



# Diploma in Management International Business Concentration

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**Improve**  
 your career  
 prospects

The full details of the program, admission requirements, and admission procedures summarized in this document can be found in the School of Continuing Studies' current course calendar. If there are any discrepancies between the course calendar and this summary, the information in the course calendar takes precedence in all cases. McGill University reserves the right to change this information at any time.

## 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 University's School of Continuing Studies Program prepare you for a career in International Business?

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- 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.

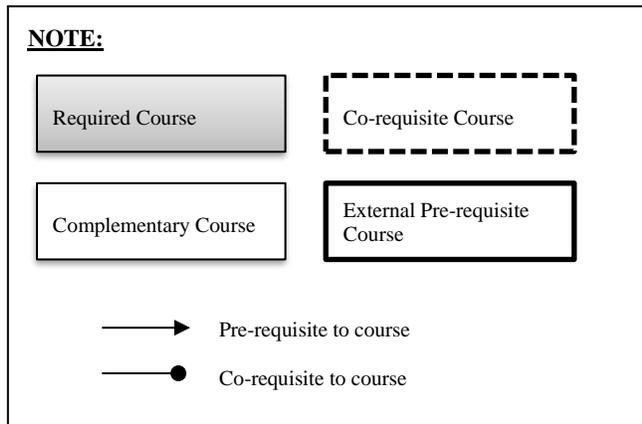
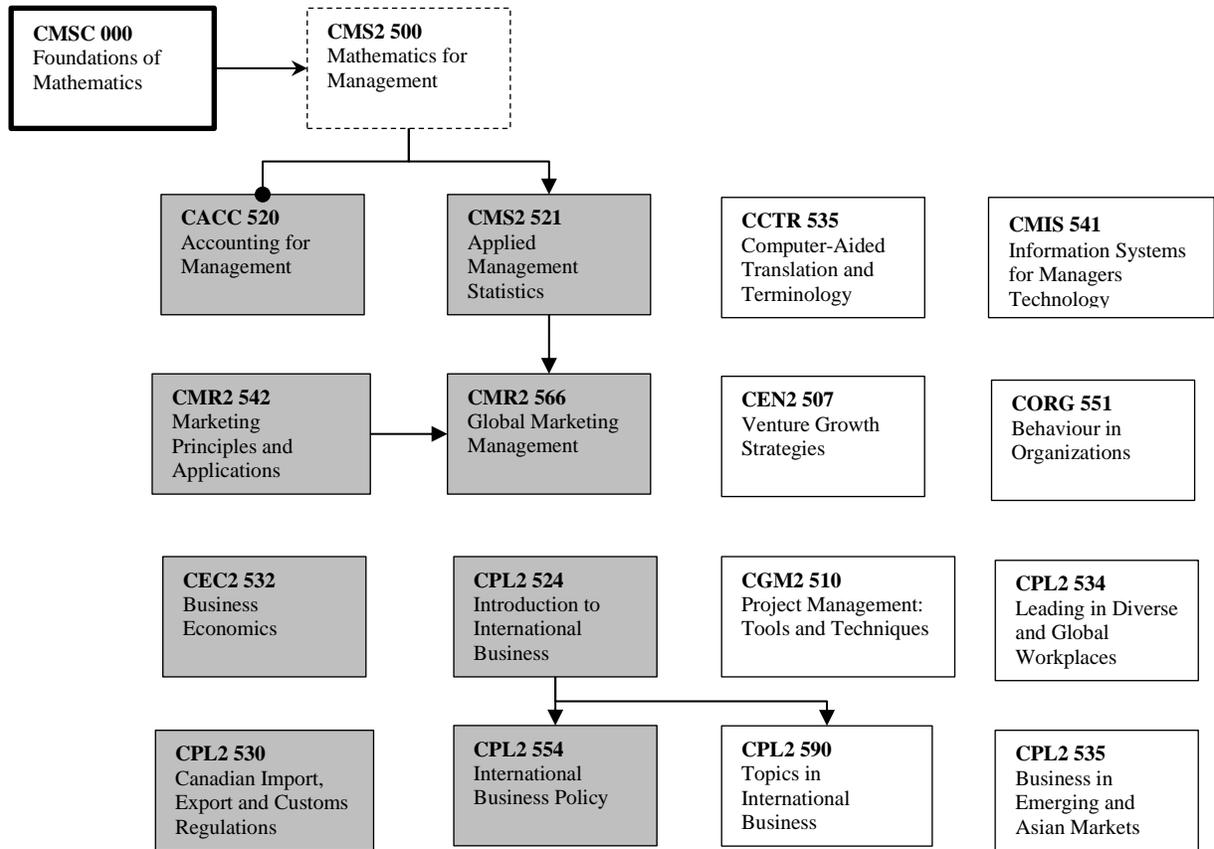
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<sup>1</sup> Co-requisite: This refers to academic course requirements that must be completed in the first semester of studies.

