

# INTERNATIONAL BUSINESS MANAGEMENT CO-OP CERTIFICATE



*Empower your career*



**CORNERSTONE**  
International Community College of Canada



**YOUR SUCCESS**  
**OUR PRIORITY**

## **International Business Management Co-op Certificate**

### ***Curriculum Overview***

A 12-month certificate program comprised of 5 courses and 6 months of paid work experience, designed to prepare students for an International Business Management career in the business sector.

“

*“I Think it is possible for ordinary people to choose to be extraordinary”* | **Elon Musk**

### ***Co-op work term Overview***

The co-op work term is essential to develop well-rounded students. By working directly in Canadian companies, students will have the opportunity to learn practical skills that complement their academic learning. This will build on the theories they have studied and enrich their knowledge, broaden their career network, and give them much needed industry experience.

**“Vancouver is  
Canada’s most  
innovative, creative and  
sustainable community”**



**Program duration** 12 months total



Academic  
training

+



Co-op  
work

### **Work Load**

Students are expected to complete a minimum of 1-3 hours of assigned reading and/or homework each day, as designated by the instructor.

### **Admission requirements**

1. High School Graduation or equivalent; or 18 years of age.
2. Applicants must successfully demonstrate an English language proficiency level based on one of the following:
  - TOEFL PBT – 513; CBT – 183; IBT – 65;
  - TOEIC – 620;
  - IELTS – 5.5;
  - Cornerstone Placement Test – Level 5 or equivalent.\*

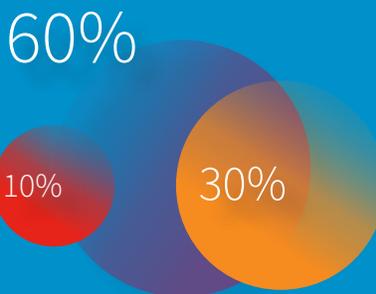


**You may study ESL courses prior to starting the program**

# Find Your Skill Set and Make it Work For You

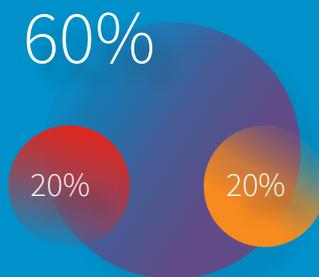
Business today is fast paced, invigorating, and productive. Business executives need to be educated in the market demands of universal change and modern technology that brings business strategies to one place.

## BUILD YOUR FUTURE



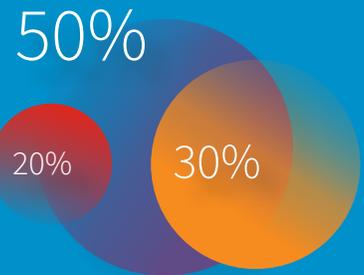
### Strategic Business Management

Strategic concepts come to life using short examples of practical business practices to illustrate & spotlight the details of actual situations in Canadian business management.



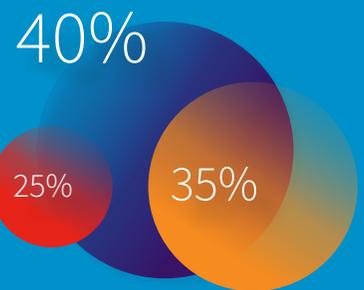
### Business Network Communication

Audience messages that are a positive reinforcement to communication processes.



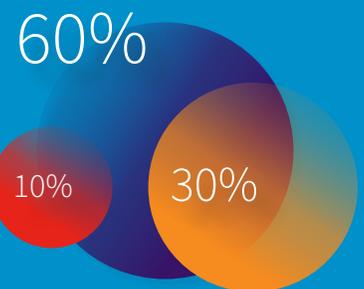
### Corporate Business Ethics

Social responsibility in business accountability. Learning provides insights into the development of sound patterns of behavior on the part of directors, executives and managers.



### Online Marketing Research

Response and action in research and productivity for business today.



### Business Applications

The economics of Business – fundamental understanding of business management strategies.

