

# Global Business Management (Brampton)

Section B.37  
2026-05-12

Ontario College Graduate Certificate (2 Years - 4 Semesters ) (5905)

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## PROGRAM OVERVIEW

*Sault College is temporarily suspending a new intake of this program for the 2025 / 2026 Academic Year. The program is still running for all in-progress students. This program may be reinstated in a future Academic Year.*

Welcome to a place where your future is borderless. This is Global Business Management at Sault College!

The Global Business Management two-year postgraduate program introduces you to principles of international business management, winning concepts in international business competition, navigating challenges of globalization, practical knowledge of global business branches, industry best practices, professional ethics, international business risk mitigation, exploits of Canadian firms and understanding global business stakeholders.

Apply core business principles in marketing, sales, finance, human resources, value chain and strategic business management to global business environments and specialize in this exciting, unique and in-demand field of business.

What else makes this program a destination for future international business leaders?

- World-class Platinum Accreditation with Forum for International Trade Training (FITT)
- Small class sizes for great learning experience
- Industry experts and exciting guest speakers
- Instructors with real-world experience
- Two-in-one opportunity to obtain a FITT Diploma and Postgraduate Certificate
- Pathway to the prestigious Certified International Trade Professional (CITP) designation; a symbol employers trust for competency and credibility.
- Ontario campus located on the US border

### **Two Plus Two = Amazing!**

In the fast-paced world of business, competitive advantage is everything. Our unique, Two Plus Two partnerships with Algoma University, Laurentian University, and Lake Superior State University will give you an exclusive edge, allowing you to earn your diploma and a university degree in just four years!

You can achieve your goals at Sault College. Begin right here.

## PROGRAM OUTCOMES

A graduate of the Global Business Management program at Sault College will reliably demonstrate the ability to:

1. Collect, process and interpret data used to support international business.
2. Develop, execute and analyze the results of a comprehensive global business plan.
3. Conduct business with diverse populations using culturally appropriate methods in compliance with relevant laws and regulations.
4. Assist in the importing and exporting functions of a business.
5. Plan, direct, execute and evaluate individual and team projects.
6. Implement strategies utilizing domestic and foreign government programs, policies, and agencies which facilitate international trade.
7. Apply financial knowledge and skill to the operation of an international business.
8. Apply leadership and teamwork skills establishing and maintaining working relationships.
9. Apply quality control and assurance programs to sourcing and supplying.
10. Apply the principles of business ethics and international corporate responsibility.
11. Develop new products and services consistent with evolving market needs.
12. Evaluate the viability of marketing a product or service in an international market or markets.
13. Develop personal professional development strategies and plans to enhance leadership and management skills.
14. Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives.
15. Employ environmentally sustainable practices within the profession.

## **ADMISSIONS**

### **MINIMUM ACADEMIC REQUIREMENTS**

Ontario College Diploma, Ontario College Advanced Diploma, Degree, or equivalent.

Applicants whose first language is not English, must provide proof of English proficiency. Sault College accepts the TOEFL, or IELTS, or equivalent test to satisfy our English admission requirements.

## **PROGRAM OF STUDY**

### **SEMESTER 1**

GBM102-3 Project Capture Planning  
GBM103-3 Principles of Sustainability and Social Responsibility  
GBM104-3 Professional Development  
GBM105-3 Global Value Chain  
GBM106-3 Strategic Business Management

### **SEMESTER 2**

BCG207-4 Business Simulation  
GBM201-3 Leadership and Emotional Intelligence  
GBM202-4 International Trade Finance  
GBM203-3 Project Leadership  
GBM204-3 International Business Law  
GBM205-3 Products and Services for Global Markets

### **SEMESTER 3**

GBM301-3 Feasibility of International Trade  
GBM304-3 International Market Entry Strategies  
GBM305-3 Negotiation, Conflict, and Risk Management

GBM306-3 International Sales and Marketing  
GBM308-3 Business Analytics & Data Strategy

## **SEMESTER 4**

GBM402-3 Information Systems  
GBM403-3 Project Risk Management  
GBM404-10 Applied Project

## **Course Descriptions**

### **Semester 1**

#### **Project Capture Planning (GBM102) (3 credits)**

In this course, students will demonstrate the principles and processes of creating an expanded project capture plan (based on the ISO Charter) to be used by companies and organizations to generate new business or solve complicated integrated tasks. The objective is to make students understand how this type of plan is used in the international business environment and to create realistic plans in preparation for life after College.

