

International Business

Toronto, Vancouver



Elevate your skills and knowledge to embrace the international business world with confidence. Our introductory International Business Management course is for those aspiring to advance on the international stage. Are you ready to lead the way?

The Course

Our exciting introductory program equips you with the language, confidence, and industry knowledge you need to thrive.

Immerse yourself into Business culture, practice your English skills along the way, and position yourself at the forefront of a new career or path of study.

What you will learn

Economic Environment of International Business

International Trade and Market Entry

International Business Law, Regulations, and Trade Blocs

International Business Strategy, Production, and Logistics

International Marketing and Branding

International Financial Management

Understanding Organizational Culture, Values, and Behaviour

Managerial Styles, Behaviours, and Intercultural Business Communication

Personal Development as a Manager and Leader

Managing Stakeholder Expectations in Projects and Organizations

Corporate & Social Responsibility (CSR) and Ethics are featured in each unit.

Group Project: Develop an international business plan for a company seeking to expand its operations to a foreign market.

Key Facts

4 weeks, 20 lessons per week of lively lectures, hands-on workshops, and real-world project engagements

Suitable for B2 to C1 learners of English

Develop your English Language and Business communication skills

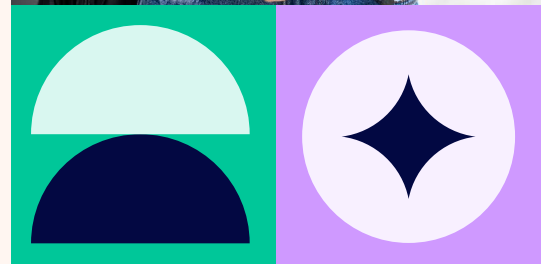
Field trips and guest speakers that will enrich your cultural experiences

Who is it For?

- › **All students** wanting to enhance their Business English language communication skills
- › **Career-Changers:** learners looking to switch into a new role
- › **Future business owners:** Students eyeing international expansion or exploring global opportunities
- › **Aspiring Corporate Professionals:** Students wishing to become future international managers or executives

**2 Jan, 25 Mar
17 Jun, 9 Sep**

2024 Start Dates



Find out more at bayswater.ac

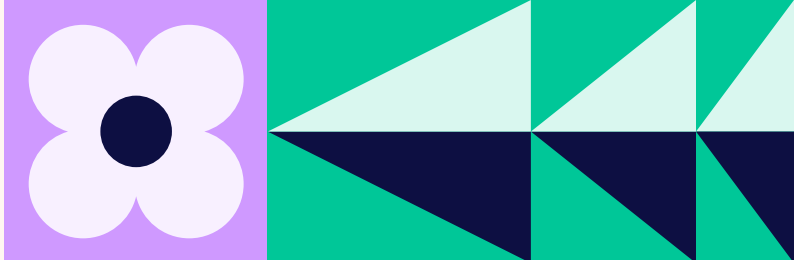
What this course will give you

Course Highlights

- Gain business-critical communication skills from experienced ESL teachers with business background
- Learn from real case studies and scenarios
- Stay up-to-date with the latest strategies and methods
- Link Theory with Real-World Applications
- Benefit from specialized knowledge that covers all areas of international business
- Learn from for Hands-on Projects

Benefits

- Equip yourself for an exciting career
- Connect with other, like-minded students and meet potential collaborators
- Meet guest business professionals and go on company visits
- Empower your business with actionable strategies
- Position yourself for success in further and higher education and the professional world
- Develop the soft skills necessary to lead and inspire
- Stay Ahead of Global Trends and Shifts:



Sample International Business Timetable 2024

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Economic Environment of International Business	International Trade and Market Entry	Group Project	Feedback and guidance from project supervisor	International Business Law, Regulations, and Trade Blocs
Week 2	International Business Strategy, Production, and Logistics	Company visit	Group Project	Feedback and guidance from project supervisor	International Marketing and Branding
Week 3	International Financial Management	Understanding Organizational Culture, Values, and Behaviour	Group Project	Feedback and guidance from project supervisor	Guest lecture
Week 4	Managerial Styles, Behaviours, and Intercultural Business Communication	Personal Development as a Manager and Leader	Managing Stakeholder Expectations in Projects and Organizations	Group Project	Final Presentations



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Bayswater Vancouver
+1 (604) 684-9577
Bayswater Toronto
+1 (416) 223-7855
E-mail us
bookings@bayswater.ac

Agent Enquiries
Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.
For agent sales enquiries please contact us at
sales@bayswater.ac

