



**McGill**

School of  
Continuing Studies

École  
d'éducation permanente

# 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. Successful corporations operate in global markets. North American Companies must prepare for and enter into international markets if they are to survive and compete in the global arena. Companies must develop an understanding of how cultural differences, business etiquette and political and social differences impact on how business is conducted.

The demand for international business education is growing and is expected to increase over the next few years. Universally recognized credentials are valued by other countries around the world and if you have knowledge of world affairs, cultural sensitivity, good communication skills and an ability to communicate in a second language, you will have every opportunity to succeed in the global marketplace.

## 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.

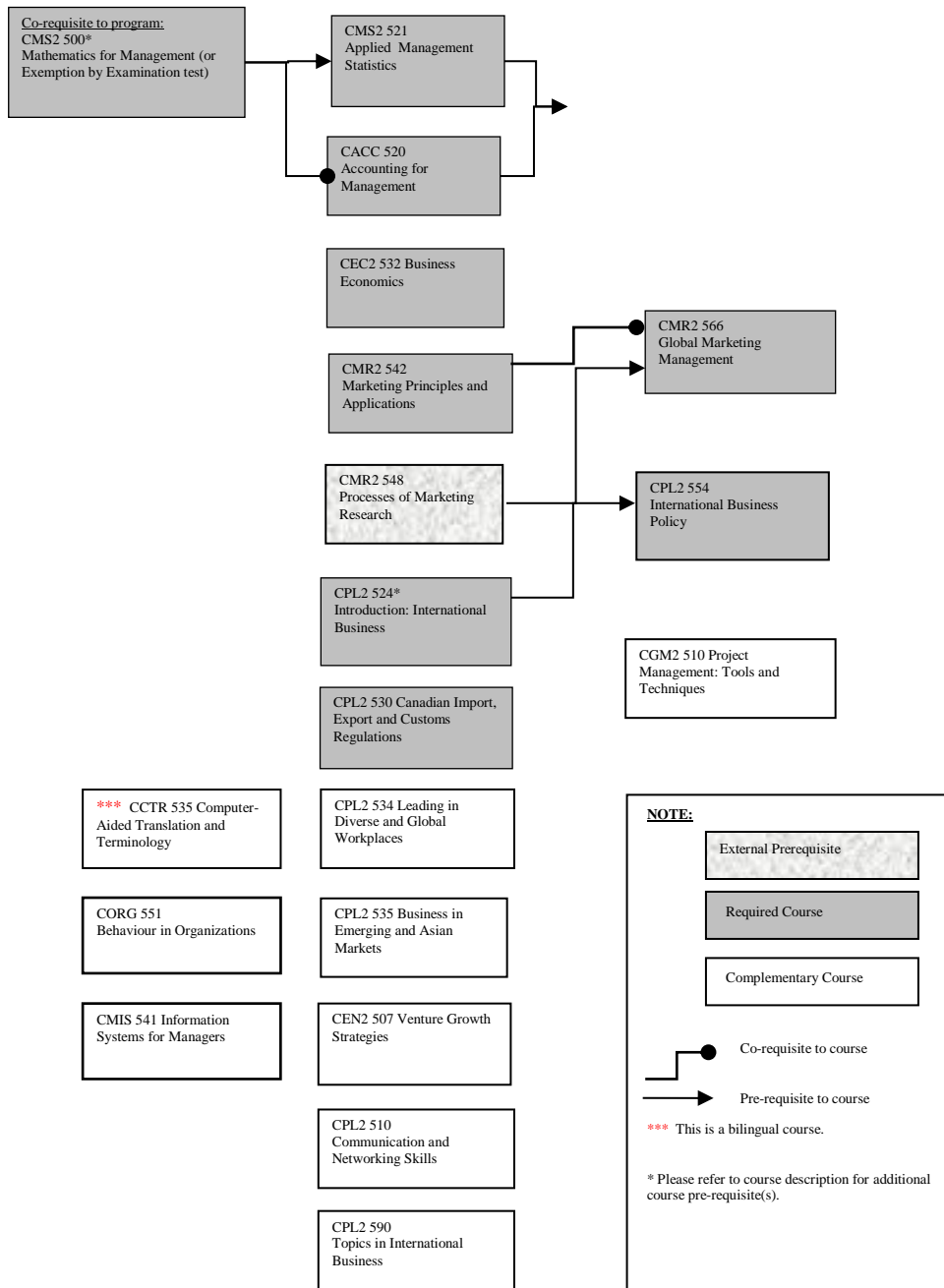
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<sup>1</sup> Co-requisite: This refers to academic course requirements that must be completed in the first semester of studies.

<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 [www.mcgill.ca/continuingstudies/schedule](http://www.mcgill.ca/continuingstudies/schedule).

