

Area of Interest: Business

## International Business Management

Ontario College Graduate Certificate

Program Code: 1306X01FWO

1 Year

Ottawa Campus

### Our Program

#### **Pursue a career in today`s global marketplace.**

In this one-year International Business Management Ontario College Graduate Certificate, you develop the skills needed to manage international business activities and expand global networks. Governments and corporations know that international business is essential for economic development, and understand that well trained international business management professionals are needed to manage that growth. Professionals in this domain conduct international activities such as market research, negotiations, financing and developing large infrastructure projects.

Build your business management skills through real world examples and case studies. Learn the components of international trade from developing international business plans, conducting feasibility studies, to mastering the intricacies of transaction operations such as preparing export and import documents. Formulate culturally appropriate business strategies while securely navigating trade logistics across the globe.

Upon graduation, you meet the academic requirements for application to the Certified International Trade Professional (CITP) designation granted by the Forum for International Trade Training (FITT). One year of relevant work experience is also required to qualify for this designation. Graduates can operate their own businesses or find employment in a wide range of international fields, including:

- government agencies and departments
- e-commerce
- banking
- financial services
- logistics
- supply chain management
- marketing
- sales
- management consulting
- entrepreneurship

### **SUCCESS FACTORS**

This program is well-suited for students who:

- Have a strong work ethic
- Are interested in foreign cultures and globalization.
- Are inquisitive and analytical.
- Are planners and enjoy executing the plan.

- Possess good communication and interpersonal skills.
- Possess strong organizational skills and are detail oriented.
- Work well under tight time constraints. Are energetic and motivated to lead.

**Employment**

Graduates have the required skills that may enhance their opportunities in securing employment at a managerial level in public and private sectors globally. The pending CITP designation provides students with a unique opportunity that further enhances their employability.

**Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Conduct an environmental scan to evaluate the impact of world issues on an organization`s international business opportunities.
- Conduct, evaluate and present market research to support an organization`s international business decision-making.
- Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization`s global supply chain.
- Evaluate the impact of statutory and regulatory compliance on an organization`s integrative trade initiatives.
- Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization`s integrative trade initiatives.
- Develop and present an international marketing plan, and evaluate sales strategies that support an organization`s integrative trade initiatives.
- Identify and interpret relevant international financial documents, and evaluate financial strategies that support an organization`s integrative trade initiatives.
- Analyze the impact of an organization`s integrative trade initiatives on its human resources management strategies, policies, and practices.
- Develop and present an international business plan.
- Manage the implementation and evaluation of team projects by applying project management principles.
- Recommend strategies to support principles of corporate sustainability, corporate social responsibility and ethics associated with an organization`s integrative trade initiatives and evaluate their effectiveness.
- Select and apply current technologies to support an organization`s integrative trade initiatives.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

**Program of Study**

Level: 01	Courses	Hours
COM1100	Communications/Technologies	42.0
ECO1100	International Economics and Global Issues	42.0

MGT1101	Global Business Environment	42.0
MGT1103	International Market Entry Strategies	56.0
MGT1104	Corporate Social Responsibility and Business Ethics	42.0
MGT1118	Feasibility of International Trade	56.0
<b>Level: 02</b>	<b>Courses</b>	<b>Hours</b>
FIN1200	International Trade Finance	42.0
MGT1201	International Project Management and Leadership	42.0
MGT1211	Development of Products and Services for Global Markets	42.0
MGT1212	Global Value Chain	42.0
MGT1214	Mastering International Trade: Strategies and Tactics	56.0
MKT1200	International Sales and Marketing	56.0

## Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator> .

Further information on fees can be found by visiting the Registrar's Office website at <https://www.algonquincollege.com/ro> .

Fees are subject to change.

## Admission Requirements for the 2024/2025 Academic Year

### Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma or Degree or equivalent.
- It is strongly recommended that applicants have a foundation in marketing or some business-related work experience.
- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

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### Program Eligibility

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## Application Information

### INTERNATIONAL BUSINESS MANAGEMENT Program Code 1306X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca  
60 Corporate Court  
Guelph, Ontario N1G 5J3  
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/>.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:  
<https://algonquincollege.force.com/myACint/>.

For further information on the admissions process, contact:

Registrar`s Office  
Algonquin College  
1385 Woodroffe Ave  
Ottawa, ON K2G 1V8  
Telephone: 613-727-0002  
Toll-free: 1-800-565-4723  
TTY: 613-727-7766  
Fax: 613-727-7632  
Contact: <https://www.algonquincollege.com/ro>

## Additional Information

There is a strong practical component to this program and participation in class discussions and case analysis is essential for success.

For more information regarding the FITT certification, please refer to the FITT website at <http://www.fittfortrade.com/>.

## Contact Information

### Program Coordinator(s)

- Clarecia Christie, <mailto:christc@algonquincollege.com>, 613-727-4723 ext. 3075

## Course Descriptions

### COM1100 Communications/Technologies

Effective communication is key to any interaction. A significant amount of information is exchanged between project participants, stakeholders and customers. Students assess the role of effective communications in a project environment, and manage the flow of communication by formulating and evaluating communication plans. Students compare ways to form and sustain relationships with project stakeholders, collect and retrieve information, as well as analyze various communication models, technology, tools and techniques needed to support effective communication.

