

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

International Business Management

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2005

### **FANS 01243 International Business Management - CVS Application**

Fanshawe College

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**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY  
CREDENTIALS VALIDATION SERVICE**

**APPLICATION FOR PROGRAM VALIDATION**

This proposal will be sent to MTCU for Approval for Funding XX YES      NO

<b>1. College:</b>	Fanshawe College
<b>2. College contact person responsible for this proposal:</b>	
<b>Name:</b>	Tracy L. Hillier, MBA
<b>Title:</b>	Academic Coordinator, Marketing Programmes
<b>Telephone:</b>	519-452-4290
<b>Electronic mail:</b>	thillier@fanshawec.ca
<b>3. Proposed Program Title:</b>	International Business Management
<b>4. Proposed Credential:</b> (please indicate below)	
Local Board Approved Certificate	<input type="checkbox"/>
Ontario College Certificate	<input type="checkbox"/>
Ontario College Diploma	<input type="checkbox"/>
Ontario College Advanced Diploma	<input type="checkbox"/>
Ontario College Graduate Certificate	XXXX <input type="checkbox"/>
<b>5. Proposed Program Outcomes:</b>	Please complete and attach the two Program Maps (Appendix A - Form 1 and Form 2)
<b>6. Proposed Program Description:</b>	Please complete and attach the Program Description Form (Appendix B)
<b>7. Proposed Program Curriculum:</b>	Please complete and attach the Program Curriculum Form (Appendix C)
<b>8. Date of Submission:</b>	
<b>9. Date of CVS Response:</b>	
<b>10. Validation Decision:</b>	
<input type="checkbox"/> Proposal Validated (APS Number:	
<input type="checkbox"/> Proposal not Validated. Reason:	
_____	
_____	
_____	
<b>Signed on behalf of CVS:</b>	

Send the completed form and required appendices to: [klassen@collegecvcs.on.ca](mailto:klassen@collegecvcs.on.ca)

For detailed information on how to complete the Application for Program Validation, please refer to the Instructions for Submission document.

For any additional information contact: College Credential Validation Service, 655 Bay Street,

Suite 400, Toronto, ON M5G 2K4; or by telephone at (416) 596-8799

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**APPENDIX A - PROGRAM MAPS**

**(Vocational Program Outcomes & Essential Employability Skills  
Outcomes)**

**Vocational Program Learning Outcomes:**

Form 1(attached) is provided to assist you in mapping your proposed program vocational learning outcomes against existing vocational outcomes found in either Provincial Program Standards or in Provincial Program Descriptions.

Where there is a relevant Provincial Program Standard, the approved Vocational Learning Outcomes must appear in the first column, followed by your proposed program vocational learning outcomes.

Where there are no Provincial Program Standards, the first column will contain program outcomes from the Provincial Program Description. Again, your proposed program vocational learning outcomes will be added in the middle column.

**NOTE: Both these types of documents can be obtained from staff at the CVS or at the Colleges Branch, MTCU.**

The last column will contain a list of the relevant curriculum proposed in your program to address the outcome in a manner that ensures the graduate will have reliably demonstrated the required skill or ability. Course numbers or course codes, corresponding to those provided in your list of courses (Appendix C), are sufficient in this column.

**Essential Employability Skills Outcomes:**

A mapping of the Essential Employability Skills (EES) will be done on Form 2 (attached).

The instructions / requirements for this map are the same as for the Vocational Program Map. The first three columns contain the approved skill categories, the defining skills, and the EES learning outcomes. The last column will contain the proposed curriculum (as listed in Appendix C) that will ensure the meeting of these outcomes.