## 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.

### **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 policy.

### **CMG2 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 Marketing Principles and Applications and CMR2 548 Processes of Marketing Research

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 for Mathematics (3 credits)**

Pre-requisites: None

Operations with real numbers, polynomials, first-degree equations and applied word problems. Factoring, fractions, exponents, roots and radicals. Absolute values, equations and inequalities. Quadratic equations, applied problems, arithmetic and geometric sequences and series.

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

Pre-requisite: CMSC 000 Foundations of Mathematics 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 Mathematics for Management 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 534 Leading in Diverse and Global Workplaces (3 credits)**

Pre-requisites: Core program

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 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 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 Introduction to International Business

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.

**CCTR 535 Computer-Aided Translation and Terminology****(3 credits)**

Pre-requisite:

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.

**CEN2 507 Venture Growth Strategies****(3 credits)**

Pre-requisite: CPL2 524 Introduction to International Business

Practical strategies for building businesses through all the various stages will be explored. Focus will be placed on identifying potentials for growth, realizing the challenges and opportunities for growth within entrepreneurial settings, and managing growth. The course will also include a team project in which a development plan for a real or hypothetical business will be created.

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

Pre-requisite: CPL2 524 Introduction to International Business

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 Diploma in Management (International Business concentration), students must meet both the academic and language requirements of the program.

**Academic Requirements:** 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 commerce-related degree may be able to enroll for a graduate certificate. For more information, please visit: [www.mcgill.ca/continuingstudies/programs-and-courses/international-business-0/graduate-programs](http://www.mcgill.ca/continuingstudies/programs-and-courses/international-business-0/graduate-programs).



# Admissions Procedures

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## How to APPLY to the *Diploma in Management: International Business Concentration*?

Please follow the steps below:

### STEP 1:

- Go to <http://www.mcgill.ca/continuingstudies/>  
Click on “Apply”  
Click on “Graduate Programs”

### STEP 2:

**Verify** on the “**Apply for Admission to a Program**” page, the “Application Deadlines” for Canadian/Permanent Residents or International Students to ensure that you submit your application before the term deadline.

### STEP 3:

- **Review your Admission Requirements:** Once you have checked your application against all the requirements, you will be ready to apply to the program.
- Before you proceed you will need:  
A valid **email address** and a **credit card** (Visa, MasterCard or American Express).

### STEP 4:

- Once you are ready to apply online:  
Click on “**Click here now**” to bring you to the Application for Admission page.
- Click on the red bold “**Apply Now**” on the Application for Admission page.  
(Do **not** apply through “uApply” link).
- Fill in the login information on the “Admissions Login” page and the Biographical Information.
- On the “Apply for Admission” page, fill in the information requested.  
NOTE: When asked: “What are you applying for at McGill”, click on “Continuing Studies”
- Select the program you are applying to on the “Program Choice Selection” page.
- Continue to fill in the remainder of the application. (All sections to be completed are indicated in the textbox on the left hand side of the screen).

### STEP 5:

- Once you have applied online, you will receive a confirmation email providing you with a McGill ID number and a 6-character **PIN (Personal Identification Number)**.
- You will need to use this information to **log into MINERVA** ([www.mcgill.ca/minerva](http://www.mcgill.ca/minerva)) (McGill’s web-based information system for students) so that you can upload documents required for admission and follow-up on your status of your application.

#### STEP 6:

- Once your application has been received and you have access to your Minerva account, you will be able to **upload your supporting documentation**, including a copy of transcripts. (A copy of your transcript with confirmation of degree awarded and date of graduation).
- Uploading your documents will speed up your application process and is strongly recommended.
- For instructions on how to proceed, please go to: [www.mcgill.ca/applying/submitting-your-documents/uploadingdocuments/](http://www.mcgill.ca/applying/submitting-your-documents/uploadingdocuments/)

(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 above).

#### STEP 7:

- **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 the School by mail, in a sealed envelope by the educational institution(s) where you studied.

#### 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  
Canada, H3A 3R1

- **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 School has received all of the required documents.
- **Note:** All required documents received by McGill University 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 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.

<http://www.mcgill.ca/continuingstudies/current-students/academic-policies/language-policy>

## Exemption by Examination

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Students admitted to a Certificate, Graduate Certificate or Diploma program requiring a pre-requisite or co-requisite course, must provide proof that they have taken an equivalent 3 credit course, at the appropriate level elsewhere or successfully completed the Exemption by Examination test. Otherwise the student must register for the course.

- Please note that 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.

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

For more information on how to obtain a course exemption by means of a challenge exam, please consult the Exemption by Examination form available on our website at:

<http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination>

## Student Awards and Financial Aid

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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.

### **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.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

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

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

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

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

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

<http://www.mcgill.ca/continuingstudies/current-students/graduating-students/awards>