

# INTERNATIONAL BUSINESS MANAGEMENT

---

## Program Outline

<b>Major:</b>	BINT
<b>Length:</b>	1 Year
<b>Delivery:</b>	3 Semesters
<b>Credential:</b>	Ontario College Graduate Certificate
<b>Effective:</b>	2017-2018
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie), Winter (Barrie)

---

### Description

The field of international business encompasses a variety of disciplines, including finance, sales, marketing, and human resources; graduates demonstrate a range of knowledge, skills, and abilities which are relevant to both business in general and international business in particular. Because of the variety of cultural contexts in which international business is conducted, an appreciation of and respect for the histories, customs, and cultures of other countries are essential elements of a graduate's success in the international business field.

### Career Opportunities

Graduates of this program are prepared to perform sales, marketing, planning, negotiation, research, project management, information management, and customs documentation functions in positions of responsibility. They have demonstrated management skills which include leadership and planning to support the international business activities of an organization. Graduates work in a broad range of employment settings in all sectors of business and industry, in both domestic and international locations.

### Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- analyze the impact of various economic, legal, cultural, geographical, and political systems on international business;
- conduct business in compliance with relevant national and international law, legislation, policies, and regulations;
- apply computer skills and knowledge to support the international business functions in the context of e-commerce;
- assist in the importing and exporting functions of a business;
- collect, process, and interpret data used to support international business;
- conduct business with diverse populations using culturally appropriate methods;
- contribute to the planning, directing, and evaluating of individual and team projects;
- develop an international marketing plan which includes marketing objectives, marketing mix, strategies, budgetary considerations, and evaluation criteria;
- develop strategies to utilize domestic and foreign government programs, policies, and agencies which facilitate international trade;
- apply financial knowledge and skills to the operation of an international business;
- apply leadership and teamwork knowledge and skills when working with coworkers, supervisors, and others;
- apply knowledge of quality control and assurance programs to sourcing and supplying;
- apply the principles of business ethics and international corporate responsibility;
- employ entrepreneurial strategies to maximize the effectiveness of international business initiatives;
- participate in the development of an international business plan;
- analyze the impact of an organization's integrative trade initiatives on its human resource management strategies, policies, and practices;
- manage the implementation and evaluation of team projects by applying project management principles;
- develop strategies to negotiate effectively within various cultural environments;
- communicate information related to international business accurately and credibly in oral, written, and graphic form.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1		Sem 2		Sem 3
-----				
Fall		Winter		Summer
2017		2018		2018

Winter Intake - Barrie

Sem 1		Sem 2		Sem 3
-----				
Winter		Fall		Winter
2018		2018		2019

### **Articulation:**

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

### **Admission Requirements:**

- Post-secondary diploma or degree, or equivalent; education or experience in a business setting is desirable.

### **Selection Process:**

Admission decisions will be based on academic grades.

### **Additional Information:**

The internship which is completed in the third semester of the program has been designed to blend career ambitions with post diploma college studies. This blending of academic and industry experience will provide the students with opportunities to apply their knowledge and skills within a work environment. Placement opportunities will be determined by the Internship department and the student. Students who are already employed in an environment conducive to the application of the program content may obtain credit for their internship at the discretion of the Internship department.

### **Graduation Requirements:**

- 12 Mandatory Courses
- 1 Internship

### **Graduation Eligibility:**

To graduate from this program, a student must attain a minimum of 60% or a letter

grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

#### **Mandatory Courses**

- BINT1000 International Trade Finance
- BINT1001 The Global Marketplace
- BINT1002 International Human Resources Management
- BINT1004 Global E-Commerce
- BINT1005 International Trade Research
- BINT1006 Strategic Management of International Operations
- BINT1007 Global Entrepreneurship
- BINT1009 Global Supply Chain Management
- BINT1010 International Marketing Management
- BINT1011 Advanced Global Strategy
- BINT1013 Project Management
- BINT1014 Legal Considerations in International Trade

#### **Internship**

- BINT1012 Internship (International Business)

#### **Course Descriptions:**

##### **BINT1000 International Trade Finance 42.0 Hours**

This is a course about taking advantage of the opportunities created by the emergence of a global economy and managing the risks of globalization. The objective of the course is to examine financial management models of cash flow, with an emphasis on foreign processes. Furthermore, it explores the implications of balance of payments, interest rates, and inflation rates on foreign exchange rates, as well as the implications of foreign exchange risk on investment decisions.

