

BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (BAB)

Important: This program is unavailable for the May 2025 start date.

About the Program

In this three-year advanced diploma program you will concentrate on the complexities that are involved in the movement and marketing of products and services internationally. You will build a foundation of general business knowledge and applications. Your learning will focus on the complexities of international trade that includes exporting, importing, international marketing, international finance, negotiation and entrepreneurship. You will also learn how to use industry leading Enterprise Resource Planning (ERP) tools, including SAP and other software.

The program offers a rich and diverse intercultural educational experience. You will learn your craft from faculty with current industry experience in international business. This program is accredited by Forum for International Trade Training (FITT).

Credential Awarded

Ontario College Advanced Diploma

Duration

6 Semesters (3 Years)

Starts

January, May, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Supply chain
- Project management
- Cultural awareness
- Teamwork
- Enterprise Resource Planning (ERP) knowledge

Work Experience

Optional Co-op

Students meeting all academic requirements may have the opportunity to complete an optional co-op work term(s) in a formal work environment. In most cases the work term(s) is a full-time paid position completed between two academic semesters. In programs with limited co-op opportunities, additional academic requirements and a passing grade on a communication assessment may be required for eligibility. Eligibility for participation does not guarantee a work position will be secured. Additional fees are required for those participating in the optional co-op stream regardless of success in securing a work position.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

Your Career

Graduates of the program can explore the following career options:

- Entrepreneur
- Exporter
- Importer
- Trading house agent
- Business deployment banking
- Inventory planner
- Assistant purchasing agent
- Category buyer
- Assistant logistics
- Distribution administrators and global sales
- Account co-ordinator

Professional Certification

As a student of this program, you may pursue several key industry designations, including the following (eligibility for some designations depend on grades, additional exams and work experience):

- SAP Certified Associate - Integration of Businesses Processes in SAP ERP
- Certified Associate in Project Management (CAPM)
- Microsoft Office Specialist Certification
- Certified International Trade Professional (CITP)

You will also be eligible to pursue the professional designation of Certified International Trade Professional (CITP).

Accreditation

Accreditation Council for Business Schools and Programs

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BAM101	Introduction to Business Administration	3
COM101 or COM111	Communicating Across Contexts Communicating Across Contexts (Enriched)	3

MBF100	Mathematics of Business and Finance ¹	3
or MBF101	Mathematics of Business and Finance	
PPS100	Professional Presentation Skills	3
SDG101	Introduction to Sustainable Business	3
SMS202	Business Computer Applications	3
Semester 2		
ACC106	Accounting I	3
EAC594	Business Communication for the Digital Workplace	3
MRK108	Introduction to Marketing	3
OBR250	Organizational Behaviour	3
SMS310	Data Analysis Tools for Business	3
SOC135	Global Economic Issues	3
Semester 3		
INB345	International Transportation	3
INB355	Import/Export Procedures I	3
INB365	Transborder Procedures	3
QNM223	Business Statistics	3
SIB470	International Effective Selling	3
plus: General Education Course (1)		3
Semester 4		
BUS400	Business Economics	3
MAN400	Introduction to Project Management	3
OPM400	Production and Operations Management - Manufacturing and Services	3
SIB520	International Business Law	3
SIB650	Export Marketing	3
WTP100	Work Term Preparation *	1
plus: General Education Course (1)		3
Work-Integrated Learning Term		
BAB331	Business Administration - International Business, Co-op *	30
Semester 5		
SIB500	Managerial Accounting	4
SIB530	International Procurement Systems	4
SIB540	International Production Systems	4
SIB555	International Relationship Management	3
SIB575	Introduction to Finance	3
Semester 6		
CAP500	Career Planning **	1
MAN600	Developing Business Plans	3
PMP201	Planning and Controlling the Baselines	3
SIB600	International Management	3
SIB640	International Distribution Systems	2
SIB675	International Finance II	3

¹ Students will be placed in the appropriate level of mathematics depending on their math skills assessment results. Students who are placed in MTH158 Introduction to Mathematics (Algebra) will be required

to complete this course before taking MBF100 Mathematics of Business and Finance.

* Work-Integrated Learning option only

** non Work-Integrated Learning option only

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate 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.
- Prepare and analyze documentation and follow procedures to support the movement of products and services in the organization's global supply chain.
- Analyze 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 assess 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.
- Plan, implement and evaluate team projects by applying project management principles.
- Analyze principles of corporate sustainability, corporate social responsibility and ethics, and apply them to an organization's integrative trade initiatives.
- Select and apply current technologies to support an organization's integrative trade initiatives.
- Develop and present a plan for ongoing personal and professional development to enhance work performance within the international business field.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course
- Mathematics: Grade 12 C or U, or Grade 11 U or M, or equivalent course

Canadian citizens and permanent residents may satisfy the English and/or mathematics requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>).

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic

requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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