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**APPENDIX A - PROGRAM MAPS  
Form 1 - Vocational Program Outcomes**

<b>PROVINCIAL PROGRAM STANDARD VOCATIONAL LEARNING OUTCOMES / PROVINCIAL PROGRAM DESCRIPTION OUTCOMES</b>	<b>PROPOSED PROGRAM VOCATIONAL LEARNING OUTCOMES</b>	<b>COURSE TITLE / COURSE CODE (From Appendix C)</b>
<p>Take into account the impact of various economic, legal, cultural, geographical, and political systems on international business.</p>	<p>Analyze the impact of various economic, legal, cultural, geographical, and political systems on international business.</p>	<p>All courses</p>
<p>Conduct business in compliance with relevant national and international law, legislation, policies, and regulations.</p>	<p>Design relevant international business strategies by applying relevant national and international laws, legislation, policies and regulations to address such compliance issues.</p>	<p>Legal Aspects of International Trade International Market Entry and Distribution Global Entrepreneurship Global Marketing Strategy International Trade Management</p>
<p>Apply computer skills and knowledge to support the international business functions.</p>	<p>Use applicable technology skills and knowledge to support the international business functions.</p>	<p>All courses</p>
<p>Assist in the importing and exporting functions of a business.</p>	<p>Evaluate, estimate and select appropriate import and export strategies applicable to the international business climate.</p>	<p>Global Entrepreneurship Global Marketing Strategy International Operations and Trade Logistics International Trade</p>

		Management
Collect, process, and interpret data used to support international business.	Collect, process, and interpret data used to support international business.	All courses and <u>Field Placement</u>
Conduct business with diverse populations using culturally appropriate methods.	Develop relevant business skills and strategies to conduct business with diverse populations using culturally appropriate methods.	Global Human Resource Management Ethics, Social Responsibility and Sustainability International Trade Management Economic Geography and International Trade Part 1/Part 2 International Market Entry and Distribution Global Marketing Strategy
Contribute to the planning, directing, and evaluating of individual and team projects.	Contribute to the planning, directing and evaluating of individual and team projects using effective change management tactics, appropriate leadership skills and suitable motivational techniques.	International Trade Management Global Marketing Strategy Global Human Resource Management Economic Geography and International Trade Part
Develop an international marketing plan which includes marketing objectives, marketing mix, strategies, budgetary considerations, and evaluation criteria.	Develop an international marketing plan which includes relevant marketing research, marketing objectives, marketing mix, international distribution and logistics techniques, budgetary considerations,	Global Marketing Strategy
Develop strategies to utilize domestic and foreign government programs, policies, and agencies which facilitate international trade.	Develop strategies to utilize domestic and foreign government programs, policies, and agencies which facilitate international trade.	International Market Entry and Distribution Global Marketing Strategy International Trade

		Management
Apply financial knowledge and skills to the operation of an international business.	Apply financial knowledge and skills to the operation of an international business.	International Trade Finance Global Marketing Strategy International Trade Management Global Entrepreneurship
Develop strategies to prepare for the contingencies associated with personal international travel.	Develop strategies to prepare for the risks and contingencies associated with international trade and personal international travel.	Global Human Resource Management International Trade Management Ethics, Social Responsibility and Sustainability
Take into account the business advantages of being multilingual.	Explain the business advantages of being multilingual.	Global Human Resource Management Global Marketing Strategy
Apply leadership and teamwork knowledge and skills when working with coworkers, supervisors and others.	Apply appropriate leadership and teamwork knowledge and skills when collaborating with internal and external stakeholders.	All courses and <u>Field Placement</u>
Apply the principles of business ethics and international corporate responsibility.	Apply the principles of business ethics, international corporate responsibility and sustainable development when developing global marketing strategies and crafting an International Business Plan.	Ethics, Social Responsibility and Sustainability Global Marketing Strategy International Trade Management
Employ entrepreneurial strategies to maximize the effectiveness of international business initiatives.	Employ entrepreneurial strategies to maximize the implementation and effectiveness of international business initiatives.	Global Entrepreneurship Global Marketing Strategy International Trade Management
Apply knowledge of quality control and assurance programs to sourcing and supplying.	Apply knowledge of quality control and assurance programs to sourcing and supplying.	International Operations and Logistics Global Entrepreneurship International Trade Management
Participate in the development of an international business plan.	Participate in the development of an international business plan.	International Trade Management

<p>Develop strategies to negotiate effectively within various cultural environments.</p>	<p>Design strategies to negotiate effectively within various cultural environments.</p>	<p>Global Human Resource Management Ethics, Social Responsibility and Sustainability Global Entrepreneurship</p>
<p>Communicate information related to international business accurately and credibly in oral, written, and graphic form.</p>	<p>Communicate and report information related to international business accurately and credibly in oral, written, and graphic form.</p>	<p>All courses and <u>Field Placement</u></p>

