Global Business Management

Ontario College Graduate Certificate (2 Years - 4 Semesters) (2106)
705.759.6700 : 1.800.461.2260 : www.saultcollege.ca : Sault Ste. Marie, ON, Canada

PROGRAM OVERVIEW

The Global Business Management program focuses on the impact international business has on the operation and strategic decisions of Canadian firms. Students will be introduced to and analyze the opportunities and challenges of globalization, international competition and regional integration. Graduates will be equipped to critically think about the increasingly connected world through studies of the global environment, theory of international trade and investment, currency markets and modes of entry, as well as emerging issues of gated globalization, changing world order and corporate social responsibility.

PROGRAM OUTCOMES

A graduate of the Global Business Management program at Sault College will reliably demonstrate the ability to:

1. Collect, process and interpret data used to support international business.
2. Develop, execute and analyze the results of a comprehensive global business plan.
3. Conduct business with diverse populations using culturally appropriate methods in compliance with relevant laws and regulations.
4. Assist in the importing and exporting functions of a business.
5. Plan, direct, execute and evaluate individual and team projects.
6. Implement strategies utilizing domestic and foreign government programs, policies, and agencies which facilitate international trade.
7. Apply financial knowledge and skill to the operation of an international business.
8. Apply leadership and teamwork skills establishing and maintaining working relationships.
9. Apply quality control and assurance programs to sourcing and supplying.
10. Apply the principles of business ethics and international corporate responsibility.
11. Develop new products and services consistent with evolving market needs.
12. Evaluate the viability of marketing a product or service in an international market or markets.
13. Develop personal professional development strategies and plans to enhance leadership and management skills.
14. Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives.
15. Employ environmentally sustainable practices within the profession.

ADMISSIONS

MINIMUM ACADEMIC REQUIREMENTS

Ontario College Diploma, Ontario College Advanced Diploma, Degree, or equivalent.

Applicants whose first language is not English, must provide proof of English proficiency. Sault College accepts the TOEFL, or IELTS, or equivalent test to satisfy our English admission requirements.

MANDATORY FEES
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These fees are for the 2019-2020 academic year (year 1 of study) and are subject to change. Please visit your Student Portal to view your Schedule of Fees.

**OTHER INFORMATION**

This program is available to only International students at this time.

**PROGRAM OF STUDY**

**SEMESTER 1**
- ACC209-4 Managerial Accounting
- CMM510-2 Professional Communication
- GBM101-3 Business Analytics and Data Strategy
- GBM102-3 Project Capture Planning
- GBM103-3 Principles of Sustainability and Social Responsibility
- GBM104-3 Professional Development
- GBM105-3 Global Value Chain

**SEMESTER 2**
- BCG207-4 Business Simulation
- GBM201-3 Leadership and Emotional Intelligence
- GBM202-4 International Trade Finance
- GBM203-3 Project Leadership
- GBM204-3 International Business Law
- GBM205-3 Products and Services for Global Markets

**SEMESTER 3**
- GBM301-3 Feasibility of International Trade
- GBM302-4 Advanced International Finance
- GBM303-3 Principles of Buying
- GBM304-3 International Market Entry Strategies
- GBM305-3 Negotiation, Conflict, and Risk Management
- GBM306-3 International Sales and Marketing
- GBM307-3 Strategic Business Management

**SEMESTER 4**
- GBM401-3 Design Thinking and Innovation
- GBM402-3 Information Systems
- GBM403-3 Project Risk Management
- GBM404-10 Applied Project

**Course Descriptions**

Semester 1

Managerial Accounting (ACC209) (4 credits)
In this course, students will learn how to effectively use the accounting information that is required by managers to plan, direct, and control the operations of their business organization. Students will gain an understanding of managerial accounting data pertaining to cost systems, cost behaviour, cost-volume-profit relationships, decision-making, and budgeting.

**Professional Communication** (CMM510) (2 credits)
This course helps students develop professional communication skills required for success in the Hospitality and Tourism industry. Assignments involve various modes of communication, including writing, with a focus on program-related materials and expectations. With opportunities to use computers and other media, students create effective job search documents, develop interview skills, and identify career pathway possibilities. Emphasis is placed on integrating positive and inclusive language, listening to client needs, and developing error-free, effective communications.

**Business Analytics and Data Strategy** (GBM101) (3 credits)
This course introduces data driven business decision making skills that better inform practices in the workplace. Through the use of statistical tools, students will prepare and interpret visual representations of data.

