

Area of Interest: Business

Strategic Global Business Management

Ontario College Graduate Certificate

Program Code: 1330X01FWO

2 Years

Ottawa Campus

Our Program

Elevate business with management skills suited to the global marketplace.

In this two-year Strategic Global Business Management Ontario College Graduate Certificate, you learn to navigate complex geopolitical climates and to develop positive cross-cultural relationships so that your business can have global reach. You explore the ways that areas of business management work together to form a strategic global approach.

Extend your business management skills as you identify feasible opportunities to enter new global markets in ethical and socially responsible ways that comply to international policies, regulations, and laws. Identify how to manage projects, human resources, finances, marketing, sales, risk and continuity within international settings. Apply business principles to digital business environments through e-commerce, supply chain and social media marketing to support the business in a global market. Think innovatively to explore ways to leverage artificial intelligence and machine learning while protecting your business through cyber security and information management. The program culminates with a collaborative project complete with an industry partner, an opportunity that supports your growth as a strategic global business professional.

Upon graduation, you will have met the academic requirements for application to the Certified International Trade Professional (CITP) designation from the Forum for International Trade and Training (FITT), an internationally recognized body in the field. One year of relevant work experience is also required to qualify for this designation.

Graduates may find employment opportunities in:

- diplomacy
- international relations and foreign affairs
- human resources
- project management
- government
- international banking and trade finance
- defense and security
- supply chain management
- international marketing
- international sales
- management consulting
- entrepreneurship
- exporting and importing companies

SUCCESS FACTORS

This program is well-suited for students who:

- Have an analytical and inquisitive mind and enjoy innovative and creative thinking.
- Are passionate about international business, diplomacy and geopolitical affairs.
- Are motivated to work independently and collaboratively with an interest in building leadership skills.
- Possess strong organizational, planning and time management skills.
- Are ethically-conscious and empathetic global citizens.
- Are strong communicators with interest in persuasive negotiation.
- Enjoy interacting with a variety of cultures in a global context.

Employment

Employment opportunities will exist as retail and wholesale trade managers (0621); professional occupations in advertising, marketing and public relations (1123); retail salespersons (6421), and customer and information services representatives (6552).

Opportunities may also be enhanced through previous education and occupational experience of these international applicants, given the broad nature of this graduate certificate's program of study. At least one full semester is dedicated to providing students the Canadian context necessary for employment.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Use data, predictive modeling, and analysis to recommend strategies to support management decisions in a global context.
- Develop, execute, and analyze a strategic global business plan, considering the impact of various economic, legal, cultural, geographical, and political situations.
- Conduct global and domestic business with diverse populations using culturally appropriate methods in compliance with relevant national and international laws, policies, regulations, and ethical practices.
- Develop strategies for the importing and exporting functions of a business to support global economic growth.
- Use project management principles, tools, and techniques to define timelines and evaluate project deliverables for all members of cross-functional, intercultural and multidisciplinary teams.
- Determine the value-added and financial implications of global business decisions on trade financing, profitability, feasibility, and stakeholder satisfaction.
- Apply quality control standards to the assurance framework based on the needs and expectations of an organization, to ensure consistency in a global business.
- Adapt, adopt, and develop new products and services consistent with evolving local and global market needs to meet organizational objectives.
- Evaluate the feasibility of marketing a product or service in international markets to determine its viability and profitability.
- Build personalized professional development strategies to recruit, retain, and develop human talent for global business.
- Integrate leadership theory into practice to drive organizational change while maintaining working relationships and team performance.
- Apply entrepreneurial strategies to maximize the effectiveness of international business

- Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives.
- Optimize business development, sales and negotiations frameworks across varying jurisdictions and cultural settings to enhance international growth.
- Conduct international trade utilizing domestic and foreign government programs, policies, and agencies.
- Apply information technology to enhance work performance skills to support global business operations.
- 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
BUS1100	Professional Skills in International Context	56.0
HRM4110	Organizational Behaviour	42.0
MGT1101	Global Business Environment	42.0
MGT1103	International Market Entry Strategies	56.0
MGT1104	Corporate Social Responsibility and Business Ethics	42.0
MGT4206	International Project Management	42.0
Level: 02	Courses	Hours
LAW2150	Global Trade Law	42.0
MGT1118	Feasibility of International Trade	56.0
MGT2149	International Regulations and Policy	42.0
MGT2150	Global Entrepreneurship and Innovation	42.0
MGT2151	Cyber Security and Information Management	42.0
MGT4110	Human Resources Management	42.0
Level: 03	Courses	Hours
FIN1200	International Trade Finance	42.0
MGT1212	Global Value Chain	42.0
MGT1214	Mastering International Trade: Strategies and Tactics	56.0
MGT2251	Business Continuity Management	42.0
MGT2252	Geo-Strategy Management	56.0
MGT2253	E-Commerce Management for International Markets	56.0
Level: 04	Courses	Hours
MGT1211	Development of Products and Services for Global Markets	42.0

MGT2400	AI and Machine Learning in Business Management	42.0
MGT2401	Business Analytics and Management	28.0
MGT2402	Social Media in Global Business	28.0
MGT2403	Strategic Global Business Management Industry Project	42.0
MGT4105	Project Scope Management	42.0
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.

Additional program related expenses include:

- Textbooks are estimated at a cost of \$600 per level.

Admission Requirements for the 2024/2025 Academic Year

Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma or Degree or equivalent in Business or a related field.
- 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.

Admission Requirements for 2023/2024 Academic Year

Program Eligibility

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Application Information

STRATEGIC GLOBAL BUSINESS MANAGEMENT
Program Code 1330X01FWO

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

Applications are available online 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>

Contact Information

Program Coordinator(s)

- Firas Sassi, <mailto:sassif@algonquincollege.com>, 613-727-4723, ext. 5846

Course Descriptions

BUS1100 Professional Skills in International Context

Conducting business in a multicultural environment requires professional skills as well as empathy and an appreciation of the importance of culture. Students examine professional skills in multicultural contexts. Focus is on skills such as teamwork, communication, decision-making, leadership, and presentation in the international context and culture. Students apply problem solving skills to product and service adaption in international business environments. Through learning modules and deliverables, students practice skills in cross-cultural communication, customer relations and presentation.

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

HRM4110 Organizational Behaviour

Organizational behaviour examines how people and teams interact in the workplace from both practical and theoretical perspectives. Students reflect and explore human communication,

learning and motivation, ethics, creativity, leadership, power and conflict and change management. Knowledge of organizational behaviour guides human resources management practitioners as they build, grow and develop organizations within the ever-changing business landscape.

Prerequisite(s): none

Corerequisite(s):none

LAW2150 Global Trade Law

Success in international trade relies on adherence to global trade law in order for a product or service to reach an international market. Students examine the basic legal principles of international business with a management perspective. Through case studies and research papers, students explore legal aspects that govern international trade and develop awareness of challenges and best practices of expansion into global markets.

Prerequisite(s): MGT1101 and MGT1103

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

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

MGT2149 International Regulations and Policy

International trade must comply with international trade policies, regulations, and norms. Students explore policies that regulate international trade in various parts of the world. Students examine how to leverage international entities such as export credit agencies, trade finance institutions, customs brokers, freight forwarders, banking instruments and other global commerce entities. Through case-based study, students develop multi-faceted strategies that enable them to gain a competitive advantage in structuring global business deals.

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

MGT2150 Global Entrepreneurship and Innovation

Innovative approaches to business and the skills to pursue entrepreneurial opportunities open doors in the world of global business. To create and sustain a competitive advantage, students develop the skills and characteristics of an entrepreneur. Students explore innovative thinking techniques, trend spotting, global entrepreneurship, marketing, licensing, franchising, and buying and selling a business in a global context. Students practise entrepreneurial skills and strategies to recognize global business opportunities. Through individual and group projects, students engage as entrepreneurs to identify and respond to potential opportunities and barriers in today's global market place.

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

MGT2151 Cyber Security and Information Management

The protection and management of information is important to the security of a business. Students explore domestic and foreign threats and risk management frameworks that support cybersecurity at a macro level. Students examine methods that securely manage information and communications domestically and internationally. Students draw on case studies to apply theory to discussions of operational business risk, litigation risk, and reputational risk.

