



International Business Management

Paid Co-op
Diploma Programs

Study & Work
in Canada

International Business Management Guidelines 2022



Anne Ayechet

*International Business Management
Program Coordinator*

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Program Overview

Our International Business Management Diploma is a challenging and exciting professional qualification. In this program, we assist you to master your entrepreneurial skill to respond to the current market demands with modernized and individualized business management courses.



Catalina Giraldo

*International Business Management
Program Instructor*

Why Cornerstone?

- + Access the most updated curriculum
- + Learn from industry experts with hands-on practices
- + Personalized job support from professionals
- + Real-life work experience during academic period

Your Success
Our Priority



Tory Wiwchar

*International Business Management
Program Instructor*



Career Opportunities

After getting professional training, our students will be suitable for lucrative career field choices in the digital marketing industry.

Accounting

Administration

Administrative assistant

Financial analyst

Market research analyst

Project manager

Sales manager

Human resources





What Will You Learn?

- + Entrepreneurship and innovation
- + Traditional workplace partnerships
- + International sales and negotiation
- + Business relationships
- + Network and business communication skills
- + International economics and finance



Entrepreneurship

- + Writing a business plan
- + Starting a business in Canada
- + Evaluating business opportunities
- + How to manage small businesses
- + Master the critical thinking
- + Learning how to take a risk in business

Business Communication

- + The evolution of the management thought
- + Leadership styles
- + Cross-cultural communication
- + Enhance your public speaking
- + Communication through diverse channels
- + Design principles



Marketing fundamentals

- + Introduction to neuromarketing
- + Understanding consumer behavior
- + Marketing research
- + Pricing product
- + Market targeting and positioning
- + Marketing tools and resources

Accounting essentials

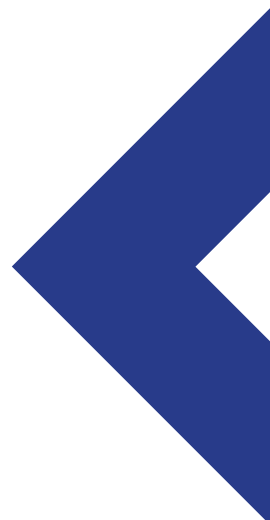
- + Intro for managerial accounting
- + Cost concepts and its application
- + Cost behavior and analysis
- + Budgeting aligned with strategy
- + Financial statement analysis
- + International economics and finance



Strategic management

- + Internal and external environments
- + Assess the intellectual assets of a firm
- + Create and sustain competitive advantages
- + Diversification
- + Create value in a global environment

Project management

- + Explore the different methodologies
 - + Deliver business solutions effectively
 - + Increase effectiveness through technics
 - + Strengthen your technical and human
 - + Enhanced management skills
- 

Student Testimonials



Elizabeth

The International Business Management program has been an enriching experience; each month has presented new challenges and opportunities for developing my analytical skills. We work with impactful case studies and group projects and are introduced to Canadian culture in a business context.



Felipe

The international business management diploma program allowed me to learn a wide range of activities and strategies around the business market scope. Now I have a solid grounding in understanding both local and international markets. I'm ready to join the market and start working on my own business!



Samer | Banker

I can proudly tell that within three months the diploma has matched my expectation. I never experienced being in classes where you have total freedom of speech, a right to express opinions, and a high optimism about potential future success.



Your Success Our Priority

We speak Spanish, Mandarin, Portuguese, Turkish, Japanese, Italian, Cantonese, French, Korean, Russian, Arabic and, of course English.

Let's talk

Apply Now

