The field of international trade can seem as large and complex as the world itself, encompassing disciplines such as strategic planning, law, finance, logistics and marketing. The International Business Management certificate program at George Brown College simplifies this complex field with dynamic and interactive teaching methods, including case analysis and guest speakers.

You will learn about:

- Documents and procedures supporting the movement of products and services in a global supply chain
- Statutory and regulatory compliance
- Cultural etiquette, business protocols, ethical standards and legal practices
- International payment instruments and options
- Foreign exchange strategies
- Human resource strategies in an international operation

This Centre for Business program is part of our School of Management.

Watch our past recording of the online info session for the International Business Management Program

PART TIME STUDY OPTIONS

Part-time study options are not available for this program.

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. 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.
4. Evaluate 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 evaluate 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. Manage the implementation and evaluation of team projects by applying project management principles.
11. 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.
12. Select and apply current technologies to support an organization’s integrative trade initiatives.

REQUIRED COURSES

In order to graduate from the B411 program, you need to complete 12 Mandatory courses.
## SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>BUS 4091</td>
<td>Global Trade Assessment</td>
<td>NONE</td>
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<tr>
<td>BUS 4092</td>
<td>International Sales and Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4093</td>
<td>Supply Chain Management</td>
<td>NONE</td>
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<tr>
<td>BUS 4094</td>
<td>International Market Entry Strategies</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4038</td>
<td>Intro to Freight Forwarding</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4040</td>
<td>Customs Procedures I</td>
<td>NONE</td>
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## SEMESTER 2

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>BUS 4034</td>
<td>International Trade Finance</td>
<td>BUS4091</td>
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<tr>
<td>BUS 4037</td>
<td>International Trade Management</td>
<td>BUS4094</td>
</tr>
<tr>
<td>BUS 4039</td>
<td>Intro to Freight Forwarding II</td>
<td>BUS4038</td>
</tr>
<tr>
<td>BUS 4041</td>
<td>Customs Procedures II</td>
<td>BUS4040</td>
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<tr>
<td>BUS 4095</td>
<td>Capstone Project</td>
<td>Successful completion of Semester 1</td>
</tr>
<tr>
<td>BUS 4079</td>
<td>International Business Speakers Series</td>
<td>NONE</td>
</tr>
</tbody>
</table>

## YOUR CAREER

Graduates of this program will be equipped to enter a wide range of positions across a broad spectrum of organizations involved in international business management. Examples of careers students may pursue after graduation include:

- Export Control Analyst
- Junior Import Coordinator
- Logistics Coordinator
- Logistics and Customs Coordinator
- Customs Rater

## FUTURE STUDY OPTIONS

The International Business Management graduate certificate can also prepare students to pursue three industry designations/certifications in addition to the George Brown College graduate certificate if they choose to do so. These industry designations/certifications require additional exams and/or related work experience to qualify. Please check the official websites listed below to find the detailed requirements set by the granting bodies of these designations/certifications.

The three industry designations/certifications are:

- Certified International Trade Professional (CITP) designation offered by FITT (fitt.ca). Please view equivalency course chart at georgebrownc.ca/FITT.
- Certified Customs Specialist (CCS) designation offered by the Canadian Society of Customs Brokers (cscb.ca)
- Certificate in International Freight Forwarding (CIFFA), recognized and approved by the Federation of International Freight Forwarding Associations (ciffa.com)

**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.

## ACCREDITED EDUCATIONAL PARTNERSHIP AGREEMENT WITH FITT

George Brown College has partnered with FITT (Forum for International Trade Training) to offer the FITT skills 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. 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.
ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor’s Degree or demonstrated, relevant work experience (resume and references required).

English Language Proficiency

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details.

Course Exemptions

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

International (Visa) Students

Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges^6
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 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 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

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.

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

INTERNATIONAL BUSINESS MANAGEMENT
(B411)

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
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca
Book a Meeting with the Chair:
centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.
Campus tours are offered on a regular basis. Sign up today! You can also check out our virtual tour.

LINKS REFERENCE

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/business/
5. https://www.georgebrown.ca/international/futurestudents/howtoapply/
7. https://www.youtube.com/watch?v=uDRjvstkOhE
8. https://www.georgebrown.ca/business_infosessions/
10. https://www.georgebrown.ca/international/
11. https://www.georgebrown.ca/financialaid/
12. https://www.georgebrown.ca/advising/faq/
14. https://centreforbusiness.as.me/managementprospective
17. https://www.google.com/maps/place/George+Brow+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
18. https://www.google.com/maps/place/George+Brow+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668

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.