<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 Sequence

## Diploma in Management: International Business Concentration



To obtain information on course offerings, please refer to the interactive timetable at:  
<https://cce.mcgill.ca/itimetable/cpd/ProgramDetails/11>

## 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 Venture Growth Strategies**

**(3 credits)**

Pre-requisites: None

This course teaches practical strategies for growing businesses in all the various stages. It focuses on identifying potentials for growth, realizing the challenges and opportunities for growth within entrepreneurial settings, and managing growth. The course will include a team project which will consist of developing a growth plan for a real or hypothetical business.

### **CGM2 510 Project Management: Tools and Techniques**

**(3 credits)**

Pre-requisites: None

Focus on main concepts and theories of project management from initiation to close-out. Topics include: project life cycle, planning, scheduling, implementing, monitoring, controlling, close-out and ethics. The concepts presented apply to projects of various sizes, types and degrees of complexity.

### **CMIS 541 Information Systems for Managers**

**(3 credits)**

Pre-requisites: None

Introduces the importance of Information Systems (IS) in organizations and issues associated with managing these. Provides a strategic view of IS and Information Technology (IT). Students will be presented with managerial, informational and technological issues related to the management of IT, and with a framework to better manage them. Class discussions, case analysis, presentations.

**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.

**CORG 551 Behaviour in Organizations****(3 credits)**

Pre-requisites: None

The implications for management and the essential concepts of social psychology such as motivation, perception, attitude change and organization. Group and organizational dynamics will be the major emphasis of the course. Classroom discussion and student participation is encouraged.

**CPL2 524 Introduction: International Business****(3 credits)**

Pre-requisites: Core Program

This course deals with fundamental international business issues: the international business environment, foreign exchange risk, multinational corporations, international organizations, international sources of financing, international marketing policies, essential factors to be considered when entering foreign markets (licensing and exporting) and international management.

**CPL2 530 Canadian Import, Export and Customs Regulations (3 credits)**

Pre-requisites: None

This course provides students with an understanding of Canadian import, export, and customs regulations. Students have the opportunity to learn how the Canadian Import-Export Act may be applied and to understand customs procedures. The course also develops students' ability to classify products for tariffs, draft commercial documents, and calculate the duties and taxes on imports and exports.

**CPL2 534 Leading in Diverse and Global Workplaces (3 credits)**

Pre-requisites: None

Exploring leadership within a global and diverse context. A variety of trends that have made managing workforce diversity an essential competency for future leaders are reviewed, as are the emerging skills that managers need to develop to succeed in a global environment.

**CPL2 535 Business in Emerging and Asian Markets (3 credits)**

Pre-requisites: None

This course provides a framework for analyzing the opportunities and risks of doing business in key emerging markets in Asia, Africa, and Latin America. Topics covered include international competitiveness, business ethics, corruption, cross-cultural management, social and environmental risk assessment, and real-life examples of corporate social responsibility.

**CPL2 554 International Business Policy (3 credits)**

Pre-requisite: CPL2 524

Development and application of conceptual approaches to general management policy and strategy formulation in multinational enterprises. Alternative forms of international business involvement; location strategy; technology transfer; ownership strategy; planning for international divestment. Emphasis on developing practical skills, using case studies and simulated negotiating exercises.

**CPL2 590 Topics in International Business (3 credits)**

Pre-requisite: CPL2 524

Specialized course covering an advanced topic in the international business area selected from current issues or themes in literature. (Content will vary from year to year).

## Admission Requirements

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To be admitted to the 30-credit Diploma in Management (International Business concentration) program, students must hold an undergraduate degree in an area other than commerce (or equivalent) from a recognized university as approved by Ministère des Relations avec les citoyens et l'immigration (MRCI).

If you have completed an undergraduate degree from a recognized university outside of Canada and are applying to a program for which a minimum CGPA is required, please visit the following website: [www.mcgill.ca/gradapplicants/apply/prepare/requirements/international-degree-equivalency](http://www.mcgill.ca/gradapplicants/apply/prepare/requirements/international-degree-equivalency).

If you have studied outside of Canada, you are strongly advised to request an evaluation of your degree called “Évaluation comparative des études effectuées hors du Québec” from MRCI. For further details you may contact their office at: (514) 864-9191 or visit them on the web at: [www.immigration-quebec.gouv.qc.ca/en/education/comparative-evaluation/index.html](http://www.immigration-quebec.gouv.qc.ca/en/education/comparative-evaluation/index.html)

Students are expected to have a working knowledge of word processing and spreadsheets.

Students with a Bachelor's degree in Commerce (or equivalent) may be able to enroll for a graduate certificate. For more information, please visit: [www.mcgill.ca/continuingstudies/programs-and-courses/entrepreneurship/graduate-programs](http://www.mcgill.ca/continuingstudies/programs-and-courses/entrepreneurship/graduate-programs)

# 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, or if not, create one and log in.
3. Click on “Begin New”.
4. Enter the information requested and click “Continue”.
5. When asked, “What are you applying for at McGill?”, click on “Continuing Studies”.
6. On the next page, select the program you would like to apply to.
7. Complete the rest of the application with all required information and submit.
8. You will receive a confirmation email providing you with a McGill ID number and a PIN. Within 24-48 hours, you will be able to log in to **Minerva** ([www.mcgill.ca/minerva](http://www.mcgill.ca/minerva)).