# Curriculum Breakdown

INCREASE  
YOUR RESULTS



6  
months

## Academic Studies

100h

Corporate  
Business  
Ethics

200h

Strategic Business  
Management

100h

Online  
Market  
Research

100h

Business  
Network  
Communication

100h

Business  
Applications

12 months

6  
months

## Paid Co-op

600h

Co-op work experience



### Corporate Business Ethics

How to be a systematic, logical, and complete critical thinker about ethical strategy in business management. The goal is to pick out what matters from among the facts and to use economic frameworks to understand the significance of those details.



### Strategic Business Management

Analyzing strategic management cases that cover a global and uniquely Canadian source. Unique traditional and non-traditional forms of strategic management are explored along with how project design, media and technology drive layout and display.



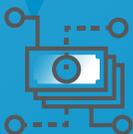
### Online Marketing Research

The importance of data gathering, statistical information, survey techniques, sample analysis, predictions and data collection are examined.



### Business Network Communications

How to analyze audience, situation, and medium to create messages that respond to practical challenges and build productive relationships.



### Business Applications

The application to analysis of real-life problems, technical and journal articles, the presentation and analysis of data using calculators, and statistical and spreadsheet software.



### Co-op Work Experience

A career-oriented position in the course field. This allows students to immerse study skills in the market.

Course  
2000

## Corporate Business Ethics · 100hr

- Approach: Can you identify the distinct details of a situation and understand their strategic significance and implications? The goal is to pick out what really matters from among the facts and to use economic frameworks to understand the significance of those details.
- Creativity: One theme of the course is that you can't out-perform your competitors by simply doing the same things they are doing. Finding new approaches and new ways to do things is often the key to a successful, profitable strategy.
- Judgment: The frameworks and tools we develop in this course need to be applied intelligently. This class teaches you to be a systematic, logical, and complete critical thinker about ethical strategy. You should not expect to gain from this course a body of business-related facts. Instead, the aim is to teach you skills that will help you understand the significance of whatever set of facts you face in business.

Course  
2001

## Strategic Business Management · 200hr

- Approach: To bring strategic concepts to life using short examples of practical business practices to illustrate spotlights - details of actual situations in Canadian business management.
- Creativity: Unique traditional and non-traditional forms of strategic management are explored along with how project design, media and technology drive layout and display.
- Judgment. Analyzing strategic management cases that cover a global and uniquely Canadian source. Students learn to utilize a comprehensive guide to virtual libraries that they will find helpful not just for their strategy course, but for all their academic courses as well as in their subsequent work environment.

Course  
2002

## Online Marketing Research · 100hr

- Approach: In this research-based course, students will use computer lab time to demonstrate their understanding of web-based online marketing techniques
- Creativity: Students will prepare and deliver presentations and online marketing demonstrations in group classes.
- Judgment: Students will prepare at least four written assignments in traditional and digital genres such as reports, letters, brochures, email, and web pages, and deliver one professionally-related, informative oral presentation.

Course  
2003

## Business Network Communications · 100hr

- Approach: In this workshop course that combines in-class and online activities, students prepare assignments with the guidance of instructors.
- Creativity: Project-based group participation: at least two assignments will be presented orally.
- Judgment: Students will prepare at least four written assignments in traditional and digital genres such as reports, letters, brochures, email, and webpages, and deliver one professionally related informative oral presentation.

Course  
2004

## Business Applications · 100hr

- Approach: Most business administration programs in Canadian colleges include an introductory course in business mathematics or mathematics of finance. This course supports the learning of mathematics (other than statistics) needed to succeed in fields such as accounting, finance, management, marketing, personal financial planning, and business information systems.
- Creativity: The Exercises contain 50 new word problems and another 250 problems have been updated to reflect the current low interest rate environment that has persisted for the past several years. All review problems at the end of chapters and in chapter review exercises have been grouped into Basic, Intermediate, and Advanced Problems categories.
- Judgment: Through the exposition of example problems, exercise problems, and points of interest, the book presents a wide range of applications of mathematics in Canadian business and finance. Every effort has been made to reflect current practices. Real financial instruments and real economic data are frequently used.

