



HERITAGE COMMUNITY COLLEGE  
VESTRI POSTERUS SATUS HIC

## Program Outline

### Diploma in International Business

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#### Brief Program Description

This program will equip the students with the business knowledge, communication skills, ethical and legal know-how, and critical thinking skills that they need to adapt and thrive in a changing global environment. Through this program, students will be able to learn all the basics of business and gain specialized expertise in areas such as international trade law, finance, sales and marketing. The graduate of this program occupy positions of leadership in the private and public sectors provincially, nationally and internationally

#### Career Occupation\* (if applicable)

Graduates are prepared for careers as:

- Account Manager
- Accounting Assistant
- Business Development Officer
- Business Manager
- Entrepreneur
- Human Resources Assistant
- Marketing Coordinator
- Office Manager
- Project Manager
- Sales Professional
- Self Employment

#### Admission Requirements

- ❖ Proof of grade 12 or equivalent or
- ❖ 19 years of age or older (all applicants)
- ❖ Evidence of Language Proficiency Requirements (evidence of one of the following):
  - Evidence that 3 years of full-time secondary education (Grades 8-12) have been successfully completed in the English language in a country where English is one of the principal languages. This may include successful completion of a BC Adult Graduation program. Applicants must produce transcripts as evidence of completion of grade 12 English with minimum of a “C” grade **OR**



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- Completion of 2 years of full-time post-secondary education at an accredited institution where English is the language of instruction. (Applicable to a country where English is one of the principal languages.) **OR**
- Provide verified results for one of the English language proficiency tests listed below.  
Test results must be dated no more than two years before the start date of the program.
  - International English Language Testing System (IELTS) Academic: overall score of 5.5 or higher.
  - Canadian Academic English Language (CAEL) Test: overall score of 40 or higher
  - Duolingo English Test: overall score of 95 or higher
  - Test of English as a Foreign Language (TOEFL) IBT: overall score of 46 higher
  - Canadian English Language Proficiency Index Program (CELPIP): Listening 6, Speaking 6, Reading 5, and Writing 5.
  - Pearson Test of English (PTE) Academic: overall score of 43 or higher
  - International Test of English Proficiency (iTEP): overall score of 3.5 or higher.

#### Learning Objectives\*

Upon completion of this program the successful student will have reliably demonstrated the ability to:

- Work in a manner consistent with law and professional standards, practices, and protocols in international business
- Develop a business plan in collaboration with others  
Apply leadership and management knowledge and skills to assist in the planning, directing and controlling of an organization



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- Take into account the impact of the economic, social, political, and cultural variables which affect a business operation
- Apply research skills to gather, interpret, analyze and evaluate data from primary and secondary sources
- Apply computer skills and knowledge of information technology to support the management of an organization

**Method(s) of Evaluation\***

Students will be assessed through written tests and assignments. There will be quizzes and midterms, which need to be completed and submitted to the instructor for marking. This method of continual assessment ensures that the instructor can consistently monitor your progress and provide you with assistance throughout the duration of the course.

Students will be required to complete 240 hrs of work experience. To qualify for work experience, students are required to maintain a minimum C grade average or higher and a minimum attendance of 85%.

**Completion Requirements\***

Minimum C grade average is required for graduation

**Program Duration**

1440 hrs  
72 wks  
18 months

**Homework Hours**

2-3 hrs. This is only an approximate figure and is dependent upon how much time the student can dedicate to the studies and how well he/she grasps the learning concepts in the course material



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**Delivery Method(s)**

*Indicate how the program is delivered*

- In-class instruction*  
 *Distance education*  
 *Combined delivery (both in-class and distance)*

**Required course materials**

List textbooks

1. Business Principles and Management By Burrow, Kleinds, Kenneth, Everad
2. Business Ethics: Decision Making for Personal Integrity & Social Responsibility By Laura Hartman, Joseph DesJardins and Chris MacDonald.
3. Fundamentals of Accounting Principles By Kermit D, Larson and Tilly Jensen
4. Marketing: An Introduction By Gary Armstrong, Philip T. Kotler, Valerie Trifts, Lilly Anne Buchwitz
5. Business Statistics in Practice: Using Data, Modeling, and Analytics By Bruce Bowerman, Richard O'connell, Emilly Murphree
6. Fundamentals of Management  
By Stephen P. Robbins, Mary A. Coulter, David A. De Cenzo
7. Contemporary Business Mathematics with Canadian Applications  
By S. A. Hummelbrunner, Kelly Halliday, Ali R. Hassanlou, K. Suzanne Coombs
8. Human Resource Management  
By Hermann Schwind, Krista Uggerslev, Terry Wagar, Neil Fassina, Julie Bulmash
9. OB  
By Kreitner, Kinicki, Cole, Digby
10. Financial Markets and Institutions,  
By A.Saunders and M.M. Cornett.
11. Sage 50  
Premium Accounting  
By CCI Learning
12. Business Communication Today  
By Courtland L. Bovee, John V. Thill



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13. Canadian Income Taxation,  
By William Buckwold, Joan Kitunen
14. Managerial Economics  
By Christopher Thomas, S. Charles Maurice
15. Customer Service  
by Robert Lucas
16. The Art of Leadership  
By George Manning, Kent Curtis
17. International Business, theory and practice,  
By Ehud Menipaz, Amit Menipaa
18. International Management: Managing Across Borders  
and Cultures,  
By Helen Deresky
19. International Accounting  
By Timothy Doupnik, Hector Perera
20. International Financial Management  
By Don Brean, Cheol Eun, Bruce Resnick
21. International Human Resource Management:  
Globalization, National Systems and Multinational  
Companies  
By Chris Rees and Tony Edwards
22. International Marketing  
By Philip Cateora, John Graham, Mary Gilly
23. Working,  
By Larry Bailey
24. Experiencing MIS,  
By David M. Kroenke, Andrew Gemino, Peter Tingling

**List of Equipment  
Required(provided by the  
school)**

- White board,
- overhead projector,
- lecture notes,
- computers,
- chairs,
- desks,
- garbage bins,
- A4 folder
- Notepads
- Pencils
- Pens
- Highlighters



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<b>Name of Course/Subject</b>	<b># of Hours</b>
DIB 101. Fundamentals of Business	50
DIB 102. Business Ethics	50
DIB 103. Fundamentals of Financial Accounting	50
DIB 104. Foundations of Marketing	50
DIB 105. Business Statistics	50
DIB 106. Fundamentals of Management	50
DIB 107. Business Math	50
DIB 108. Human Resource Management	50
DIB 109. Organizational Behavior	50
DIB 110. Financial Institutions	50
DAP 105 Quickbooks	50
DIB 112. Business Communication	50
DIB 113. Income Tax Fundamentals	50
Practicum	120
DIB 114. Managerial Economics	50
DIB 115. Customer Service	50
DIB 116. Leadership	50
DIB 117. International Business	50
DIB 118. Multinational Management	50
DIB 119. International Accounting	50
DIB 120. International Finance	50
DIB 121. Global Supply and Chain Management	50
DIB 122. International Marketing	50
DIB 123. Career Success	50
DIB 124. Management Information System	50
Practicum	120



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