##### **BINT1001 The Global Marketplace 42.0 Hours**

This course provides a review of the essential elements of conducting business on an international scale. Topics include world geography and geopolitical systems, modes of entry, theories of international business, cross-cultural issues, the legal environment, the multinational corporation, functional management and operational concerns of business in the international arena.

##### **BINT1002 International Human Resources Management 42.0 Hours**

This course provides you with an opportunity to explore international human resource practices. You will develop an understanding of the differences between domestic and international human resource management, with specific emphasis on international recruitment and selection, performance management, training and development,

compensation, the expatriation process, international labour relations, union concerns, and current issues and trends in international human resources.

**BINT1004 Global E-Commerce 42.0 Hours**

Worldwide online trade will grow dramatically as companies construct cyber locations around the world. Businesses conducting global e-commerce must take into account differences in culture, language, currency, exchange rates, and technological communications. In this course, you will critically examine what globalization means for e-commerce, learn how trade policies work in a global e-commerce marketplace, and study issues related to the use of internet technology as an enabler to perform international business functions.

**BINT1005 International Trade Research 42.0 Hours**

Successful marketing in international trade depends on developing an in-depth understanding of target markets. In this course, you will use information systems and sources to conduct market intelligence analysis for the introduction and marketing of a real product or service for the global economy. The objective of the course is to prepare an international trade research paper that demonstrates the ability to plan the research process, collect and interpret data.

**BINT1006 Strategic Management of International Operations 42.0 Hours**

This course critically examines the generic and functional strategies open to multinational enterprises; you will test the applicability of these concepts to actual situations. This course includes a computer simulation to provide you with first-hand experience in operating a business.

**BINT1007 Global Entrepreneurship 42.0 Hours**

This course will provide you with an overview of international trade management and trade rules. In addition, you will learn how to manage the import/export process, international innovation, assets, risks and negotiations abroad. You will develop a foreign market entry strategy for a specific product or service using computer simulated negotiation software, which will further develop your management skills.

**BINT1009 Global Supply Chain Management 42.0 Hours**

This course focuses on both strategic and tactical issues in international operations management, including capacity planning, materials management, modes of transportation, Incoterms, supply chain management and global sourcing and manufacturing.

**BINT1010 International Marketing Management 42.0 Hours**

This course is an advanced study of the international marketing function. You will work on an international marketing project. You will develop the framework, gather the necessary information and data, undertake the necessary marketing analysis, summarize your findings and make the necessary recommendations.

#### BINT1011 Advanced Global Strategy 42.0 Hours

This course focuses on how strategy is developed and turned into action. Acting as a general manager, who has cross functional responsibilities as well as national boundaries, you will conduct an analysis of an international business opportunity and/or challenge and develop an international business plan.

#### BINT1012 Internship (International Business) 520.0 Hours

The International Business Internship is designed to provide you with an experiential learning opportunity and exposure to prospective employers. Client companies will be provided with research and trade development services.

P- BINT1000 International Trade Finance and (P- BINT1001 The Global Marketplace or P- BINT1002 International Human Resources Management or P- BINT1004 Global E-Commerce or P- BINT1005 International Trade Research) or (P- BINT1014 Legal Considerations in International Trade or P- BINT1003 International Corporate Responsibility or P- BINT1008 Legal Considerations in International Trade) and P- BINT1006 Strategic Management of International Operations and P- BINT1010 International Marketing Management and C- BINT1011 Advanced Global Strategy

#### BINT1013 Project Management 42.0 Hours

This course focuses on both the theory and practical application of project management skills and techniques to enable the development, selection, definition execution and closure of projects. These skills are applicable to all ranges of business operations, not for profits and personal undertakings that the student will encounter in their careers and are used worldwide. Augmenting the learning will be the use of Microsoft project 2010 (or recent edition), a project management standard in the industry.

#### BINT1014 Legal Considerations in International Trade 42.0 Hours

This course examines the legal implications of engaging in business relations with other markets on a global scale. Issues relating to intellectual property, contracts and jurisdiction, consumer protection, human rights, product liability, trade agreements, corporate social responsibility and fair competition are analyzed.

### **Course Description Legend**

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*