#### **Principles of Sustainability and Social Responsibility (GBM103) (3 credits)**

In this course, students will study the impact which corporations have on the environment, employees, communities, and stakeholders and will examine related ethical issues and concerns in these areas. Students will define good corporate citizenship and will look at government and private legislation/regulations which aim to make corporations socially accountable. Various approaches to Corporate Social Responsibility (CSR) and CSR policies will be reviewed and assessed.

#### **Professional Development (GBM104) (3 credits)**

This course familiarizes students with the program and area of study. It further gives students the opportunity to work through professional presentation process, feedback management and delivery within teams and individually. Knowledge acquired in this course enriches participants with the ability to carry out effective self-assessment and GAP analysis relevant to career growth and development, harnessing and maximizing networking opportunities towards successful career building. Participants are able to demonstrate confidence and professionalism while setting life and career goals with the impetus to achieving them.

#### **Global Value Chain (GBM105) (3 credits)**

The Global Value Chain course examines the control and management of logistical systems within the global value chain in order to minimize costs and risks, and maximize international business potential. It also examines aspects of distribution, inventory management, document management and procurement, which are integral to international trade logistics.

Students learn how to procure goods and services in international markets efficiently and effectively achieve customer satisfaction, keep suppliers happy by transporting goods in a timely manner and in compliance with all regulatory requirements, minimize risk and keep goods safe by taking all measures needed to prepare them for transport, meet every need of international suppliers, buyers and customers by implementing new inventory management strategies, and spend less time waiting at customs by preparing and managing all necessary documentation for exporting and importing goods and service

#### **Strategic Business Management (GBM106) (3 credits)**

In this course, students will examine the principles, processes and reflection involved in creating a strategic business plan. Case studies will be used to promote the understanding of problems, issues and opportunities presented to companies striving to remain competitive. Students will develop the capability

to develop integrated and realistic plans in preparation for their entry into the commercial business environment.

## **Semester 2**

### **Business Simulation (BCG207) (4 credits)**

Students will utilize the knowledge relating to business activities gained through the curriculum in the previous three semesters to develop a winning strategy for their respective companies (in a computerized business simulation). Students will co-manage the operations of an Athletic Footwear company competing in a simulated Global Market.

### **Leadership and Emotional Intelligence (GBM201) (3 credits)**

This course looks at how emotional intelligence improves leadership and relationship management skills. Students will identify their leadership styles through self-assessment and will use emotional intelligence skills to encourage innovation, accountability and potential in leadership roles.

### **International Trade Finance (GBM202) (4 credits)**

This course develops a broad conceptual basis for making financial decisions in a corporate management setting. Students develop the skills necessary to manage cash flow and mitigate financial risk by selecting appropriate transaction methods and tools for international trade activities. It also provides relevant knowledge for building strong business financial foundation by develop skills for selecting the best options for negotiation terms and non-payment dispute resolution. Negotiating skills and choosing best payment options and risk assessment methods are derived from this course. Students learn how to Keep the cash flowing by implementing financial management strategies to address any factors that could impact company bottom line. Establish process for customer satisfaction by resolving non-payment situations through the use of contracts in a conflict-free manner and strategically manage business`s assets by developing a smart financial plan for short, medium and long-term growth

### **Project Leadership (GBM203) (3 credits)**

This course is designed to help participants develop competencies by way of knowledge, skills and attitudes needed to perform effectively as members of project teams, as project managers or as functional managers who use projects as building blocks in the design and execution of organizational strategies. The emphasis is placed on how leadership and change management application can demonstrate how projects can be used to develop and execute strategic initiatives in preparing the organization for its uncertain future. The course emphasizes an integral view of projects involving cross-functional and cross organizational teams as highly versatile strategic resources and key elements for strategic planning, organizing, motivating, directing and controlling projects. Topic areas include Leadership Models, Accountability, Leadership Assessment, Human Relations, Change Management, Social Responsibilities.

### **International Business Law (GBM204) (3 credits)**

This course introduces students to the basic tenets of the legal system in the world market. Against the backdrop of a case intensive approach, the course elucidates on the legal aspects of international business, intellectual property management and protection, global law and ethics, negotiating international contracts, and navigating effectively through international cultural diversities and relevant case study analysis of global business contracts and agreements.

