

INTERNATIONAL BUSINESS MANAGEMENT (POST-GRAD CERTIFICATE)

This is a St. Lawrence College program delivered in partnership by Canadian College. Students receive two certificates, one from St. Lawrence College and another from Canadian College. Once students receive their St. Lawrence College diplomas, they are eligible to apply for their Post Graduate Work Permit.

Program Benefits

Globalization is the reality for any business. In the International Business Management post-diploma program you will develop the knowledge, skills and attitudes to compete in the global business environment. IBM students explore courses using real-life case studies covering over 120 topics.

Admission Requirements

A three-year college diploma or university degree, in any field of study is required. Student must meet one of the language requirements:

- Canadian College English Placement test, Pass
- Smrt English English 140, Pass
- St. Lawrence College ESL Advanced Level Certificate, Pass with 60%
- TOEFL 213 on the computer-based test, TOEFL 78 on the internet-based
- IELTS 6.0 overall with a minimum score of 5.5 in each section

Matricule-se Agora (/pt/application)

Perguntas?

🕒 1 Year (2 Study Semesters) ★ St. Lawrence College Certificate

FALL SEMESTER (SEP - DEC)

Study

16 weeks

WINTER SEMESTER (JAN - APR)

Study

16 weeks

SUMMER SEMESTER (MAY - AUG)

Vacation

8 weeks - Optional accelerated courses available May - June

STUDY & WORK

Work Opportunities

Students registered in all programs at Canadian College are permitted to work part time 20hrs per week during study semesters. During the Summer, vacation students are permitted to work full time.

Oportunidades de carreira

This program is intended to prepare a student for a career in the field of international business.

CURRICULUM

INBM 101 International Marketing

This course covers such topics as the development of marketing plans to achieve business targets and, the implementation and coordination of international marketing activities for products and services. Learners will be exposed to the principles of marketing functions and the distinctions between domestic and international marketing. They will also discuss such activities as adapting and/or developing products and services for the foreign market and the sales and marketing activities to be most successful in the target markets.

INBM 102 Legal Aspects of International Trade

This course presents the basic legal principles of carrying on international business. It covers the legal implications of international business activities, discusses the legal aspects related to intellectual property, competition and

antitrust laws, public trade law and legal issues related to E-commerce in international business. Most of the material in this course is presented with an international scope and does not solely approach the issues from a Canadian perspective.

INBM 103 Global Business Environment

The course content for this topic covers the context in which international trade takes place and the opportunities and challenges it represents for business. In addition, you will find a complete discussion on ethical issues businesses face today. Topics such as a code of conduct for international trade professionals, human rights, ethical practices, diversity in the workplace and the environment, will be of particular interest. Cultural aspects of international business and the importance of e-commerce for facilitating international trade are also addressed in this course content.

INBM 105 International Market Entry and Distribution

This course will cover a comprehensive assessment of international market entry options for the export of products or services and optimal market entry strategies. The learner will be able to assess barriers to market entry, differentiate between market entry strategies, recommend potential international partners through consultations and analysis of strengths and weaknesses and negotiate partnership agreements.

INBM 106 Communication & Computer Applications for International Business

This course provides the student with the technical skills to be effective in an integrated communications field. Students will learn the file management, development and security facilities in a digital landscape. This course provides instruction and practice in college and workplace communication skills, with an emphasis on the development of strategies to organize and express ideas in a clear, correct, mechanically sound, professional manner. Through the series of writing and presentation tasks, students will use email, memoranda, short reports, and presentations to create focused messages, with appropriately researched and documented facts, for a variety of audiences. Course work will also provide opportunities for the development of students' grammar skills, study skills,

listening skills, and reading skills. Student will develop skills specific to international communications including appropriate technological tools to enhance the cross-cultural business environment.

INBM 107 International Entrepreneurship

This course introduces students to the concepts and practices of international entrepreneurship, encompassing creativity and innovation to create value in the global marketplace. It gives students a critical understanding of the economic, financial, political, legal, social, and cultural environment of the global economy in which they learn to develop entrepreneurial skills. The course analyzes why "going global" has become an integral part of business strategies for many companies, and discusses implications of increased global integration for business practices. The course examines practical applications of international entrepreneurship, including starting one's own global business, working as a global manager for an SME or a large MNC in the private sector, or in the non-profit or government sectors.

INBM 201 Global Supply Chain Management

The course content provides insight into global supply chain activities including production and inventory management processes and regulatory and security requirements. Other topics within the course material are: then key elements of a logistics plan and how it impacts the business plan, the advantages and disadvantages of various transport modes, the roles and value of outside service providers in a supply chain strategy, order processing, inventory management, the mitigation of barriers and other points of interest.

INBM 203 International Finance

This course addresses financial methods and tools used to conduct international business transactions successfully. Risks such as commercial and country are discussed as are risk-mitigating techniques, their use and legal implications. Learners will acquire a broad overview of the nature and scope of trade finance—in particular, the 'Four Pillars' of trade finance, i.e., payment facilitation, risk management, financing and provision of information related to a transaction. The impact of technology on trade finance and the importance of export credit

agencies and international financial institutions in international trade are other topics of interest within this course content.

INBM 204 International Business Ethics, Environment & Society

This course builds on the foundations in the Global Business Environment through detailed exploration of international business ethics and strategic decision making. Learners will develop business strategies and plans that will address environmental, cultural and societal issues of operating in a foreign market. Emphasis will be placed on the use of Corporate Social Responsibility practices for long term business success.

INBM 206 International Human Resource Management

Expansion of globalization requires Human Resource professionals to demonstrate understanding of the complexity of conducting HRM programs in international, cross-cultural and different legal and economic contexts. The course content covers such topics as examining organizational and employee perspectives on the design and delivery of international HRM programs. Learners will be exposed to the strategies for global recruitment and selection, cross-cultural adjustment and repatriation, performance management, and human resource challenges and associated risks.

INBM 207 International Careers and Culture

This course explores the challenges faced by people engaged in international careers and culture. Being overseas can stimulate a life-long desire to experience other countries and cultures, understand employment in international fields, and develop job hunting skills and future careers. The course identifies the biggest challenge faced in global careers today is life and work imbalance, followed by limited language skills, networking, maintaining personal relationships, adaptability, underemployment, dealing with different cultural etiquette, protocols, ethical standards and legal practices. The course also examines values and value orientations in relation to current international career events by establishing a link between theoretical knowledge and applied skills to the international and the domestic multicultural, multi-ethnic business environment.

INBM 208 Independent International Business Project

The need of qualified project manager is increasing who can accomplish the international projects with global participants successfully. In this course, you will learn implementation and evaluation of team projects by applying project management principles including cross-cultural communication skills; leadership, group dynamics, conflict resolution, negotiation techniques, different time zones and make recommendations to accomplish the project's goal and objectives. The course will cumulate in the completion of a comprehensive an international business and marketing plan with follow-up audit of a project - risks, logistics, and challenges to assess whether the goals are met.

PERGUNTE AO EXPERT

Contate o Fabio Para ajudá-lo a planejar os seus estudos.