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**APPENDIX A - PROGRAM MAPS  
Form 2 - Essential Employability Skills Outcomes**

<b>SKILL CATEGORIES</b>	<b>DEFINING SKILLS</b> Skill areas to be demonstrated by the graduates	<b>ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES</b> The graduate has reliably demonstrated the ability to:	<b>COURSE TITLE / COURSE CODE</b> (From Appendix C)
<b>COMMUNICATION</b>	<ul style="list-style-type: none"> <li>• Reading</li> <li>• Writing</li> <li>• Speaking</li> <li>• Listening</li> <li>• Presenting</li> <li>• Visual Literacy</li> </ul>	<ul style="list-style-type: none"> <li>➤ communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience</li> </ul>	All courses and Field Placement
		<ul style="list-style-type: none"> <li>➤ respond to written, spoken, or visual messages in a manner that ensures effective communication</li> </ul>	All courses and Field Placement
<b>NUMERACY</b>	<ul style="list-style-type: none"> <li>• Understanding and applying mathematical concepts and reasoning</li> <li>• Analysing and using numerical data</li> <li>• Conceptualizing</li> </ul>	<ul style="list-style-type: none"> <li>➤ execute mathematical operations accurately</li> </ul>	International Trade Finance International Trade Research Economic Geography and International Trade Part 1 and Part 2 International Operations and Trade Logistics
<b>CRITICAL THINKING &amp; PROBLEM SOLVING</b>	<ul style="list-style-type: none"> <li>• Analysing</li> <li>• Synthesizing</li> <li>• Evaluating</li> <li>• Decision-making</li> <li>• Creative and innovative</li> </ul>	<ul style="list-style-type: none"> <li>➤ apply a systematic approach to solve problems</li> </ul>	All courses and Field Placement



SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
	thinking	<ul style="list-style-type: none"> <li>➤ use a variety of thinking skills to anticipate and solve problems</li> </ul>	All courses and Field Placement
INFORMATION MANAGEMENT	<ul style="list-style-type: none"> <li>• Gathering and managing information</li> <li>• Selecting and using appropriate tools and technology for a task or a project</li> </ul>	<ul style="list-style-type: none"> <li>➤ locate, select, organize, and document information using appropriate technology and information systems</li> </ul>	All courses
	<ul style="list-style-type: none"> <li>• Computer literacy</li> <li>• Internet skills</li> </ul>	<ul style="list-style-type: none"> <li>➤ analyse, evaluate, and apply relevant information from a variety of sources</li> </ul>	All courses
INTER-PERSONAL	<ul style="list-style-type: none"> <li>• Team work</li> <li>• Relationship management</li> </ul>	<ul style="list-style-type: none"> <li>➤ show respect for the diverse opinions, values, belief systems, and contributions of others</li> </ul>	All courses
	<ul style="list-style-type: none"> <li>• Conflict resolution</li> <li>• Leadership</li> <li>• Networking</li> </ul>	<ul style="list-style-type: none"> <li>➤ interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals</li> </ul>	Global Human Resource Management Ethics, Social Responsibility and Sustainability International Operations and Trade Logistics International Trade Management <u>Field Placement</u>

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
PERSONAL	<ul style="list-style-type: none"> <li>• Managing self</li> <li>• Managing change and being flexible and adaptable</li> <li>• Engaging in reflective practices</li> <li>• Demonstrating personal responsibility</li> </ul>	<ul style="list-style-type: none"> <li>➤ manage the use of time and other resources to complete projects</li> </ul>	Global Human Resource Management Ethics, Social Responsibility and Sustainability International Operations and Trade Logistics International Trade Management <u>Field Placement</u>
		<ul style="list-style-type: none"> <li>➤ take responsibility for one's own actions, decisions, and consequences</li> </ul>	All courses and <u>Field Placement</u>

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APPENDIX B - PROGRAM DESCRIPTION

**PROGRAM DESCRIPTION:** (including occupational areas where it is anticipated graduates will find employment)

The focus of the international business program is to graduate students with the skills to effectively investigate, analyse, manage and direct most aspects of international trade for an organization. If students are interested in a career in international trade this program is an absolute necessity. Our instructors are technology savvy international business professionals with relevant and practical expertise in international trade, investment, marketing, finance and business management. Students graduating with a certificate in International Business Management will have the opportunity to qualify for additional certification and recognition towards a Forum For International Trade Training designation as a Certified International Trade Professional (CITP).

