

	COURSE NAME	DESCRIPTION
ACADEMIC STUDY	INTERNATIONAL BUSINESS	This course introduces students to globalization and to the value-adding activities of businesses in the current global economy. We discuss the impact of national cultures on doing business globally. In addition, we examine the external forces that impact businesses, international organizations, legal and labour forces in the global context. The course touches on strategic alliances and the impact of rapid environmental changes on strategic planning for international business.
	MARKETING	This course is designed to provide students with an introduction to marketing concepts and terminology. It examines the importance of marketing within organizations and society in general. Students will study the major components of a marketing plan, the marketing mix and consumer relationships. They will learn how to address the basic needs of companies in planning, developing, and managing products, distribution channels, promotion and pricing.
	ORGANIZATIONAL BEHAVIOUR	This course introduces students to the concepts of organizational behaviour and their application in today's business environments. Students will develop insights into how the behaviour of individuals and groups impact organizations. Further, they will learn to apply the theories and concepts of organizational behaviour to develop effective managerial competencies in such areas as teamwork, motivation, decision making and leadership.
	MANAGERIAL COMMUNICATIONS	The ability to communicate well is an essential requirement for all employees of an organization. In this course we explore the importance of communication in business and cross-cultural environments; students also compose various forms of written communication and prepare and deliver a formal business presentation.
	INTRODUCTION TO MANAGEMENT	This course introduces students to the concept of management by exploring the roles and functions of managers in a business environment. The purpose of the course is to enhance the students' understanding of the elements of the management processes of planning, organizing, directing and controlling organizational activities. The course is designed to build a foundation of knowledge needed in future management courses.
	BUSINESS LAW	The course provides students with an overview of business law and an understanding of basic legal terminology. Since contracts form the heart of business operations, a significant portion of the course is dedicated to contract law and various legal issues arising from contract disputes. Class topics and discussions will draw on examples from current news media reports on legal cases. Knowledge of the court system includes field trips to the law courts.
	WORK PLACEMENT SKILLS	The course is divided into 2 sections, Work Placements Skills (WPS) 1 and 2. WPS 1 acts as an introduction to all the things you need to know about living and working in Canada and helps students through the process of applying for a tax file number (SIN). It also prepares students for the workplace by helping them to apply for jobs and ensuring their résumés and cover letters are to industry standards. WPS 2 prepares students for their Co-Op Work Experience and develops their networking skills.
	CO-OP WORK EXPERIENCE	During the co-op work experience, students will put their skills into practise in a local workplace in a position related to their specific program objectives. Students will be required to complete job tasks as assigned to them by the employer. In addition, students are required to provide regular feedback (monthly) on their placement experience to Greystone College using prescribed reporting forms.

The Co-op Work Experience could include entry-level positions in the following areas

- Banking
- Event Marketing
- Marketing/Market Research
- Finance/Accounting
- Human Resources
- International Trade/Logistics



What is the CIM?

The Canadian Institute of Management is Canada's senior management association. As a non-profit organization, the Institute is dedicated to the enhancement of managerial skills and professional development.