



**GREYSTONE  
COLLEGE**  
PART OF THE ILSC EDUCATION GROUP

# Diploma in International Business Management

- Small interactive classes encourage a dynamic participatory learning environment
- Learn from highly qualified instructors with several years of professional industry experience
- Completion of the program qualifies you for certification by the Canadian Institute of Management (CIM)

## Campus

Toronto

## Program Length

26 weeks\*

*\*Program length will vary due to winter or summer breaks. Contact us for more detailed information.*

## 2018 Start Dates

Daytime: Jan 2, Jan 29, Feb 26, Mar 26, Apr 23, May 22, Jun 18, Aug 7, Sep 4, Oct 1, Oct 29, Nov 26

## 2018 Fees

Registration fee:	<b>\$150</b>
Tuition:	<b>\$9,750*</b>
Material fee:	<b>\$810</b>

*\*Additional fees apply for CIM certification, please contact Greystone College Toronto for details.*

*All fees are in Canadian dollars.*

### Co-op Service includes:

Documentation support, interview and job preparation, résumé building, arranged interviews for unpaid co-op positions, & monitoring during the placement portion of the program.

*The student is responsible for the payment of any government fees related to the application for a work permit and the extension of study permit.*

## Entry Requirement

- Students who are interested in attending Greystone College must have a secondary school diploma or equivalent (accepted secondary school diplomas must be from Canada or the USA); or be at least 18 years of age, and pass a superintendent approved qualifying test.
- International students must demonstrate advanced level of English with our online written test and arranged speaking interview.

*The online written test and speaking interview are exempt if iBT 80, IELTS 6.5, or ILSC Advanced 1 is presented.*

*If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.*

## Program Description

Graduates will gain an excellent understanding of the essentials of business management. This program prepares students to enter the world of business management and looks at the current global business environment. Students will discuss global issues, prepare presentations, do team projects, and extend their research skills.

## Program Schedule

Students will cover various topics throughout the course, and will learn various methods of interpreting-translation, as well as vocabulary for different fields and purposes.

TIME	MON-THUR	FRI
9:00 AM-12:00 PM	Class	
12:00-1:00 PM	Lunch	No class
1:00-2:30 PM	Class	



## What is the CIM?

The Canadian Institute of Management is Canada's senior management association. As a non-profit organization, the Institute is dedicated to the enhancement of managerial skills and professional development.

COURSE NAME	DESCRIPTION
<b>INTERNATIONAL BUSINESS</b>	This course introduces students to globalization and to the value-adding activities of businesses in the current global economy. We discuss the impact of national cultures on doing business globally. In addition, we examine the external forces that impact businesses, international organizations, legal and labour forces in the global context. The course touches on strategic alliances and the impact of rapid environmental changes on strategic planning for international business.
<b>MARKETING</b>	This course is designed to provide students with an introduction to marketing concepts and terminology. It examines the importance of marketing within organizations and society in general. Students will study the major components of a marketing plan, the marketing mix and consumer relationships. They will learn how to address the basic needs of companies in planning, developing, and managing products, distribution channels, promotion and pricing.
<b>ORGANIZATIONAL BEHAVIOUR</b>	This course introduces students to the concepts of organizational behaviour and their application in today's business environments. Students will develop insights into how the behaviour of individuals and groups impact organizations. Further, they will learn to apply the theories and concepts of organizational behaviour to develop effective managerial competencies in such areas as teamwork, motivation, decision making and leadership.
<b>MANAGERIAL COMMUNICATIONS</b>	The ability to communicate well is an essential requirement for all employees of an organization. In this course we explore the importance of communication in business and cross-cultural environments; students also compose various forms of written communication and prepare and deliver a formal business presentation.
<b>INTRODUCTION TO MANAGEMENT</b>	This course introduces students to the concept of management by exploring the roles and functions of managers in a business environment. The purpose of the course is to enhance the students' understanding of the elements of the management processes of planning, organizing, directing and controlling organizational activities. The course is designed to build a foundation of knowledge needed in future management courses.
<b>BUSINESS LAW</b>	The course provides students with an overview of business law and an understanding of basic legal terminology. Since contracts form the heart of business operations, a significant portion of the course is dedicated to contract law and various legal issues arising from contract disputes. Class topics and discussions will draw on examples from current news media reports on legal cases. Knowledge of the court system includes field trips to the law courts.
<b>JOB SEARCH PREPARATION</b>	In this course, students will prepare to take their new skills and knowledge into the job market. Students will focus on defining their future goals and career aspirations, and will learn how to write effective resumés and cover letters, interview basics, and what employers are looking for. Students will complete the course feeling prepared to find work in their new field.

*\*The curriculum is subject to change.*