International Business Management Program graduates work in a broad range of employment settings in all sectors of business and industry, in both domestic and international locations, including manufacturers, market research companies, international marketing and sales, cultural relations, international distribution, transportation and logistics, educational institutions, retailers, insurance companies, freight forwarders, brokerage houses, banks and other financial institutions, common carriers, trade commissioners' offices and other government agencies, import export management, international business consulting firms, and other large and small entrepreneurial businesses.

**VOCATIONAL PROGRAM LEARNING OUTCOMES:**

*The graduate has reliably demonstrated the ability to:*

1. Analyze the impact of various economic, legal, cultural, geographical, and political systems on international business.
2. Design relevant international business strategies by applying relevant national and international laws, legislation, policies and regulations to address such compliance issues.
3. Use applicable technology skills and knowledge to support the international business functions.
4. Evaluate, estimate and select appropriate import and export strategies applicable to the international business climate.
5. Collect, process, and interpret data used to support international business.
6. Develop relevant business skills and strategies to conduct business with diverse populations using culturally appropriate methods.
7. Contribute to the planning, directing, and evaluating of individual and team projects using effective change management tactics, appropriate leadership skills and suitable motivational techniques.
8. Develop an international marketing plan that includes relevant marketing research, marketing objectives, marketing mix, international distribution and logistics techniques, budgetary considerations, social/legal/political/regulatory issues, evaluation and action plan criteria.
9. Develop strategies to utilize domestic and foreign government programs, policies, and agencies which facilitate international trade.
10. Apply financial knowledge and skills to the operation of an international business.
11. Develop strategies to prepare for the risks and contingencies associated with international trade and personal international travel.
12. Explain the business advantages of being multilingual.
13. Apply appropriate leadership and teamwork knowledge and skills when collaborating with internal and external stakeholders.
14. Apply knowledge of quality control and assurance programs to sourcing and supplying.
15. Apply the principles of business ethics, international corporate responsibility, and sustainable development when developing global marketing strategies and crafting an International Business Plan.
16. Employ entrepreneurial strategies to maximize the implementation and effectiveness of international business initiatives.
17. Participate in the development of an international business plan.
18. Design strategies to negotiate effectively within various cultural environments.
19. Communicate and report information related to international business accurately and credibly in oral, written, and graphic form.

**ADMISSION REQUIREMENTS:**

- An Ontario Secondary School Diploma, or Grade 12 equivalency, or mature student status PLUS
- College Diploma or University Degree OR
- An acceptable combination of related work experience and post-secondary education (as determined by the College) OR
- Five years experience in the International Business Field. Such applicants may be required to submit a resume and cover letter that includes details of international work experience.
- Grade 12 English at the (C), (U) or (O) levels or equivalent.
- International applicants will require a TOEFL score of 570.
- Basic computer literacy such as email, Internet, spreadsheets, PowerPoint and word processing functions.
- A completed declaration of computer literacy is required for all applicants.

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY  
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<b>Semester</b>	<b>Course Code*</b>	<b>Course Title (and brief course description)</b>
1	Sept-Oct	<b>Global Entrepreneurship FITT mandatory</b> Study includes the global entrepreneur, the global economy, buying and selling internationally, the export process, the import process, international market research and marketing, trade rules, components of an international business plan, trade financing, logistics and distribution and negotiating abroad.
1	Sept-Oct	<b>International Market Entry and Distribution FITT mandatory</b> This course will review the principles of marketing obtained from the Global Entrepreneurship course, and explain the role of marketing in pursuit of international business opportunities. The differences between the domestic and global marketing environment will be presented. Various market entry strategies will be presented along with constraints and barriers to market entry; distribution; investment and partnering opportunities. This course provides the necessary tools to evaluate a multitude of strategies with the objective of selecting the most appropriate market opportunity, entry strategy and distribution alternatives.

