



## Looking for a Career in International Business?

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In today's marketplace, borders are no longer a barrier to trade. Indeed, the most successful corporations operate in global markets. Companies must therefore develop an understanding of how cultural differences, business etiquette, and political and social differences affect how business is conducted. These developments have in turn led to increased demand for international business education and for credentials that are recognized and valued around the world.

This program is designed so as to enable students to learn how to conduct business with and in other countries whose local practices may differ markedly from domestic practices. Students will also study global marketing, financial and managerial accounting, pricing and channels of distribution, international business relations, key factors to consider when entering foreign markets, and communication practices for developing optimal business strategies. Additional topics covered include Canadian import, export, and customs regulations, and venture growth strategies and business in Asian and other emerging markets.

## How can a McGill prepare you for a career in International Business?

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## Program

- You will learn how to conduct business on a global scale and how it differs from domestic practices.
- You will study international marketing, finance, pricing, channels of distribution and communications policies to develop an optimum business strategy
- You will study the international financial environment as it affects the multinational manager, international sources of financing, international marketing policies, essential factors to be considered when entering foreign markets and international management.
- The McGill *Diploma in Management (International Business concentration)* will provide you with an understanding of issues such as international finance and international business relations; how international marketing works and Canada-U.S. business relations. The *Graduate Certificate in International Business* can take you to a higher level.

### IMPORTANT NOTE:

This program is EFFECTIVE as of Fall 2018.

If you were admitted PRIOR to Fall 2018, please follow the STUDY PLAN which you were provided with at the time of your admission.

# The Program

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The Diploma in Management (International Business concentration) is a 30-credit program which consists of 1 co-requisite course, 8 required courses and 2 complementary courses.

Classes are offered once a week for 13 weeks and are generally from 6 p.m. to 9 p.m. Courses can be taken in the Fall, Winter, Spring and Summer sessions. Classes in the Spring and Summer sessions may be given in less than 13 weeks. Not all courses are offered every semester.

The Diploma's program requirements are:

## **Co-Requisites<sup>1</sup>:**

CMS2 500 Mathematics for Management  
(or the Exemption by Examination test<sup>2</sup>)

## **8 Required courses (24 credits):**

CACC 520 Accounting for Management  
CEC2 532 Business Economics  
CMR2 542 Marketing Principles and Applications  
CMR2 566 Global Marketing Management  
CMS2 521 Applied Management Statistics  
CPL2 524 Introduction to International Business  
CPL2 554 International Business Policy  
CPL2 530 Canadian Import, Export and Customs Regulations

## **2 Complementary courses (6 credits):**

CCTR 535 Computer-Aided Translation and Terminology  
CEN2 507 Venture Growth Strategies  
CGM2 510 Project Management: Tools and Techniques  
CMIS 541 Information Systems for Managers  
CORG 551 Behaviour in Organizations  
CPL2 534 Leading in Diverse and Global Workplaces  
CPL2 535 Business in Emerging and Asian Markets  
CPL2 590 Topics in International Business

Or any other 500-level course offered through the Career and Professional Development and approved by the department.

Note: All courses are 3 credits unless otherwise stated.

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<sup>1</sup> Co-requisite: This refers to academic course requirements that must be completed in the first semester of studies.

<sup>2</sup> For more information on how to obtain course exemption by the means of a challenge exam, please consult the Exemption by Examination form available on our website at: [www.mcgill.ca/continuingstudies/current-students/student-services-and-resources/forms](http://www.mcgill.ca/continuingstudies/current-students/student-services-and-resources/forms).



## Course Descriptions

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### **CACC 520 Accounting for Management**

**(3 credits)**

Co-requisite: CMS2 500 Mathematics for Management

This course covers financial and managerial accounting. The course provides an understanding of the various financial statements as well as cost behaviour, cost/volume/profit relationships, budgets, responsibility accounting and relevant costing.

### **CCTR 535 Computer-Aided Translation and Terminology**

**(3 credits)**

Pre-requisites: None

This is a bilingual course.

Introduction to terminographic work in selected fields of specialization, and to computer-assisted translation (CAT) tools used to facilitate terminological searches and terminology management. Identification and critical use of sources of terminographic documentation, both online and offline. Introduction to other fundamental CAT tools, including machine translation, translation memory, spell/grammar checkers, concordancers, tool bars and repositories.

### **CEC2 532 Business Economics**

**(3 credits)**

Pre-requisites: None

Introductory micro and macro-economic theory and practice in profit and non-profit organizations from a managerial perspective. Topics include: demand and supply analysis, production costs, firms' pricing and output determination, aggregate demand and supply, national income, output and employment determination, inflation, interest rate, exchange rate determination, fiscal and monetary policies.

### **CEN2 507**

**CMR2 542 Marketing Principles and Applications****(3 credits)**

Pre-requisites: None

Covers the different aspects of marketing operations: the marketing concept, the analysis and research of market opportunities, the planning, implementation, and control of the marketing program (Product, Promotion, Distribution, and Pricing). The course focuses on Canadian market environment and Canadian marketing institutions. Lectures and case studies on an individual basis and/or involving team work will be used.

**CMR2 566 Global Marketing Management****(3 credits)**

Pre-requisites: CMR2 542 and (CMR2 548 or CMS2 521)

Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

**CMSC 000 Foundations of Mathematics****(3 credits)**

Pre-requisites: None

First-degree equations and applied word problems, polynomials, factoring, fractions, exponents, roots and radicals, inequalities, quadratic equations and functions, composite and inverse functions, arithmetic and geometric sequences and series.

**CMS2 500 Mathematics for Management****(3 credits)**

Pre-requisite: CMSC 000 or the Exemption by Examination Test

Basic mathematics needed for business applications, including graphs, series summation, mathematics of finance, annuity, discounted cash flow, internal rate of return, permutations, combinations, maxima and minima functions with business applications in optimization, introductory statistics and probability.

**CMS2 521 Applied Management Statistics****(3 credits)**

Pre-requisite: CMS2 500 or the Exemption by Examination Test

Statistical methods used in a variety of business situations, emphasizing application and providing a working knowledge of the most widely-used techniques. Topics include descriptive statistics; probability distributions; sampling procedures and distributions; inferential statistics including estimation; hypothesis testing and Anova; simple linear, multiple regression and correlation; time series and forecasting.

**CPL2 530 Canadian Import, Export and Customs Regulations**

**(3 credits)**

## Admission Requirements

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To be admitted to the 30-

# Admissions Procedures

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## STEP 1: PREPARE

1. Choose the program (certificate, diploma, graduate certificate or graduate diploma) you would like to apply to.
2. Verify the **Application Deadlines** to ensure that you submit your application in time.
3. Ensure you have a valid email address and credit card on hand to pay for the application fee (Visa, Master Card or America Express).
4. From the **list of programs**, click on the program you would like to apply to.
5. Review the admission requirements for the program to ensure you meet the criteria.
6. Ensure you have all necessary documentations required for your application as indicated in the “Documents Required” section.

## STEP 2: APPLY

1. Click “Apply Now” at the top of the program page or go to <https://mcgill.ca/x/4Um> and click “Apply Now”.
2. If you have a Login ID and PIN, enter them now, of if not, create oeW\*<sup>n</sup>BT/F9 11.04 Tf04 Tf1 0 0 1 108.02 645.9





