



HERITAGE COMMUNITY COLLEGE  
VESTRI POSTERUS SATUS HIC

## Program Outline

### Diploma in International Business

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#### **Brief Program Description**

This program will equip the students with the business knowledge, communication skills, ethical and legal know-how, and critical thinking skills that they need to adapt and thrive in a changing global environment.. Through this program, students will be able to learn all the basics of business and gain specialized expertise in areas such as international trade law, finance, sales and marketing. The graduate of this program occupy positions of leadership in the private and public sectors provincially, nationally and internationally

#### **Career Occupation\* (if applicable)**

Graduates are prepared for careers as:

- Account Manager
- Accounting Assistant
- Business Development Officer
- Business Manager
- Entrepreneur
- Human Resources Assistant
- Marketing Coordinator
- Office Manager
- Project Manager
- Sales Professional
- Self Employment

#### **Admission Requirements**

- Grade 12/GED or equivalent
- International students, for language proficiency, require IELTS at least 6 band or Canadian Language Benchmark Test level 6 or college's entrance language test.

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**Learning Objectives\***

Upon completion of this program the successful student will have reliably demonstrated the ability to:

- Work in a manner consistent with law and professional standards, practices, and protocols in international business
- Develop a business plan in collaboration with others
- Apply leadership and management knowledge and skills to assist in the planning, directing and controlling of an organization
- Take into account the impact of the economic, social, political, and cultural variables which affect a business operation
- Apply research skills to gather, interpret, analyze and evaluate data from primary and secondary sources
- Apply computer skills and knowledge of information technology to support the management of an organization

**Method(s) of Evaluation\***

Students will be assessed through written tests and assignments. there will be quizzes and midterms, which needs to be completed and submitted to the instructor for marking. This method of continual assessment ensures that the instructor can consistently monitor your progress and provide you with assistance throughout the duration of the course.

Students will be required to complete 240 hrs of work experience. To qualify for work experience, students are required to maintain a minimum C grade average or higher and a minimum attendance of 85%.

**Completion Requirements\***

Minimum C grade average is required for graduation

**Program Duration**

1440 hrs  
72 wks  
18 months

**Homework Hours**

2-3 hrs. This is only an approximate figure and is dependent upon how much time the student can dedicate to the studies and how well he/she grasps the learning concepts in the course material



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**Delivery Method(s)**

*Indicate how the program is delivered*

- In-class instruction*  
 *Distance education*  
 *Combined delivery (both in-class and distance)*

**Required course materials**

List textbooks

1. Computer Essentials 27e By Timothy O’Leary
2. Business Principles and Management By Burrow, Kleinds, Kenneth, Everad
3. Business Ethics: Decision Making for Personal Integrity & Social Responsibility By Laura Hartman, Joseph DesJardins and Chris MacDonald.
4. Fundamentals of Accounting Principles By Kermit D, Larson and Tilly Jensen
5. Marketing: An Introduction By Gary Armstrong, Philip T. Kotler, Valerie Trifts, Lilly Anne Buchwitz
6. Business Statistics in Practice: Using Data, Modeling, and Analytics By Bruce Bowerman, Richard O’connell, Emilly Murphree
7. Fundamentals of Management  
By Stephen P. Robbins, Mary A. Coulter, David A. De Cenzo
8. Contemporary Business Mathematics with Canadian Applications  
By S. A. Hummelbrunner, Kelly Halliday, Ali R. Hassanlou, K. Suzanne Coombs
9. Human Resource Management  
By Hermann Schwind, Krista Uggerslev, Terry Wagar, Neil Fassina, Julie Bulmash
10. OB  
By Kreitner, Kinicki, Cole, Digby
11. Financial Markets and Institutions,  
By A.Saunders and M.M. Cornett.
12. Computerized Accounting with QuickBooks, By Donna Kay 19e
13. Business Communication Today  
By Courtland L. Bovee, John V. Thill

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14. Canadian Income Taxation,  
By William Buckwold, Joan Kitunen
  15. Managerial Economics  
By Christopher Thomas, S. Charles Maurice
  16. Customer Service  
by Robert Lucas
  17. The Art of Leadership  
By George Manning, Kent Curtis
  18. International Business, theory and practice,  
By Ehud Menipaz, Amit Menipaa
  19. International Management: Managing Across Borders and  
Cultures,  
By Helen Deresky
  20. International Accounting  
By Timothy Doupnik, Hector Perera
  21. International Financial Management  
By Don Brean, Cheol Eun, Bruce Resnick
  22. International Human Resource Management: Globalization,  
National Systems and Multinational Companies  
By Chris Rees and Tony Edwards
  23. International Marketing  
By Philip Cateora, John Graham, Mary Gilly
  24. Working,  
By Larry Bailey
  25. Experiencing MIS,  
By David M. Kroenke, Andrew Gemino, Peter Tingling

**List of Equipment  
Required(provided by the  
school)**

- White board,
- overhead projector,
- lecture notes,
- computers,
- chairs,
- desks,
- garbage bins,
- A4 folder
- Notepads
- Pencils
- Pens
- Highlighters



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<b>Name of Course/Subject</b>	<b># of Hours</b>
COMP 101. Introduction to Computers	20
DIB 101. Fundamentals of Business	40
DIB 102. Business Ethics	20
DIB 103. Fundamentals of Financial Accounting	80
DIB 104. Foundations of Marketing	80
DIB 105. Business Statistics	80
DIB 106. Fundamentals of Management	40
DIB 107. Business Math	40
DIB 108. Human Resource Management	80
DIB 109. Organizational Behavior	40
DIB 110. Financial Institutions	40
DAP 105. QuickBooks	40
DIB 112. Business Communication	80
DIB 113. Income Tax Fundamentals	80
DIB 114. Managerial Economics	40
DIB 115. Customer Service	40
DIB 116. Leadership	40
DIB 117. International Business	40
DIB 118. Multinational Management	40
DIB 119. International Accounting	40
DIB 120. International Finance	40
DIB 121. Global Supply and Chain Management	40
DIB 122. International Marketing	40
DIB 123. Career Success	40
DIB 124. Management Information System	40
Practicum	240