



6 Courses

Global Strategy I: How The Global Economy Works

Global Strategy II: Doing Business in The Global Economy

Global Marketing: Cultural Frameworks

Global Marketing: Building Iconic Brands

Global Impact: Cross-Cultural Management

Global Impact: Multiculturalism



Apr 8, 2025

JACK HARBESON HAGLER

has successfully completed the online, non-credit Specialization

Global Challenges in Business

This specialization prepares students for the global challenges that businesses face in the 21st century. The global marketplace now and in the future spans emerging markets, a world connected by social media, and rapid technological advancements, hand in hand with huge challenges relating to migration patterns, multiculturalism, and increased competition. This specialization covers how business strategy is formulated at a global scale, how marketing and management practices are adapted to develop foreign markets, and how businesses can navigate the challenges of increasing multiculturalism in consumer markets and organizational teams. The specialization provides students with actionable frameworks to guide both expansions into foreign markets and the development of ethnic markets at home.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Marcelo Bucheli
Professor of Business
Administration and
Academic Director of
iDegrees
Gies College of
Business
University of Illinois
Urbana-Champaign

Carlos J. Torelli
Department Head and
Anthony J Petullo
Professor of Business
Administration
Gies College of
Business
University of Illinois
Urbana-Champaign

Tina Girndt-Clougherty
Visiting Assistant
Professor of Business
Administration
Gies College of
Business
University of Illinois
Urbana-Champaign

Maria Rodas
Assistant Professor of
Business Administration
and Shebik Centennial
Fellow and Gies
Advanced Scholar
Gies College of
Business
University of Illinois
Urbana-Champaign

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