

Program Information

International Business

2024/2025

Program Overview	The Post-Graduate Diploma in International Business prepares you for a successful career by broadening your knowledge, skills, and appreciation of the customs and business practices among countries and globalized companies. You will confront some of the dynamic issues and challenges of international sales, marketing, finance and contracts, and master strategies to establish an enduring global presence. This program is offered in partnership with the Forum for International Trade Training (FITT), global business experts established by industry and government.
Area of Study	Applied Business
Credential	Post-Graduate Diploma
Program Length	1 Year Full time (12 months)
Delivery	Hybrid (online and in-classroom)
Work-Integrated Learning	No
Open to International Students	Yes
CIP Code	N/A

Career Outcomes

- International Business Coordinator
- Import/Export Coordinator
- Global Trade Assistant
- Customs Compliance Coordinator
- International Sales and Marketing Coordinator
- Logistics and Supply Chain Coordinator

All Courses

Course Name	Description	Hours
Seminar in Ethics and Integrity (PG-011)	MITT's Ethics and Academic Integrity Seminar provides students with the tools necessary to navigate the expectations of the Canadian post-secondary academic environment. In this three-hour on-line seminar, students will develop a thorough understanding of MITT's Academic Integrity policy and the consequences of academic integrity violations and demonstrate how to use APA style when writing an academic paper.	3 hours
Seminar in Lifelong Learning (PG-012)	Students are introduced to the growth mindset required to become self-motivated resilient learners. Students are challenged to examine their own thinking habits and build on their strengths in acquiring new learning and skills.	3 hours
International Market Entry Strategies (IB-150)	International Market Entry Strategies examines what individuals in organizations need to know and do to ensure the success of new international ventures. Students are introduced to why careful analysis and planning are necessary to choose the most effective market entry strategy for a new venture and why this strategy must be successfully implemented with cultural	42 hours

	competence and complying with applicable local and international laws. * This course is using curriculum from the Forum for International Trade Training (FITT) Certified International Trade Professional (CITP) Designation program.	
International Trade Finance (IB-130)	International Trade Finance course examines how organizations can manage finances and mitigate financial risk by selecting appropriate transaction methods and tools for their international trade activities. Learners will consider negotiation terms, non-payment dispute resolution and cash flow management. * This course is using curriculum from the Forum for International Trade Training (FITT) Certified International Trade Professional (CITP) Designation program.	42 hours
Global Value Chain (IB-140)	Global Value Chain examines aspects of the primary activities, distribution and inventory management, and the supporting activities of document management and procurement, which are integral to international trade logistics. How organizations obtain resources and what they need to know to control and manage logistical systems in relation to international trade is also explored. * This course is using curriculum from the Forum for International Trade Training (FITT) Certified International Trade Professional (CITP) Designation program.	42 hours
Products and Services for a	Products and Services for a Global Market examines the what, why and how organizations develop, adapt or customize goods and services	42 hours

Global Market (IB-160)	in relation to international trade. Differences in regulatory, legal, cultural and consumer/client requirements that require compliance or that might impact product and service development and adaptation are explored in depth. * This course is using curriculum from the Forum for International Trade Training (FITT) Certified International Trade Professional (CITP) Designation program.	
International Sales and Marketing (IB-120)	The purpose of the course is to examine concepts related to marketing, sales and e-commerce in countries with different laws, political and economic environments, and cultures. International marketing attempts to position an organization's products and services, brand and communications so they meet the needs and preferences of each target country or region. Marketing activities are designed to generate awareness and demand for the organization's offerings, and sales activities should convert awareness and demand into purchases. * This course is using curriculum from the Forum for International Trade Training (FITT) Certified International Trade Professional (CITP) Designation program.	42 hours
Feasibility of International Trade (IB-100)	The course Feasibility of International Trade examines what individuals in organizations need to know and do to ensure the success of new international ventures. Careful research, analysis and planning are necessary to examine the organization's current state, to identify promising opportunities and to analyze potential outcomes, both positive and negative. * This course is using curriculum from the Forum for International Trade Training (FITT) Certified	42 hours

	International Trade Professional (CITP) Designation program.	
Contracts and Negotiations (IB-170)	This course presents the basic legal processes of international business and the various roles involved. Students will learn the theory, process, and importance of negotiation in international business and a variety of skills, strategies, and techniques to negotiate effectively. Students will discuss and evaluate the potential benefits and concerns when preparing and signing contracts.	42 hours
Canadian Customs Procedures (IB-110)	Canadian Customs Procedures looks at the rules and regulations of the Canadian Customs Act, the Customs Tariff Act, the Excise Tax Act, Excise Tax, SIMA, and the Import-Export Act. Students will have an opportunity to prepare customs documents, while examining many other facets of customs such as transaction value, computed value, deductive value, goods akin, tariff classification, clearing and releasing imported goods, and exporting goods from Canada.	42 hours
Dynamic Communication Skills (PG-010)	This course focuses on the communication skills that are necessary to be successful in a professional workplace environment. Developing effective speaking and listening skills are an integral part of the course. Students are also introduced to effective strategies for creating and delivering effective presentations to a variety of audiences for various purposes.	42 hours
Budgeting and Financial Management (PG-050)	This course allows participants to explore the complexities of planning, preparing and monitoring operational and capital budgets to support the strategic plan of an organization. Developing awareness of the principles of financial decision-making is explored as well. Topics include: financial goal setting, budgeting,	42 hours

	tax planning, cash management, investment and insurance considerations.	
Writing and Grammar for Business (PG-020)	In this course the emphasis will be placed on improving and perfecting written communication for business purposes (e-mails, memos, letters, reports, public relations messaging, and other documents). The focus is on providing students with the knowledge and skills to make their writing clear, effective, and grammatically correct. Students will also have the opportunity to develop effective communication for various professional scenarios and situations, including making business presentations.	42 hours
Marketing Fundamentals (PG-060)	The purpose of this course is to provide students with a basic understanding of the fundamentals of marketing, including the marketplace and consumers. Developing a customer-focused marketing strategy that achieves measurable, realistic objectives for an organization is emphasized. Topics include: the global market environment, customer attitudes and behaviour, digital marketing and the influence of social media.	42 hours