thematically.
- Identifies the basic role of some global institutions, ideas, and processes, in the human and natural worlds.
- Identifies major global challenges.

**INTS 301X** Global Skills Practicum—Basic Global Skills .......... 1 cr

- **Prereq:** Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.

Examines the ways in which international impact affects the state, community, and individual levels of human experience. Its objectives include developing practical orientations toward the international experience, such as language and cultural appreciation, social and political tolerance, and environmental adaptation. INTS 100X is a Flexible Option competency set which constitutes 1 credit of the Global Skills Certificate.

**Course Competencies:**
- Identifies, categorizes, and distinguishes issues about globalization.
- Classifies and distinguishes countries, as well as regions, on the basis of economics, politics, and/or culture.
- Recognizes the impact of the international system on choices made by countries.
- Organizes and critically evaluates data/information thematically.
- Identifies major global challenges.

**INTS 302X** Global Skills Practicum—Perspectives on Globalization ........................................... 1 cr

- **Prereq:** Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.

Examines various perspectives on contemporary globalization. Topics include internationalization and globalization in business, transnational communities and diaspora, changing global identities, and the shifting loci of power. Students design solutions to global challenges and link academic work to an applied setting through additional project work. INTS 302X is a Flexible Option competency set, which constitutes 1 credit of the Global Skills Certificate.

**Course Competencies:**
- Identifies, categorizes, and distinguishes issues about globalization.
- Identifies major global challenges.
- Classifies and distinguishes countries, as well as regions, on the basis of economics, politics, and/or culture.
- Compare and contrast various approaches to issues in globalization.
- Recognizes the impact of the international system on choices made by countries.
- Identifies the basic role of some global institutions, ideas, and processes, in the human and natural worlds.
- Identifies major global challenges.

**INTS 303X** Global Skills Practicum—Political and Economic Systems ........................................... 1 cr

- **Prereq:** Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.

Examines the ways in which international impact affects the state, community, and individual levels of human experience. Its objectives include developing practical orientations toward the international experience, such as language and cultural appreciation, social and political tolerance, and environmental adaptation. INTS 100X is a Flexible Option competency set which constitutes 1 credit of the Global Skills Certificate.

**Course Competencies:**
- Identifies, categorizes, and distinguishes issues about globalization.
- Classifies and distinguishes countries, as well as regions, on the basis of economics, politics, and/or culture.
- Recognizes the impact of the international system on choices made by countries.
- Identifies, categorizes, and distinguishes issues about globalization.
- Organizes and critically evaluates data/information thematically.
- Identifies major global challenges.
INTS 304X Global Skills Practicum—Culture and Language ...........1 cr
Prereq: Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Introduces students to diversity in cultures across the world. Topics include differences in language, food, psychology, religions, family relationships and bodily expressions. Students design solutions to global challenges and link academic work to an applied setting through additional project work. INTS 304X is a Flexible Option competency set, which constitutes 1 credit of the Global Skills Certificate.

Course Competencies:
- Identifies own cultural rules and biases.
- Demonstrates understanding of the complexity of elements comprising each culture (such as history, religion, communication styles, politics, economics).
- Analyzes substantial connections between the worldviews, power structures, and experiences of multiple cultures historically or in contemporary contexts.
- Recognizes credible and relevant sources of data/information to understand global issues.
- Organizes and critically evaluates data/information thematically.
- Identifies major global challenges.

INTS 305X Theories of International Relations .....................3 cr
Prereq: Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Focuses on contemporary theories of international relations with selected applications to current issues or relationships in international politics. Emphasizes critical theories in the evaluation and comparison of various theoretical approaches. INTS 305X is a Flexible Option competency set, which constitutes 3 credits of the Global Skills Certificate.

Course Competencies:
- Identifies the basic role of some global institutions, ideas, and processes, in the human and natural worlds.
- Recognizes credible and relevant sources of data/information to understand global issues.
- Identifies, organizes and critically evaluates data/information thematically.
- Uses theory to explain interactions among regions and countries.

INTS 310X International Trade ...........................................3 cr
Prereq: ECON 120; admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Examines theories of international trade, government policy toward international trade, international trading arrangements and institutions. INTS 310X is a Flexible Option competency set, which constitutes 3 credits of the Global Skills Certificate.

Course Competencies:
- Recognizes the impact of the international system on choices made by countries.
- Uses theory to explain interactions among regions and countries.
- Recognizes credible and relevant sources of data/information to understand global issues.
- Organizes and critically evaluates data/information thematically.
- Analyzes substantial connections between worldviews, power structures, and experiences of multiple cultures historically or in contemporary contexts.
- Articulates a coherent argument on international issues using appropriate theory and evidence.
- Identifies the basic role of some global institutions, ideas, and processes, in the human and natural worlds.
- Recognizes the symmetric and asymmetric interconnectedness of local and global systems.
- Identifies major global challenges.