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

MGT2251 Business Continuity Management

Crises and unexpected events are unavoidable in the business world. Strategic managers are those who show resiliency in their organizational response and agility to adapt to new circumstances. Students assess and evaluate risk and examine various strategies that could support managers in mitigating these risks as well as responding effectively to crises to ensure smooth domestic and global business operations. Through practical insights from case studies and group projects, students develop business continuity plans as proactive and reactive responses to domestic and international major disruptions.

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

MGT2252 Geo-Strategy Management

Geo-strategy management, a branch of geopolitics, responds to the strategic and foreign policy characteristics of particular geographic region in the management of international business. Students apply theories of geopolitics and geo-strategy to evaluate regional and international stability. Through case studies on various geographic regions, students examine the world of trade and politics from a holistic and strategic standpoint.

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

MGT2253 E-Commerce Management for International Markets

e-Commerce has become a standard approach in most business organizations; however, it is essential for growth to international markets. Organizations in international markets rely heavily on database-driven websites and other web-based applications to communicate, to increase efficiencies, and to expand around the world. Students assess a range of online tools that companies use to support their e-commerce activities with various stakeholder in international markets. Students develop and manage e-commerce websites and practise the uses of social media, search engine optimization and web analysis for global business ventures.

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

MGT2400 AI and Machine Learning in Business Management

The application of AI and machine learning in business has proven to be successful in removing

human bias while supporting fact-based decision-making. Students explore the elements of machine learning through the lens of business and management and discover the ways that it can create opportunities for innovation and efficiency in business. Through case studies and group projects, students practise identifying the factors that determine the effectiveness of machine learning as a solution to particular business problems.

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

MGT2401 Business Analytics and Management

Organizations use data acquired through business analytics to gain insights used to drive fact-based management. Students use current analytics technologies to visualize reports, pattern analysis, and dashboards. Through guided case studies and scenarios, students develop their understanding of the role Big Data has in the decisions and actions of successful global companies.

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

MGT2402 Social Media in Global Business

Engagement in social media allows businesses to reach and capture global markets and supports direct interaction with their consumers internationally. Organizations that can capitalize on social media platforms and behaviors will have a competitive edge. Students investigate the value of and methods for incorporating social media into an organization's global marketing, advertising and communication plans. Through case studies and project-based learning, students develop multi-faceted strategies that integrate social media into the strategic approach of a global business.

Prerequisite(s): MGT2253
Corerequisite(s): none

MGT2403 Strategic Global Business Management Industry Project

Integration of theory and practice in an industry context supports the growth of strategic global business professionals. Students apply project management to a strategic global business project and practise developing business relationships in an international context. Working with industry partners, students develop strategic global business plans that meet the needs of the partner such as feasibility studies, social media strategies, e-commerce complements, Big Data modeling, business continuity plans, and cybersecurity management from a business perspective. Designing the project within the appropriate international market laws, regulations, policies, and customs, students prepare for business in a global setting.

Prerequisite(s): FIN1200 and MGT1118 and MGT1214 and MGT2149 and MGT2151 and MGT2252 and MGT4206
Corerequisite(s): none

MGT4105 Project Scope Management

Effective project scope management is a critical function of every project manager. Students examine how projects are the catalysts to most business transformations and how projects relate to organizational strategies. Best practices for keeping the scope under control during the execution phase are investigated. Exploration of the differences between predictive and adaptive models of planning and controlling projects inform students when to use either method. Students acquire practical skills in project scope management through the use of case studies, exercises and group discussions.

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

MGT4110 Human Resources Management

Human capital is a critical organizational resource that contributes to the organizational strategy, financial and corporate social responsibility of organizations. Students explore all areas of human

resources management that are critical to progressive talent management. Students analyze human resources planning, employee recruitment and selection, training and development, performance management, compensation and benefits, health and safety, employee and labour relations and international human resources management.

Prerequisite(s): none

Corerequisite(s):none

MGT4206 International Project Management

Multinational companies have an increasing number of projects that require project management practitioners to have a strong understanding of international policies and possess cross-cultural knowledge. Students explore various levels of business involvement in international markets, combining theoretical and historical concepts of business and trade, as well as the implications of legislative and regulatory practices on international projects. Students analyze international markets and assess the influence of politics, culture and economics on international projects. Furthermore, students discover how to plan and execute international projects, communicate cross-cultural skills and manage virtual teams.

Prerequisite(s): none

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