1	Nov-Dec	<p><b>International Trade Research      FITT mandatory</b></p> <p>This course reviews the additional elements needed to conduct International Market research compared to domestic markets. It also explains the importance of adequate and full planning of the research task, data collection and evaluation. In addition, it explains market intelligence analysis, information systems and sources and the practical application of the research to the introduction and marketing of products and services in the global economy.</p>
1	Nov-Dec	<p><b>International Trade Finance      FITT mandatory</b></p> <p>The course describes the role of banks and banking in foreign transactions, financial markets, financial institutions, currency risk and management, interest rates, non-banking institutions, sources of funding, capital instruments, international transactions and commercial development.</p>
1	Sept-Dec	<p><b>Economic Geography and International Trade (Part 1)</b></p> <p>This course will present the terminology of international trade and outline the international trade blocs by geographic areas, trade rules, international trade treaties and their impact on the development of trade patterns. Environmental, social and cultural factors will be investigated. Study will include Canada's role in world trade with particular emphasis on those international and regional economic organizations and institutions that operate in the Americas.</p>
1	Sept-Dec	<p><b>Global Human Resource Management Social and Cultural Understanding</b></p> <p>Using the strategic HR process, students will gain an understanding of internal issues, managing patriots and ex-patriots, cultural diversity/behaviour and customs, business and dining etiquette, global business practices and protocol, differences in domestic and global HR practices and labour relations, selection and recruitment, training and development, rewards, compensation, motivation in diverse cultures, union concerns and the pressing trends in international human resources.</p>
2	Jan-Feb	<p><b>Global Marketing Strategy      FITT mandatory</b></p> <p>This course presents the role of marketing in the pursuit of international business opportunities. Students will assess the global marketing environment, conduct marketing research, perform a cultural assessment, analyze economic, political, legal and social factors, recognize the uniqueness of underdeveloped and emerging markets, select suitable product, price, promotion, distribution and logistics strategies when developing an international marketing plan.</p>

2	Jan-Feb	<p><b>International Operations and Trade Logistics FITT mandatory</b></p> <p>Study includes examination of the supply chain and how they differ domestically and internationally; the types of issues that are involved with international transportation; international inventory matters; supplier relationships and importing, export procedures, warehousing and product storage topics and the management issues that multinational logistics creates. An introduction to the basic concepts of total quality management, and project management is included.</p>
2	Mar-Apr	<p><b>International Trade Management FITT mandatory</b></p> <p>In this offering students will acquire relevant skills to manage international trade activities effectively while ensuring competitive advantage. This course is a primary cornerstone of the programme and will culminate into an International Business Plan.</p>
2	Mar-Apr	<p><b>Legal Aspects of International Trade FITT mandatory</b></p> <p>This course covers the conduct of business in an international environment, complexities of laws among trading nations and economic groupings, product liability, resolution of disputes, sale of goods, e-commerce and the internet, intellectual property, competition and anti-trust law, agents/distributors and franchises, international business contracts and conduct, carriage of goods and insurance and principles of contract law.</p>
2	Jan-Apr	<p><b>Economic Geography and International Trade (Part 11)</b></p> <p>Economic geography is concerned with the location and distribution of economic activity. This course will introduce the economic characteristics and economic systems of the global economy, the theory of international trade, policy issues, international capital flows, and foreign exchange markets. Various trading Blocs and their respective trading agreements will be presented along with the Examination of the European Union, the Euro currency, APEC and the Pacific Rim.</p> <p><b>Pre-requisite – Geography and International Trade (Part 1)</b></p>
2	Jan-Apr	<p><b>Ethics, Social Responsibility and Sustainability</b></p> <p>Study includes the impact of economic, social and environmental sustainable management, the triple bottom line, the impact of globalization on developed, developing, emerging and underdeveloped communities. Intensive review of corporate ethics in a domestic and international setting is studied.</p>
2	May	<p><b>Practical Field Placement – International Business</b></p> <p>Students will gain valuable hands on experience while engaged in international activities through a firm of their choice. Approximately 120 hours will be allocated. Student participation and quality of work will be assessed by the organization. This assessment along with a written student report documenting activities and learning experiences will be presented to the Course</p>

		Supervisor. An assessment of Pass/Fail will apply.

Add additional rows as required to complete the curriculum chart.

**\* (be sure to identify those courses designed to deliver General Education)**