

# INTERNATIONAL BUSINESS MANAGEMENT (IBS)

## About the Program

Elevate your business knowledge in this comprehensive eight-month graduate certificate program where you will learn about the complex world of international business. You will learn from experienced industry professionals with first-hand knowledge of today's global business environment. With an emphasis on collaborative, project-based learning, case analysis and in-class discussions, you will cultivate essential critical-thinking skills. Team research and analysis of a real Canadian company will culminate in the development of an international export business plan.

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

## Credential Awarded

Ontario College Graduate Certificate

## Duration

2 Semesters (8 Months)

## Starts

January, May, September

## Program and Course Delivery

This program is offered in Seneca's hybrid 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.

## Skills

Throughout this program you will develop the following skills:

- Global business research and analytical skills
- Global marketing planning
- Global supply chain management practices
- International finance and banking applications
- Fundamental accounting and financial principles and applications
- International business law applications
- Business planning skills through project management
- Functional areas of domestic and international human resources practices
- Digital business applications and intercultural communications
- Corporate social responsibility and international development
- The art of negotiation
- Strategic business planning and development
- Business networking

## Work Experience

### Off-site Learning

As a student in this program, you will have the opportunity to network and attend events such as webinars and seminars hosted by our industry partners and professional associations.

## Your Career

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

- Marketing
- Advertising
- Public relations
- Digital media
- Banking and finance
- Supply chain and logistics
- Retail
- Wholesale trade
- International non-government organizations (NGOs) and institutions

## Professional Certification

This program is accredited by FITT (Forum for International Trade Training).

As a graduate of this program, you will have the required knowledge to pursue several key industry designations including the following:

- Project Management Institute (PMI)
- Certified International Trade Professional (CITP)

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
CAP505	International Business Management: Career Planning	1
IBS601	Digital Applications for Business	3
IBS603	Fundamentals of Project Management	3
IBS605	Business in the Global Economy	3
IBS607	Consulting Across Cultures	3
IBS630	Trade Research and Market Analysis	3
IBS801	International Banking and Finance	3
<b>Semester 2</b>		
IBS660	Management Accounting	3
IBS805	Global Marketing	3
IBS806	Global Supply Chain Management	3
IBS807	Sustainability and Sustainable Development	3
IBS810	Human Resource Management	3
IBS820	International Business Plan	3

IBS850	Legal Environment of International Business	3
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## 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.
- 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.

## Admission Requirements

- Ontario university or college degree or three-year college diploma or equivalent  
Applicants with an equivalent combination of partial postsecondary and/or three to five years related work experience may be considered for admission. A relevant resumé and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

## Notes

Graduates of the three-year Business Administration — International Business (BAB) program (<https://www.senecapolytechnic.ca/programs/fulltime/BAB.html>), or a similar program at an Ontario College, are not eligible for this graduate certificate program.

## 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/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<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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