## STEP 3: UPLOAD SUPPORTING DOCUMENTS

Once you have access to Minerva, upload your supporting documentation as per the admission requirements of your chosen program.

- Uploading your documents will speed up your application process and is strongly recommended.
- For instructions on how to proceed, please go to: <https://mcgill.ca/continuingstudies/legal-documents>.

(If you are unable to upload the documents, you can send them by regular mail or bring them in person to our Client Services office at the address below).

- **Sending official transcripts: All transcripts received via the upload process are considered unofficial.** If transcripts are required for your application, you will also need to have any official transcripts sent directly to McGill University by mail, in a sealed envelope by the educational institution(s) where you studied.

## STEP 4: VERIFY ADMISSION STATUS

Once a decision has been made, admitted students will receive a “Letter of Admission” along with registration instructions.

### Difficulty Applying Online?

If you have any problems with your online application, or if you have questions regarding admission requirement and procedures, contact Client Services (<https://www.mcgill.ca/continuingstudies/client-services>).

## Helpful Tips for Applying

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### **What is an Official Transcript?**

If you have studied at an institution:

- In Canada or the United States – you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.
  - Outside of Canada or the United States, - you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.
  - **Note:** In cases where the language of instruction at the institution is not English or French, you must also send an official translation of the official transcript certified by a representative from the **Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ - <http://ottiaq.org/>)**.
- You need to request **official transcripts** as soon as possible once your application has been submitted to the School of Continuing Studies. Your Educational Institution must then mail these directly to the appropriate office below:

### **Client Services c/o Admissions**

McGill University – School of Continuing Studies  
688 Sherbrooke Street West, Room 1125  
Montreal, QC H3A 3R1  
Canada

- **Important:** You must make sure you apply by the application deadline. However, if you have any outstanding supporting documents at the time of your application, you may upload them as they become available or forward them directly to the School of Continuing Studies as soon as possible. Your admission application will only be completed once the University has received all of the required documents.
- **Note:** All required documents received by McGill University’s School of Continuing Studies become the property of the university. Official documents and/or transcripts will not be returned to the applicant.
- **Note:** Transcripts received by McGill University’s School of Continuing Studies cannot be transferred to any other department or program as it would constitute submitting a new application. Therefore, you must submit a new sealed envelope of your official transcripts for each application made to McGill University’s School of Continuing Studies.

## Language Requirements

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- The **language of instruction** for most courses and programs at McGill University is English; however, students may submit any written work that is to be graded in English or French, except in cases where knowledge of the language is one of the objectives of the course.
- Applicants must demonstrate an adequate level of **proficiency in English prior to admission**, regardless of citizenship status or country of origin. McGill University has this language requirement in place to ensure that all students are provided with the opportunity to succeed in their chosen program.
- In all cases, the University reserves the right to require **proof of English** proficiency if it is deemed necessary. For additional information, please click on the link below.

<https://www.mcgill.ca/continuingstudies/language-policy>

## Exemption by Examination

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Students admitted to a Certificate, Diploma, Graduate Certificate or Graduate Diploma program requiring a pre-requisite or co-requisite course, must provide proof that they have taken and successfully passed an equivalent 3-credit course, with the requisite grade as per McGill University's requirements, at the appropriate level at another approved institution or have successfully completed the Exemption by Examination test.

- The Exemption by Examination test is **not applicable to required or complementary course(s)** within a program.
- You cannot take the Exemption by Examination test if you have already attempted the course (a grade of W is considered as have attempted the course).
- If you are unsuccessful in the Exemption by Examination test(s) you will not be permitted to repeat the test(s) and must instead enroll in the course(s) for which the particular test(s) was taken.

**To be eligible to write the Exemption by Examination test, you must have applied to or been admitted into a program.** (The test is optional).

For more information visit: <https://www.mcgill.ca/continuingstudies/recognition-prior-learning>

## Student Awards and Financial Aid

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### **McGill University's School of Continuing Studies Bursaries**

The School of Continuing Studies will post the application form and eligibility requirements for the active term on its website. Please refer to link below for further information.

<https://www.mcgill.ca/continuingstudies/student-awards-and-financial-aid>

### **McGill University's School of Continuing Studies Scholarships**

For a list of McGill University Scholarships, please consult McGill University's School of Continuing Studies website by clicking on the link below.

<https://www.mcgill.ca/continuingstudies/student-awards-and-financial-aid>

### **McGill University's School of Continuing Studies Graduating Prizes**

For a list of McGill SCS Graduating Prizes, please consult McGill University's School of Continuing Studies website by clicking on the link below.

<https://www.mcgill.ca/continuingstudies/graduating-students>

### **Aide financière aux études (AFE)**

As a credit-bearing program, this program is eligible for financial aid through the Quebec Government.

<https://www.quebec.ca/education/aide-financiere-aux-etudes/>

Note: The amount and number of McGill University's School of Continuing Studies Bursaries, Scholarships, and Graduating Prizes issued varies from year to year, depending on funds received and their specifications.

## Contact

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School of Continuing Studies

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### **Program information**

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