Prerequisite(s): none

Corerequisite(s):none

### **ECO1100 International Economics and Global Issues**

From the economic and geographic point of view, the world is currently in a state of flux. World monetary and financial systems are becoming integrated into the economies of sovereign nations. It is therefore important to describe, contrast, interpret and analyze the financial interdependence that effects contemporary societies. Students assess such international economics issues as barriers to trade, foreign investment, exchange rates and global financial markets. They also explore geopolitical and commercial realities in various regions of the world, especially the intersections of natural resources, trade patterns, populations, membership in trade blocs and the impact of climate change.

Prerequisite(s): none  
Corerequisite(s):none

### **FIN1200 International Trade Finance**

Non-payment, currency exchange fluctuations, political instability and force de majeure events are integral considerations in the field of international financial management. Students examine how organizations can manage their finances and mitigate financial risk by assessing appropriate transaction methods and tools for international trade activities. Learners compare negotiation terms, dispute resolution and cash flow management methods.

Prerequisite(s): MGT1101 and MGT1103 and MGT1118  
Corerequisite(s):none

### **MGT1101 Global Business Environment**

The context in which international trade takes place, as well as the opportunities and challenges it presents for business, have changed dramatically. Given this rapid, ongoing change, global business professionals must have a clear understanding of the effects of globalization and the opportunities it affords. Students learn the major components of international trade, including marketing, market-entry strategies, supply chain management, trade finance and legal aspects of international global business management. In addition, they discuss ethical issues faced by today's businesses, such as codes of conduct for international trade professionals, human rights, ethical practices, diversity in the workplace and sustainability. The cultural aspects of international business, as well as and the importance of technology in facilitating international trade, are explored.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT1103 International Market Entry Strategies**

Implementation of market entry strategies requires management of both direct and indirect exports. To ensure the success of new international ventures international trade practitioners must research market entry options, analyze these options, and select the most effective entry strategies and strategic partnerships for their needs, such as foreign mergers or acquisitions, or foreign franchising or licensing. The chosen strategy must then be successfully implemented and managed. Students assess how an organization demonstrates intercultural competence, how it adheres to their organizational code of ethics, and complies with local and international laws.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT1104 Corporate Social Responsibility and Business Ethics**

Using cutting-edge assessment of critical issues in the field of corporate social responsibility (CSR), students evaluate the ethical challenges involved in the integration of CSR strategies and sustainable business practices into mainstream corporate culture and activities from an international perspective. The focus is on the examination of personal and professional core ethical beliefs, current practices of CSR in the workplace at home and abroad, along with their global

impact in order to operate legally and ethically in the global market. In the process, students critically assess corporate culture, change management issues, ethical leadership and decision-making.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT1118 Feasibility of International Trade**

Students examine the critical steps and decisions needed to determine the feasibility of international operations and potential target markets. The focus is on the Return on Investment from those activities. Using a 360 degree approach, students analyze market research and intelligence data; organizational readiness to begin international operations and/or to enter the target market; cost analysis of entering and developing the target market; and risk mitigation and management strategies. Students assess whether operating internationally fits with a company's strategic direction and improves the Return of Investment of International operations for an organization.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT1201 International Project Management and Leadership**

International businesses are turning to project management strategies to meet and achieve their strategic and operational goals. Students learn the basic principles of project management related to global corporations and operations, and then interpret the essential components of project planning, organizational methodologies and structures specific to project needs, control measures and processes required when managing for project success. The critical role of leadership and power is identified, as well as the influence of project managers in relation to various stakeholders in the project. Students employ project management software, such as Microsoft Project and SAP, as tools in the development of project plans.

Prerequisite(s): none  
Corerequisite(s):none

### **MGT1211 Development of Products and Services for Global Markets**

Students learn that products and services sold or traded internationally may require modification. Students examine differences in regulatory, legal, cultural and consumer/client requirements and assess whether there is a need to conform to these requirements when adapting products and services. Students analyze how these differences impact the cost, product design, packaging, labeling, product testing and service delivery. Students compare strategies to maintain a competitive edge when adapting or customizing products and services for an international target market.

Prerequisite(s): MGT1101 and MGT1118  
Corerequisite(s):none

### **MGT1212 Global Value Chain**

Students examine aspects of the primary activities of Distribution and Inventory Management, as well as the supporting activities of Document Management and Procurement, which are integral to international trade logistics. Doing business in/with foreign markets requires analysis of different regulatory, financial, geographical and cultural and consumer requirements. Students examine how organizations obtain resources and determine what they need to know to manage logistical systems within the global value chain in order to implement strategic business management decisions that minimize costs and risks, and maximize international business potential

Prerequisite(s): MGT1101 and MGT1103 and MGT1118  
Corerequisite(s):none

### **MGT1214 Mastering International Trade: Strategies and Tactics**

The international trade process is highly complex. By completing an international trade transaction, students become familiar with the tools needed to navigate the intricate details of an international business transaction. By doing so they assess a variety of methods for managing initial foreign communications; build relationships; enter into negotiations; request quotes; examine firm offers; analyze commercial documents; comply with government and international regulations; and structure the transaction for maximum return on investment.

Prerequisite(s): MGT1101 and MGT1118

Corerequisite(s):none

### **MKT1200 International Sales and Marketing**

Building on traditional marketing concepts, this course explains how to take a product or service into the global market. Students investigate the importance of market intelligence, international marketing opportunities and strategies, the creation of sustainable competitive advantage, the development of marketing plans to achieve business targets, and the implementation and coordination of international marketing activities for products and services. They become familiar with the principles of marketing functions and the distinctions between domestic and international marketing. Students also discuss how to adapt and develop products and services for foreign markets incorporating the sales and marketing activities required to be successful in target markets.

Prerequisite(s): MGT1101 and MGT1103 and MGT1118

Corerequisite(s):none