**Project Capture Planning** (GBM102) (3 credits)
In this course, students will demonstrate the principles and processes of creating an expanded project capture plan (based on the ISO Charter) to be used by companies and organizations to generate new business or solve complicated integrated tasks. The objective is to make students understand how this type of plan is used in the international business environment and to create realistic plans in preparation for life after College.

**Principles of Sustainability and Social Responsibility** (GBM103) (3 credits)
In this course, students will study the impact which corporations have on the environment, employees, communities, and stakeholders and will examine related ethical issues and concerns in these areas. Students will define good corporate citizenship and will look at government and private legislation/regulations which aim to make corporations socially accountable. Various approaches to Corporate Social Responsibility (CSR) and CSR policies will be reviewed and assessed.

**Professional Development** (GBM104) (3 credits)
This course familiarizes students with the program and area of study. It further gives students the opportunity to work through a topic-specific and relevant case study toward a successful pathway for success.

**Global Value Chain** (GBM105) (3 credits)
The Global Value Chain course examines how you can control and manage logistical systems within the global value chain in order to minimize your costs and risks, and maximize your international business potential. It also examines aspects of distribution, inventory management, document management and procurement, which are integral to international trade logistics.

Students learn how to procure goods and services and in international markets efficiently and effectively, keep your customers, clients and suppliers happy by transporting goods in a timely manner and in compliance with all regulatory requirements, minimize your risk and keep your goods safe by taking all measures needed to prepare them for transport, meet every need of your international suppliers, buyers and customers by implementing new inventory management strategies, and spend less time waiting at customs by preparing and managing all necessary documentation for exporting and importing goods and services.

**Semester 2**
**Business Simulation** (BCG207) (4 credits)

Students will utilize the knowledge relating to business activities gained through the curriculum. Students will apply their business knowledge in a simulated business environment to test their ability as a business owner/manager.

**Leadership and Emotional Intelligence** (GBM201) (3 credits)

This course looks at how emotional intelligence improves leadership and relationship management skills. Students will identify their leadership styles through self-assessment and will use emotional intelligence skills to encourage innovation, accountability and potential in leadership roles.

**International Trade Finance** (GBM202) (4 credits)

This course offers students the skills necessary to manage cash flow and mitigate financial risk by selecting appropriate transaction methods and tools for international trade activities, keep business on a strong financial foundation by selecting the best options for negotiation terms and non-payment dispute resolution, as well as how to negotiate the best payment options and arrangements based on risk assessment and trade research findings and minimize an organization’s exposure to financial risk using tools such as credit insurance, guarantees and bonds.

Keep the cash flowing by implementing financial management strategies to address any factors that could impact company bottom line, learn how to keep buyers and customers happy by resolving non-payment situations through the use of contracts in a conflict-free manner and strategically manage business assets by developing a smart financial plan for short, medium and long-term growth.

**Project Leadership** (GBM203) (3 credits)

This course is designed to help participants develop competencies by way of knowledge, skills and attitudes needed to perform effectively as members of project teams, as project managers or as functional managers who use projects as building blocks in the design and execution of organizational strategies. The emphasis is placed on how leadership and change management application can demonstrate how projects can be used to develop and execute strategic initiatives in preparing the organization for its uncertain future. The course emphasizes an integral view of projects involving cross-functional? and cross organizational teams as highly versatile strategic resources and key elements for strategic planning, organizing, motivating, directing and controlling projects. Topic areas include Leadership Models, Accountability, Leadership Assessment, Human Relations, Change Management, Social Responsibilities.

**International Business Law** (GBM204) (3 credits)

This course introduces students to the basic tenets of the legal system in the world market. Against the backdrop of a case intensive approach, the course commences with the foundational elements of public international law by examining sources of law, comparative law, and state responsibility. From this basis the course continues with an examination of private international law and the legal effects on individuals and business organizations.

**Products and Services for Global Markets** (GBM205) (3 credits)

In the Products and Services for a Global Market course, you’ll learn how to adapt and conform your products and services to differences in regulatory, legal, cultural and consumer/client requirements in international markets. Analyzing how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery, and then developing strategies around these custom aspects is key to your long-term success in any international target market. Students learn how to establish a competitive advantage with the best design options for adapting products and an effective plan to implement good development and testing processes, maximize output and minimize costs and risks by developing products for the international market based on customer specifications and regulations, build a strong local reputation by meeting customers’ cultural needs and abiding by all legal and regulatory requirements, stand out from the crowd by developing well-defined and/or customized service offerings, and keep your customers happy by addressing the specific needs of your target markets.
Semester 3

**Feasibility of International Trade (GBM301) (3 credits)**
This course gives students the confidence to delve into international opportunities while ensuring the success of new international ventures by knowing and following the critical steps. Improve your bottom line by properly analyzing your organizational readiness and correctly identifying promising opportunities. Students will learn how to decide whether new international opportunities are viable by conducting thorough research and analysis, make smarter decisions by assessing your organizational readiness for new international trade initiatives, find the best potential import and/or export ventures for your business with effective market research, ensure your company remains profitable by conducting cost-benefit analyses for importing or exporting potential products and services, and mitigate possible risks by developing and implementing strategies and activities to monitor and manage them.

