

# BACHELOR IN BUSINESS ADMINISTRATION – CO-OP PROGRAM

## INTERNATIONAL BUSINESS MAJOR

### *SKILLS DEVELOPED IN THE INTERNATIONAL BUSINESS PROGRAM*

*The objectives of the B.B.A. program with Major in International Business are to:*

- Allow the student to acquire a specialized knowledge of international business in order to allow him or her to function effectively in organizations that have international activities
- Allow the student to participate in a project directly involved with the exportation of goods and services, or their importation, or related internationally outsourced activities
- Develop the student's competencies related to international business activities such as economics, finance, management, marketing
- Offer solid training in decision making, co-operation and teamwork to attain organizational objectives
- Develop the required skills to effectively work in an international and multi-cultural business context
- Allow the student to have a working knowledge in a foreign language and the opportunity to learn a third language
- Train open-minded managers relying on analytical capabilities that allow them to work in a complex and continuously changing environment

<p><b>WORK TERM 1</b> 2<sup>nd</sup> year completed (under supervision)</p>	<ul style="list-style-type: none"> <li>• Possesses a good understanding of the roles and objectives of the main business functions in goods and services</li> <li>• Can assist in the preparation of plans in marketing, supply, distribution or quality</li> <li>• Can assist in the collection and analysis of primary and secondary data</li> <li>• Can assist in the identification of markets, or industries, on an international basis</li> </ul>
<p><b>WORK TERM 2</b> 3<sup>rd</sup> year completed (under supervision and/or periodical assistance)</p>	<ul style="list-style-type: none"> <li>• Following his or her term in a foreign university, the student is able to undertake a marketing research, or assess suppliers, or analyze commercial procedures to help identify the potential of international markets or industries</li> <li>• Can assist in the establishment of relations with intermediaries in the international distribution network</li> <li>• Can assist management in the preparation of the documentation for obtaining grants from Canadian agencies.</li> </ul>
<p><b>WORK TERM 3</b> 4<sup>th</sup> year completed (under supervision with some autonomy)</p>	<ul style="list-style-type: none"> <li>• Can prepare an export marketing plan, or other kinds of plans regarding international activities of a company</li> <li>• Can assist in the implementation of an international marketing plan, or other kinds of international managerial plans</li> <li>• Can identify a company's target market in a foreign country, or diagnose an foreign industry, to assess their potential</li> <li>• Can assist in the organization and management of an international trade mission</li> <li>• Can assist management in achieving its objectives in international commercial activities</li> </ul>

#### **Bureau de l'enseignement coopératif**

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