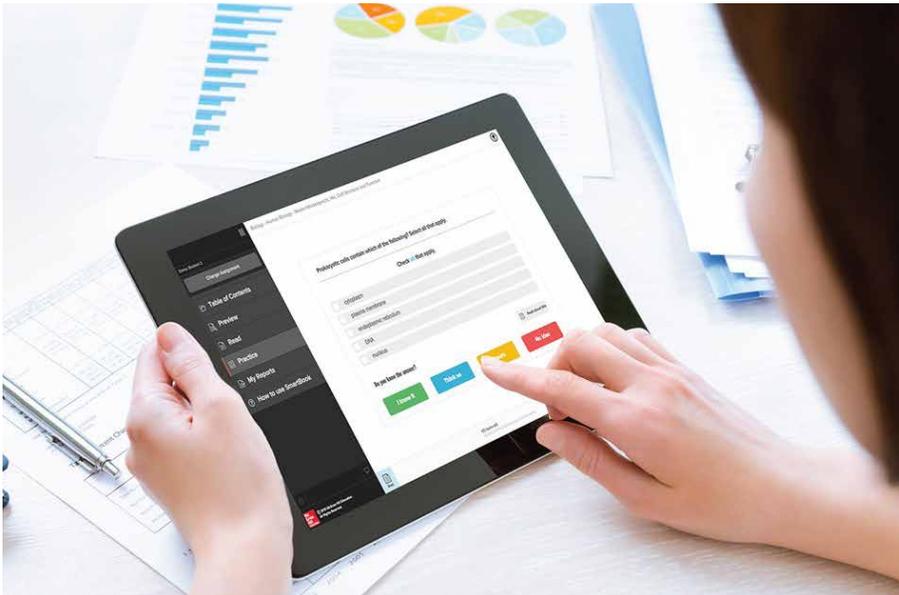
## E-Learning – Smart book technology

Textbooks are over. Instead, your course content is housed within **Connect** and delivered to you in a revolutionary way, designed to adapt to your individual learning behavior. By prompting you with questions to assess your comprehension and retention of the material, **SmartBook** guides you to learn (and remember!) key concepts.



### Instant feedback

Connect keeps you self-aware—and accountable—by cluing you into the concepts you need to focus on to perform well. Easily track your progress with reports that reveal the areas you need to prioritize.



### Lecture capture

Lecture capture means you'll never miss out. Best of all, you can target the information you need with a powerful keyword search function that allows you to effortlessly pinpoint relevant information.



### To do list

You'll never again wonder what you need to do next. A customized feed surfaces precisely what you should be working on to see success in your course.



### Custom calendar

Your coursework, assignments, and exams are organized—and easily scannable—in your Connect Calendar.



### In product and help tutorials

Connect is designed to be easy to use, but if you need a little help, or want to learn tips and tricks for super users, you can find tutorials as you work.

# Bussines Scenario

## Insight Vancouver

- A top startup city as ranked by Startup Compass
- The 3rd greenest city in the world, and aiming to become the greenest by 2020
- Vancouver is one of top 10 lowest risk cities in the world to recruit, employ, and redeploy business
- Vancouver is a magnet for global talent and investment; attracting over half a billion dollars in venture capital every year.



### Green Economy



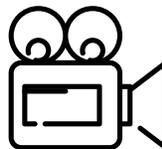
The Green Economy in Vancouver (comprised of local food, green buildings, cleantech, and sustainability services) is thriving and growing faster than all the traditional sectors of the economy. Vancouver is recognized as a top- 10 global cleantech city.

### Technology



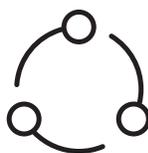
Vancouver has one of the most productive tech ecosystems in the world; outstanding talent, an abundance of home grown success stories e.g. Hootsuite and Avigilon; and leading multi-nationals, e.g., Amazon, Microsoft, and SAP. Vancouver's strengths include business intelligence, content management, SaaS, e-commerce, security, digital video, fintech, social media and web technologies.

### Digital Entertainment and Interactive



Vancouver is the world's leading centre for VFX & animation. It is also world renowned for film & TV, gaming, interactive design, and digital media, with over 1,000 DE&I companies employing over 16,000 people. The city is home to most of the world's top studios & companies.

### Social Enterprise



Vancouver is a world leader in social enterprise; a broad, dynamic sector affecting social and environmental change through the power of new business models. Over 750 social enterprises operate in every sector of industry, including non-profits, co-operatives, credit unions, B-Corps and social venture business.



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