### **Products and Services for Global Markets (GBM205) (3 credits)**

This course is designed to impact students with knowledge of how to adapt and conform products and services to differences in regulatory, legal, cultural and consumer/client requirements in international

markets. Analyzing how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery, and then developing strategies around these custom aspects, this is key to long-term success in international target market. An in-depth look at how to establish a competitive advantage with the best design options for adapting products and an effective plan to implement goods development and testing processes. Develop skill to maximize output and minimize costs and risks by developing products for the international market based on customer specifications and regulations. Gain the edge to stand out from the competition by developing well-defined and/or customized service offerings and achieve customer satisfaction in the target markets.

### **Semester 3**

#### **Feasibility of International Trade (GBM301) (3 credits)**

This course gives students the confidence to delve into international opportunities while ensuring the success of new international ventures by knowing and following the critical steps. Improve your bottom line by properly analyzing your organizational readiness and correctly identifying promising opportunities. Students will learn how to decide whether new international opportunities are viable by conducting thorough research and analysis, make smarter decisions by assessing your organizational readiness for new international trade initiatives, find the best potential import and/or export ventures for your business with effective market research, ensure your company remains profitable by conducting cost-benefit analyses for importing or exporting potential products and services, and mitigate possible risks by developing and implementing strategies and activities to monitor and manage them.

#### **International Market Entry Strategies (GBM304) (3 credits)**

This course examines what individuals in organizations need to know and do to ensure the success of new international ventures. Students will learn how to research market entry options, analyze them, and then select the most effective strategy necessary. They will acquire knowledge to implement and manage new market entry strategy and build a successful future in new market. Students learn how to choose the most advantageous market entry strategy based on research and analysis of options and potential issues, develop an international business plan that details key business strategies with metrics to monitor success, excel in new markets by establishing and managing strategic alliances through use of research, evaluation, negotiation and continued communication, establish and maintain productive business relationships using knowledge of target market's culture, and maximize profit, efficient distribution, control by managing direct and indirect exports.

#### **Negotiation, Conflict, and Risk Management (GBM305) (3 credits)**

This course introduces the major schools of thought in social psychology, law, and business. Negotiation and conflict resolution strategies are examined from theoretical and practical perspectives to develop deeper understanding and applications for a wide array of business synergies and strategic partnerships.

#### **International Sales and Marketing (GBM306) (3 credits)**

This course equips students with the knowledge and skills necessary to build their company's strong international brand, develop effective sales and marketing strategies, build a high demand for product and create strong relationships with customers. You'll be able to do all of the above by recognizing and applying the considerations an organization must make when promoting and selling products or services beyond domestic borders. In this course students learn how to fulfill your market entry and competitive strategies with the creation of actionable marketing and sales plans, meet the needs of your customers by adapting products and services for specific international markets, appeal to the values and preferences of the target market by developing a strong international brand, encourage future sales by providing efficient delivery of purchases and customer support, increase your reach, decrease costs and enhance the customer experience by developing an easy-to-use e-commerce operation.

#### **Business Analytics & Data Strategy (GBM308) (3 credits)**

This course introduces data driven business decision making skills that better inform practices in the

workplace. Through the use of statistical tools, students will prepare and interpret visual representations of data.

#### **Semester 4**

##### **Information Systems (GBM402) (3 credits)**

This course will further introduce the students to the effective application of information technology to improve effectiveness of decision-making in business and how to adequately collect data and process information efficiently. Students will also learn how managers leverage information systems for the design and implementation of business models in an organization

##### **Project Risk Management (GBM403) (3 credits)**

In this course, the processes and activities necessary to manage risk throughout a project life cycle will be identified and applied. Students will be exposed to practical exercises, tools and techniques for both qualitative and quantitative analysis for handling project risks. There will be an introduction to a comprehensive project risk management process/matrix that extends from initiation through to project completion and from risk symptoms to risk event impact. Critical to risk management success is the business ability to project risk alignment and mitigation strategies beyond the basic financial contingency approach.

##### **Applied Project (GBM404) (10 credits)**

Students will undertake a semester-long, project-based learning opportunity in the development, writing and presentation of the applied project, which comprises of two separate reports: the complete Feasibility of Trade report and the International Sales/Marketing report. The Final Applied Project allows students to demonstrate the knowledge and skills acquired from the entire program in this cap stone project. The reports are prepared using the FITTskills project report requirements provided by FITT. (Forum for International Trade Training). This course provides students with an opportunity to submit their reports for a chance to obtain their FITT diploma.