

CERTIFICATE IN INTERNATIONAL BUSINESS AND TRADE CLERK

- Flexible start dates to suit your study needs, goals and schedule
- Programs taught by industry professionals and highly-qualified instructors
- Develop skills for effective business communication in a fast 8-week program

Campus

Toronto

Program Length

Daytime: 8 weeks*

**Schedules will be adjusted in December to accommodate public holidays.*

2020 Start Dates

Daytime: Dec 30, 2019, Jun 15, Nov 30

2020 Fees

Registration fee:	\$150
Tuition:	\$3,320
Material fee:	\$270

All fees are in Canadian dollars.

Entry Requirement

- Students who are interested in attending Greystone College must have a secondary school diploma or equivalent (accepted secondary school diplomas must be from Canada or the USA).
- In Toronto, students must be at least 18 years of age, and pass a superintendent approved qualifying test.
- All applicants whose first language is not English must demonstrate Advanced 1 level of English with Greystone College's online written and speaking test.
- All students must have their own device (tablet/phone/laptop) to access course materials through our Learning Management System (LMS).

The online written and speaking test is exempt if iBT 80, IELTS 6.5, or ILSC Advanced 1 is presented.

If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.

Program Description

Students will take the International Business and Marketing courses to complete this certificate. Students will learn about business in a global context, and will explore the fundamentals of effective marketing planning and strategies.

Course Descriptions

International Business

This course introduces students to globalization and to the value-adding activities of businesses in the current global economy. First 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 labor forces in the global context. Further, 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.

Program Schedule

TIME	MON-THUR	FRI
9:00 AM-12:00 PM	Class	Class
12:00-1:00 PM	Lunch	No class
1:00-2:30 PM	Class	

After successful completion of all required courses, students will receive their certificate.



Greystone College of Business and Technology (Toronto) Inc. (Greystone College (Toronto)), Greystone College of Business and Technology (Greystone College (Vancouver)), and Collège Greystone (Greystone College (Montréal)) are herein collectively referred to as "Greystone College".