INTS 313X Economic Issues of South Asia ............................3 cr
Prereq: Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Examines the recent economic development history of South Asia primarily Bangladesh, India, Pakistan, and Sri Lanka with a detailed focus on India. Studies the macroeconomic performance, poverty reduction, human capital development, and related issues within the context of democratization in this region. INTS 313X is a Flexible Option competency set, which constitutes 3 credits of the Global Skills Certificate.

Course Competencies:
- Identifies major global challenges.
- Develops at least one solution to a global challenge using academic knowledge and methods.
- Considers and rejects alternative solutions to a global challenge and can explain why.
- Develops a logical plan for and recognizes the consequences of the solution.

INTS 340X The Latin American Left .................................3 cr
Prereq: Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Examines the environment that spawned the Latin American Left, its historical role in changing Latin American politics, and its role in the present and future political and economic development of the region. INTS 340X is a Flexible Option competency set, which constitutes 3 credits of the Global Skills Certificate.

Course Competencies:
- Identifies major global challenges.
- Develops at least one solution to a global challenge using academic knowledge and methods.
- Considers and rejects alternative solutions to a global challenge and can explain why.
- Develops a logical plan for and recognizes the consequences of the solution.
INTS 382X  Environmental Anthropology.................................3 cr
Prereq: Admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Anthropological survey of human/environmental relations. Discussion of ecological concepts and processes in relation to past and present human life, in simple and complex societies. Focus on anthropological perspectives on current environmental problems as aspects of the cultural adaptation to natural and social environments. INTS 382X is a Flexible Option competency set, which constitutes 3 credits of the Global Skills Certificate.
Course Competencies:
- Explains events within a framework of globalization.
- Analyzes substantial connections between the worldviews, power structures, and experiences of multiple cultures historically or in contemporary contexts.
- Asks complex questions about other cultures, seeks out and articulates answers to those questions that reflect multiple cultural perspectives.
- Organizes and critically evaluates data/information thematically.
- Analyze major global issues using appropriate theory and evidence. (3 instances).
- Understands the diversity of actors within the global system.
- Recognizes the symmetric and asymmetric interconnectedness of local and global systems.
- Relates their knowledge of the global system to their own lives and experiences.
- Identifies major global challenges.
- Develops at least one solution to a global challenge using academic knowledge and methods.
- Considers and rejects alternative solutions to a global challenge and can explain why.
- Develops a logical plan for and recognizes the consequences of the solution.

Sales:

MKT 350X  Marketing Principles..............................................3 cr
Prereq: ECON 120; admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Introduces the general marketing process, which is involved in the distribution and exchange of goods and services. Product pricing, promotion, distribution, and buyer behavior variables are surveyed within the context of market planning. MKT 350X is a Flexible Option competency set which constitutes 3 credits of the Sales Certificate.
Course Competencies:
- Explain the role of the Strategic Marketing Process in meeting organization objectives.
- Describe the role of Personal Selling in the Strategic Marketing Process.

MKT 458X  Personal Selling.....................................................3 cr
Prereq: MKT 350 or 350X; admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Designed to gain an understanding of personal selling as a major function within the marketing and promotional mix of a firm. Utilizes videotaped analysis of roleplaying to develop selling skills. MKT 458X is a Flexible Option competency set which constitutes 3 credits of the Sales Certificate.
Course Competencies:
- Describe how to design a customer prospecting plan.
- Explain how to develop a sales call plan.
- Explain how to develop a territory management plan.
- Explain the key principles of the sales process.
- Analyze the effectiveness of a business to business sales call.

MKT 467X  Selling of Financial Services.....................................3 cr
Prereq: MKT 458 or 458X; admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Focuses on how financial institutions design and market their services and products through the personal selling function. MKT 467X is a Flexible Option competency set which constitutes 3 credits of the Sales Certificate.
Course Competencies:
- Explain how relationship building, product knowledge and market and customer analysis are used in selling financial services.
- Demonstrate a strategic sales plan based on customer research.
- Identify the techniques a salesperson uses to increase potential customer interest during a sales call.
- Apply the sales process steps to a professional sales call.

MKT 469X  Advanced Personal Selling......................................3 cr
Prereq: MKT 458 or 458X; admission to the flexible option program and consent of program representative. Freq: As needed each subscription period.
Explores concepts of strategic account management, consultative selling, and customer problem diagnosis in a variety of situations. MKT 469X is a Flexible Option competency set that constitutes 3 credits of the Sales Certificate.
Course Competencies:
- Explain six types of sales roles and the high performance skills required for each role.
- Explain the role of the Key Account Management Process on Organizations’ strategy and profitability.
- Apply the processes for analyzing, classifying and planning for building successful relationships with key accounts.
- Demonstrate the required skills to complete a complex business to business sale.