

International Business Management (Graduate Certificate)



Meet our students

Our students are capable of handling a wide array of activities related to international business, from the daily documentation of imports/exports to the development of a well-researched foreign market entry strategy. The skills they learn during this program are reinforced through an integrated project with a real-world client. Our students come from a variety of undergraduate and geographic backgrounds, giving them a unique and valuable perspective.

Learn more about the classes these students take by visiting [the program webpage](#).

Core competencies and skills

- Analyzing a foreign country from political, economic, social, technological, and environmental viewpoints.
- Conducting strategic business negotiations in a multicultural environment.
- Applying project management concepts, processes, and tools to business projects.
- Using MS Project, Excel, and PowerPoint.
- Conducting an environmental scan and market research.
- Managing the preparation of documents and applications of procedures to support movements of products.
- Identifying international financial documents and evaluating key strategies in order to support organization trade initiatives.

Work term availability

- Winter (January – April)
- Summer (May – August)
- Fall (September – December)

Note: Students will be available for full-time hire upon completion of their work term.

Work term capabilities

- Identifying strategic business opportunities in the global marketplace and recommending strategies.
- Conducting cross-cultural analysis, competitive analysis, pricing analysis, and cost analysis.
- Investigating promotional options concerning packaging, labeling, and positioning of products.
- Analyzing financial statements using Excel.
- Determining attitudes towards imports from Canada and relevant international trade agreements or restrictions for product entry in an international market.
- Developing a market entry plan including the management of sales and distribution channels.
- Identifying the appropriate transportation processes, developing a comprehensive logistics plan.
- Preparing export documentation with a strong understanding of INCO terms.
- Locating sources of export-import financing available for Canadian companies as well as strategies to ensure protection from non-performance of foreign buyers.

Employer resources

- [Employer webpage](#)
- [Program information](#)
- [Program course schedule](#)

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