**Advanced International Finance (GBM302) (4 credits)**
This course will further expand on relevant topics in international finance. By familiarizing analytical techniques needed to evaluate empirical performance models, students will learn more about financial liberalization and banking system stability.

**Principles of Buying (GBM303) (3 credits)**
This course provides a critical view into the purchasing elements of world of Supply Chain Management. Topical focus will relate to supply organizations, quality, supplier relations, sourcing, price and cost management and the role of transportation. The scope of this course will include the private and public business sectors.

**International Market Entry Strategies (GBM304) (3 credits)**
The International Market Entry Strategies course examines what individuals in organizations need to know and do to ensure the success of new international ventures. Students will learn how to research market entry options, analyze them, and then select the most effective strategy for your needs. With this knowledge in hand, this explains how to implement and manage new market entry strategy and build a successful future in new market. Students learn how to choose the most advantageous market entry strategy based on research and analysis of options and potential issues, develop an international business plan that details key business strategies with metrics to monitor success, excel in new markets by establishing and managing strategic alliances through use of research, evaluation, negotiation and continued communication, establish and maintain productive business relationships using knowledge of target market’s culture, and maximize profit and ensure efficient distribution and control by managing direct and indirect exports.

**Negotiation, Conflict, and Risk Management (GBM305) (3 credits)**
This course introduces the major schools of thought in social psychology, law, and business. Conflict resolution strategies are examined from theoretical and practical perspectives to develop a deeper self-awareness.

**International Sales and Marketing (GBM306) (3 credits)**
This course equips students with the knowledge and skills necessary to build their company’s strong international brand, develop effective sales and marketing strategies, build a high demand for product and create strong relationships with customers. You’ll be able to do all of the above by recognizing and applying the considerations an organization must make when promoting and selling products or services beyond domestic borders. In this course students learn how to fulfill your market entry and competitive strategies with the creation of actionable marketing and sales plans, meet the needs of your customers by adapting products and services for specific international markets, appeal to the values and preferences of the target market by developing a strong international brand, encourage future sales by providing efficient delivery of purchases and customer support, increase your reach, decrease costs and enhance the customer experience by developing an easy-to-use e-commerce operation.
**Strategic Business Management** (GBM307) (3 credits)
Students will examine the principles and processes of creating strategy to be reflected in a strategic plan. Case studies will be used to promote an understanding of problems, issues and opportunities being faced by companies striving to remain competitive. Students will develop the capability to develop integrated and realistic plans in preparation for their entry into the commercial business environment.

**Semester 4**

**Design Thinking and Innovation** (GBM401) (3 credits)
The gig economy is altering the way that people view and perform work, and businesses must be ready to respond with innovative policies and programs. This course will provide tools to think more creatively in this changing business landscape. By reviewing cases, students will develop compelling solutions to nurture superior innovation practices.

**Information Systems** (GBM402) (3 credits)
Technology has changed the way we gather, disseminate and interpret data in business. Hence, management demands have increased the need for automated human resources and supply chain management systems. This course will allow participants to gain an understanding of the requirements of an effective information systems, its design and effective business decision making.

**Project Risk Management** (GBM403) (3 credits)
In this course, the processes and activities necessary to manage risk throughout a project life cycle will be identified and applied. Students will be exposed to practical exercises, tools and techniques for both qualitative and quantitative analysis for handling project risks. There will be an introduction to a comprehensive project risk management process/matrix that extends from initiation through to project completion and from risk symptoms to risk event impact. Critical to risk management success is the business ability to project risk alignment and mitigation strategies beyond the basic financial contingency approach.

**Applied Project** (GBM404) (10 credits)
Students will undertake a semester-long, project-based learning opportunity in the development and execution of an applied project. The objective of the collaborative applied project is to have students, as team members apply and integrate the skill sets and knowledge that form the core of their training in this program. Students will augment their academic training with valuable case study and experiential learning.