

# BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS PROGRAM (B131)

<b>PROGRAM NAME</b>	<b>Business Administration – International Business</b>	<b>TUITION</b>
<b>COURSE CODE</b>	<b>B131</b>	\$4,336.00 *
<b>SCHOOL</b>	<b>School of Management</b>	<b>ADDITIONAL COST</b>
<b>CENTRE</b>	<b>Business</b>	* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.
<b>LOCATION</b>	<b>St. James Campus</b>	<b>International students:</b> Visit the International Fees and Related Costs <sup>2</sup> page for more information.
<b>DURATION</b>	<b>3 years (6 semesters)</b>	
<b>FIELD EDUCATION</b>	<b>Field Education Course (Optional)</b>	
<b>STARTING MONTH</b>	<b>September, January</b>	
<b>CREDENTIAL</b>	<b>Ontario College Advanced Diploma</b>	
<b>YEAR OF STUDY</b>	<b>2019-2020</b>	
<b>METHOD OF STUDY</b>	<b>FT</b>	
<b>APPLY TO</b>	<b>Ontario Colleges<sup>1</sup></b>	

The field of International Business encompasses a variety of disciplines including finance, sales, marketing and human resources. Consequently **Business Administration – International Business** program graduates will be prepared to perform in a variety of specialized areas such as international market entry and distribution, international trade management, international negotiation and trade research, international marketing, international trade finance, planning, logistics, legal aspects of international trade and other functions related to business in general and international business in particular. Graduates of this program will have demonstrated their knowledge, skills and abilities related to international business, and will have prepared for careers that include negotiators, freight forwarders, logistics and marketing.

You will learn about:

- Documents and procedures supporting the movement of products and services in a global supply chain
- Statutory and regulatory compliance
- International payment instruments and options
- Foreign exchange strategies
- Human resource strategies in an international operation.

## ACCREDITED PARTNERSHIP WITH FITT



George Brown College has partnered with FITT (Forum for International Trade Training)<sup>3</sup> to offer the FITTskills program. FITT is an international trade training and professional certification body. As the only organization of its kind in the world, FITT sets the standards and designs the training programs leading to the Certified International Trade Professional (CITP) designation<sup>4</sup>. FITT's quality training programs impart knowledge and practical skills that provide a competitive advantage to trade practitioners and elevate their position in world markets.

**Note:** The requirements for each designation/certification are set by the granting body, not George Brown College. In order to qualify for any of these designations/certifications, you need to follow the process listed on its website and meet all the requirements applicable to you.

This Centre for Business<sup>5</sup> program is part of our School of Management.<sup>6</sup>

## FIELD EDUCATION OPTIONS

This program (B131) is also offered **with** work experience. Students who wish to apply for Business Administration – International Business **with** Work Experience<sup>7</sup> should apply to B161<sup>8</sup>.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real-world challenges and clients. Find out more about field education<sup>9</sup> at the Centre for Business<sup>10</sup>.

## PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.

2. Conduct, evaluate and present market research to support an organization's international business decision-making.
3. Prepare and analyze documentation and follow procedures to support the movement of products and services in the organization's global supply chain.
4. Analyze the impact of statutory and regulatory compliance on an organization's integrative trade initiatives.
5. 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.
6. Develop and present an international marketing plan, and evaluate sales strategies that support an organization's integrative trade initiatives.
7. Identify and interpret relevant international financial documents and assess financial strategies that support an organization's integrative trade initiatives.
8. Analyze the impact of an organization's integrative trade initiatives on its human resources management strategies, policies, and practices.
9. Develop and present an international business plan.
10. Plan, implement and evaluate team projects by applying project management principles.
11. Analyze principles of corporate sustainability, corporate social responsibility and ethics, and apply them to an organization's integrative trade initiatives.
12. Select and apply current technologies to support an organization's integrative trade initiatives.
13. Develop and present a plan for ongoing personal and professional development to enhance work performance within the international business field.

## REQUIRED COURSES

In order to graduate from the **B131 program**, you need to complete **37 courses**: **32** Mandatory courses, **2** Business Electives and **3** General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 37 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

**General Education Courses (Semester Three, Four, Five and Six):** You must complete **4** General Education courses. **1** mandatory ("Successful Social Relations" - GHUM 1087) and **3** chosen from at least **2** of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

**You are required to make up any failed or dropped courses before you are eligible to graduate.** You can make up these classes during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff

can assist you in any special timetable requirements you may have.

