

# GLOBAL BUSINESS MANAGEMENT (GBG)

## About the Program

Global business management is critical to international investment and economic transformation in today's highly competitive, global environment. As a result, businesses need professionals who can manage global projects that take place across time zones, languages, cultures and currencies. This two-year graduate certificate program will equip you with the skills, knowledge and expertise to be a leader in the global arena.

Through the two-year Global Business Management graduate certificate, you will learn to think strategically, problem solve creatively and develop an understanding of the complexities and dynamics involved in global business. You will learn to anticipate the needs of an organization, develop strategies to support its profitability, and leverage technology to improve operational efficiency and gain a global competitive advantage.

### Credential

Ontario College Graduate Certificate

### Duration

4 Semesters (2 Years)

### Starts

January, May, September

## Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

## Skills

Throughout this program you will develop the following skills:

- marketing and communications
- ethics and corporate social behaviour
- global economics
- global leadership
- international banking and finance
- decision theory in global business
- data analytics and finance
- global human resources management
- trade research and market analysis
- legal environment for international transactions
- project management
- strategic management of customer relationships
- global investment
- global business strategies
- career planning for a global career

- sales management strategies
- asset planning management
- new venture creation
- integrated applied research and industry project

## Your Career

Graduates of the program can explore the following career options:

- global business development, sales and marketing
- global development distribution
- global services such as consulting and education
- international entrepreneurship and innovation
- trade, finance and investment
- global management and operations
- business consulting
- non-profit and government sectors

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
GBD110	Services Marketing	3
GBD130	Responsible Global Communications	3
GBM125	Economics in Global Business Management	3
GSL275	Leading Global Business	3
IBS801	International Banking and Finance	3
MGM721	Seminar in Decision Theory	3
<b>Semester 2</b>		
GBD205	Data Analytics and Finance	3
GSL225	Leadership in Change Management	3
HRM701	Introduction to Human Resources Management	3
IBS630	Trade Research and Market Analysis	3
IBS850	Legal Environment of International Business	3
OPR725	Project Management	3
<b>Semester 3</b>		
CAP510	Global Business Management: Career Planning	3
GBD160	Integrated Project I	3
GBD225	Global Investment	3
GOM240	Strategic Management of Customer Relationships	3
GSL200	Sustainable Global Business Strategy	3
<b>Semester 4</b>		
GBD210	Global Sales Management Strategies	3
GBD230	Asset Planning Management	3
GBD250	Integrated Project II	4
GBM420	Global Marketing Strategy	4

GSL300	New Venture Creation and Innovation	3
GSL350	Leadership in Responsible and Sustainable Management	3

## Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Use data, predictive modeling, and analysis to recommend strategies to support management decisions in a global context.
- Develop, execute and analyze a comprehensive business plan in alignment with the organization's local and global initiatives or goals.
- Conduct global and domestic business with diverse populations using culturally appropriate methods in compliance with relevant national and international laws, policies, regulations, and ethical practices.
- Assist in the importing and exporting functions of a business.
- Use project management principles, tools, and techniques to define timelines and evaluate project deliverables for all members of cross-functional, intercultural and multidisciplinary teams.
- Apply financial decision making that complies with jurisdictional practices in the operations of global business.
- Integrate leadership theory into practice to drive organizational change while maintaining working relationships and team performance.
- Apply quality control standards to the assurance framework based on the needs and expectations of an organization, to ensure consistency in a global business.
- Adapt, adopt, and develop new products and services consistent with evolving local and global market needs to meet organizational objectives.
- Evaluate the viability of marketing a product or service in a global and domestic market by conducting market research.

- Build personal professional development strategies to recruit, retain, and develop human talent for global business.
- Apply entrepreneurial strategies to maximize the effectiveness of local and global business initiatives.
- Optimize business development, sales and negotiations frameworks across varying jurisdictions and cultural settings to increase client loyalty.

## Admission Requirements

- Ontario university or college degree or college diploma or equivalent.
- English proficiency (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>) for graduate certificate

## International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

## Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.