

BUSINESS – INTERNATIONAL BUSINESS (BUI)

About the Program

This two-year diploma program will develop your knowledge of the complexities of the movement of goods and services across the globe. In addition to building your business management skills and knowledge, you will receive training in international selling and marketing, international trade documentation and transportation selection. You will apply communication, networking and teamwork skills to support international trade, using current applications and tools. You will also understand and learn to prepare documents and follow procedures to support the movement of products and services across international borders.

Embracing cultural diversity, corporate sustainability and social responsibility are essential to your success in international business and are integral to your learning in this program. Your learning will be further advanced by current and industry expert faculty members.

Part-time option is available > (<http://www.senecapolytechnic.ca/ce/business/international-trade-supply-chain/international-business.html>)

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 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:

- Decision-making
- Market research
- Documentation
- Teamwork

Your Career

When you graduate from this program, these are the types of career options you can explore:

- Imports
- Exports

- International trade
- International logistics
- International marketing

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 or MBF101	Mathematics of Business and Finance ¹ Mathematics of Business and Finance	3-4
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
CAP500	Career Planning	1
MAN400	Introduction to Project Management	3
OPM400	Production and Operations Management - Manufacturing and Services	3
SIB520	International Business Law	3
SIB650	Export Marketing	3
plus: General Education Course (1)		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.

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 outline and analyze the impact of world issues on an organization's international business opportunities.
- Contribute to market research to support an organization's international business decision-making.
- Prepare documentation and follow procedures to support the movement of products and services in the organization's global supply chain.
- Identify statutory and regulatory compliance issues related to an organization's integrative trade initiatives.
- Select and contribute to the implementation of strategies to address the impact of cultural differences on an organization's integrative trade initiatives.
- Contribute to the development of an international marketing plan to support an organization's integrative trade initiatives.
- Identify and interpret relevant international financial documents and identify financial strategies that support an organization's integrative trade initiatives.
- Outline the components of an international business plan and assess how it impacts an organization's priorities.
- Contribute to the planning, implementation and evaluation of team projects using organizational skills.
- Apply principles of corporate sustainability, corporate social responsibility and ethics to an organization's integrative trade initiatives.
- 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.