### SEMESTER 1

Code	Courses	Pre-requisite
BUS 1038	Business Concepts	NONE
COMM 1007	College English	NONE
COMP 1010	Business Computer Applications I	NONE
HRM 1008	Fundamentals of HR Management	NONE
MARK 1020	Principles of Marketing	NONE
MATH 1008	Math for Business & Management I	NONE

### SEMESTER 2

Code	Courses	Pre-requisite
ACCT 1036	Principles of Accounting	NONE
BUS 1040	Project Management	NONE
COMM 1034	Professional Communications I	COMM1007
COMP 1115	Business Computer Applications II	COMP1010
MATH 1095	Math for Business & Management II	MATH 1008
PSY 1129	Organizational Behavior	NONE

### SEMESTER 3

Code	Courses	Pre-requisite
ECON 1032	Macroeconomics	NONE
MARK 1002	Professional Selling	MARK1020
MGMT 1035	Global Trade Assessment	MARK1020
MGMT 4009	Operations Management	MATH 1095
STAT 1012	Business Statistics	MATH 1095
GHUM 1087	Successful Social Relations	NONE

### SEMESTER 4

Code	Courses	Pre-requisite
ACCT 2031	Managerial Accounting	ACCT1036
BUS 1041	Small Business Management	BUS1038
BUS 1044	Business Law	NONE
BUS 1055	Logistics & Supply Chain Management	MGMT 4009 & COMP 1115
BUS 3012	Intro. To Freight Forwarding I	MGMT 1035 or MGMT 1018
STS 1037	Career Planning & Development	NONE

**Select One General Education Elective**

## SEMESTER 5

Code	Courses	Pre-requisite
MGMT 1020	Management Decision Making	<b>MGMT 4009 &amp; ACCT 2031</b>
MGMT 2041	International Sales and Marketing	<b>MARK1002</b>
MGMT 2042	International Market Entry Strategies	<b>BUS1038</b>
MGMT 3008	International Trade Finance	<b>MGMT 1035</b>
MGMT 2043	International Supply Chain Management	<b>BUS1055</b>
<b>Select One General Education Elective</b>		

## SEMESTER 6

Code	Courses	Pre-requisite
MGMT 3006	Strategic Analysis	<b>MGMT 1020 &amp; COMM 1034</b>
MGMT 2029	International Trade Management	<b>MGMT 2041</b>
BUS 3013	Intro. To Freight Forwarding II	<b>BUS3012</b>
<b>Select Two Business Elective</b>		
<b>Select One General Education Elective</b>		

General Education Electives

## ELECTIVES

### BUSINESS ELECTIVES (SEMESTER FIVE AND SIX):

Code	Courses	Pre-requisite
CMMK 1114	Business Research & Report Writing	COMM 1034
CMMK 1127	The Business Media in Canada	COMM 1034
COMP 1113	Principles of E-Business I	COMP 1010
MARK 2053	Negotiation Skills	NONE
BUS 1067	Field Education	By Application Only- Applications available in SJC 103 & SJA 313A
MGMT 2037	Retail Management	MARK 2049
MGMT 2036	Customer Service	MARK 1020
MGMT 3014	Field Based Advanced Coaching	RM 2027 and by interview only
MGMT 3015	Quality Improvement through Lean/six Sigma	NONE
HRM 2027	Coaching for Effective Performance Management	HRM 1008
ECON 1021	Environmental Economics	ECON 1031 or ECON 1032 or ECON 1034. ECON 1034
CMMK 1156	Talking Business	COMM 1034
BUS 3010	Introduction to Customs I	MGMT 1018 or MGMT 1035
BUS 3011	Introduction to Customs II	BUS 3010
BUS 3015	Applied Business Planning	MARK 1020, ACCT 2031, MATH 1008 & HRM 1008

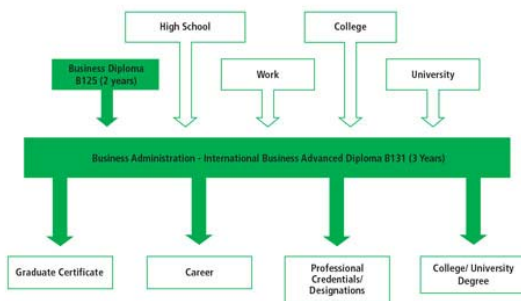
## YOUR CAREER

The world is now considered a global marketplace with organizations continually seeking opportunities to expand operations across national borders. Organizations across all industries including law firms, consulting firms and manufacturers of both goods and services cater to an international clientele. Potential positions may include:

- Forecasting and Replenishment Analyst
- Merchandise Assistant
- Purchasing Assistant

- Purchasing Coordinator
- Logistics Coordinator

Educational Pathways B131



"The Business Administration – International Business program entails a variety of business courses that will prepare you to succeed in the field after you graduate. The professors in the program are experienced and well qualified to make the classes interesting and understandable. The work experience component makes me feel extremely confident in finding a good job because it gave me the opportunity to apply and develop the skills taught in the classroom. I have no doubt that, by the end of my program at George Brown, I will be equipped with the necessary skills to be successful in a very competitive business world."

**Patricia Niengue** (Graduate 2018, Business Administration – International Business)

## CONTACT US

### DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at [admissions@georgebrown.ca](mailto:admissions@georgebrown.ca) or visit the Admissions web page.

### INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at [International@georgebrown.ca](mailto:International@georgebrown.ca) or visit George Brown International. Phone: (416) 415-5000 ext. 2115

### FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at [FinAid@georgebrown.ca](mailto:FinAid@georgebrown.ca) or visit the Financial Aid web page.

### ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. **Book online:**  
Complete and submit the Client Intake Form
2. **Book by phone:**  
Entry Advisor: (416) 415-5000, Ext 2949 Toll Free: 1-800-265-2002 TTY: 1-877-515-5559

### CENTRE FOR BUSINESS

For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

## ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent\*\*
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

### \*\* MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER)

Mature Students may take the Admissions Assessment<sup>11</sup> for English and Math, OR may consider upgrading to achieve the credit(s) needed in English<sup>12</sup> and Math<sup>13</sup>.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

### COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit [georgebrown.ca/transferguide](http://georgebrown.ca/transferguide) for more information.

### ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.

Please visit [georgebrown.ca/englishproficiency](http://georgebrown.ca/englishproficiency) for more details

### INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions<sup>14</sup> page for more information.

For general inquiries, please contact the Centre for Business:  
Email: [business@georgebrown.ca](mailto:business@georgebrown.ca) Phone: (416) 415-5000 ext. 2160

## INFORMATION SESSIONS

For program specific information and to meet faculty, sign up to attend an information session

## BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (B131/161)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

**Anu Harder**, Program Co-ordinator  
**Email:** [aharder@georgebrown.ca](mailto:aharder@georgebrown.ca)  
**Elizabeth Speers**, Director, Centre for Business  
**Email:** [espeers@georgebrown.ca](mailto:espeers@georgebrown.ca)

## VISIT OUR CAMPUS

This program is offered out of our School of Management<sup>21</sup> and classes take place at our St. James Campus<sup>22</sup>, mainly at 200 King St. E.<sup>23</sup>, and 290 Adelaide St. E.<sup>24</sup>, Toronto, ON, Canada.

**On-campus information sessions** are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up<sup>25</sup> for an upcoming session.

**Campus tours** are offered on a regular basis. Sign up<sup>26</sup> today! You can also check out our virtual tour<sup>27</sup>.

## LINKS REFERENCE

- <sup>1</sup><https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B131&lang=en>
- <sup>2</sup><http://www.georgebrown.ca/international/futurestudents/tuitionfees/>
- <sup>3</sup><http://www.fitt.ca/>
- <sup>4</sup><http://www.fitt.ca/certification>
- <sup>5</sup><http://www.georgebrown.ca/business/>
- <sup>6</sup><http://www.georgebrown.ca/business/management/>
- <sup>7</sup><http://www.georgebrown.ca/programs/business-administration-international-business-program-with-work-experience-b161/>
- <sup>8</sup><http://www.georgebrown.ca/programs/business-administration-international-business-program-with-work-experience-b161/>
- <sup>9</sup>[http://www.georgebrown.ca/business/learning\\_environment/](http://www.georgebrown.ca/business/learning_environment/)
- <sup>10</sup><http://www.georgebrown.ca/business/>
- <sup>11</sup><http://www.georgebrown.ca/assessment/admi-pre/>
- <sup>12</sup><http://www.georgebrown.ca/upgrading-credits/english-diploma/>
- <sup>13</sup><http://www.georgebrown.ca/upgrading-credits/math-diploma/>
- <sup>14</sup><http://www.georgebrown.ca/international/futurestudents/applynow/>
- <sup>15</sup><http://www.georgebrown.ca/admissions/>
- <sup>16</sup><http://www.georgebrown.ca/international/>
- <sup>17</sup><http://www.georgebrown.ca/financialaid/>
- <sup>18</sup>[http://www.georgebrown.ca/entry\\_advising\\_faq.aspx](http://www.georgebrown.ca/entry_advising_faq.aspx)
- <sup>19</sup><http://www.georgebrown.ca/advising/contactform/>
- <sup>20</sup>[http://www.georgebrown.ca/info\\_sessions.aspx](http://www.georgebrown.ca/info_sessions.aspx)
- <sup>21</sup><http://www.georgebrown.ca/business/management/>
- <sup>22</sup><http://www.georgebrown.ca/campuses/st-james/>
- <sup>23</sup><https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239>
- <sup>24</sup><https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc06!8m2!3d43.6519459!4d-79.3700668>
- <sup>25</sup>[http://www.georgebrown.ca/business\\_infosessions/](http://www.georgebrown.ca/business_infosessions/)
- <sup>26</sup>[http://www.georgebrown.ca/campus\\_tours/](http://www.georgebrown.ca/campus_tours/)
- <sup>27</sup><http://vt.georgebrown.ca/business>

*George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.*