



IBU

International
Business
University

International Business University Undergraduate Programs

Bachelor of Commerce (Honours) Degrees



ibu.ca

Personalized, accessible, and flexible learning for the next generation of business professionals

At International Business University, students are at the heart of everything we do. IBU is an independent, not-for-profit business university focused on students who desire personalized student-focused education.

With quiet and spacious classrooms, our campus is designed to host up to 30 students in each class. Each learner will have a personal faculty-student experience, dedicated student and career advisors, industry mentors, and a curriculum that is guided by the skills, learning outcomes, and competencies which are desired by employers.

IBU's Bachelor of Commerce degrees are designed and delivered with industry involvement.

Through our Program Advisory Council of business leaders and advisors, our partners provide continuous advice on the construction, implementation, and evolution of our curriculum, while maintaining the relevance of entry-level skills.



At IBU, we are passionate about ensuring a happy, healthy and stable lifestyle in Toronto for all IBU students.

Our programs are designed to give employers the talent they demand - resilient, creative team players and communicators, so that IBU students have access to strong pathways of internships and full-time employment, post-graduation.

Here at IBU, we're building a university that is tailored to the next generation of the business world. Start your journey at IBU where dreams are nurtured, futures are forged, and a new generation of business trailblazers flourish behind every classroom door.

BCOM Programs at IBU

- IBU is a not-for-profit, teaching-oriented, business university.
- We believe in personalized education, providing small-scale and student-focused learning. You will benefit from 1-on-1 mentoring and tutoring.
- To impart the skills that the business world requires today, we have created a distinctive, up-to-date curriculum, delivered by teaching-focused professors with strong connections to the business world.
- Class sizes are capped at 30 students which will enable you to enrich your educational journey and connect with professors and peers.
- Through our teaching-oriented, student-focused approach, you will discover and foster your personal strengths.
- Experienced faculty guide you as you complete your degree – which can be completed in an accelerated time frame.

**8 semesters
can be completed in
LESS THAN 3 YEARS!**





Select the BCOM degree you wish to pursue:

BCOM (Honours) in Business Management

Prepares you for success in the business world with skills and a strategic mindset necessary to become an effective leader, strategic thinker, and expert in areas such as strategic management, human resources, entrepreneurship, and organizational design.

BCOM (Honours) in Digital Sales and Marketing Management

Hones your expertise in branding, analytics, social media, and the development of AI in strategic marketing, planning, and execution.

BCOM (Honours) in International Management and Technology

Addresses the growing need for tech-savvy leaders who can bridge the gap between organizational development and technological innovation in a global business environment.

Why choose IBU's Bachelor of Commerce (Honours) program?

IBU's Bachelor of Commerce (Honours) degrees are designed to respond to employers' needs. Employers are progressively demanding graduates with hybrid skills (business communication, interpersonal, teamwork, negotiation, presentation) who understand business, along with a grasp on technology.

Graduates of IBU's BCOM (Honours) programs will acquire the following competencies and skills to:

- Apply management and financial tools to critically evaluate fundamental business problems.
- Examine and analyze business systems, processes, and functions in the context of local, regional and global conditions.
- Apply modern business methods to solve problems and contexts.
- Create ethically and legally sound proposals, plans and projects.
- Organize information to communicate persuasively with target audiences.
- Demonstrate critical thinking and reflective skills in coursework.



Learning Outcomes of Bachelor of Commerce (Honours) Degrees

Global Management

Students will develop an appreciation of the core functions of businesses operating in different geopolitical and cultural contexts, with the importance of diversity and inclusion.

Environment of Business

Students will develop an understanding of the complex environment of global business, including economic, social, and political impacts.

Enabling Power of Technology

All graduates will demonstrate their newly learned understanding of enabling the power of technology and digital skills.

While studying for your degree, benefit from working productively in a collaborative and multicultural environment. Gain an advantage with a continuous learning process and user-friendly online technologies. Through a personalized learning experience to maximize your potential, we combine our responsive programming with devoted professors, who apply their experience in the classroom, thereby helping you to open the doors of opportunity. With their valuable insight, you will benefit from an in-depth look at your field of interest while forging your path to success.



Your personalized IBU experience encourages you to explore and achieve your greatest potential, while simultaneously acquiring the skills to become a leader in your industry and community.



Join a vibrant community/network with outstanding interactive learning methods (lectures, class discussions, the study of academic literature, global case studies, team projects and PAC engagement).



Graduates will demonstrate and leverage their deep understanding of enabling the power of emerging technologies.

BCOM (Honours) in Business Management

Key Facts:

Program length:
32 months - 8 semesters
(120 credits)

Less than 3 years
(Fast Track)

Students can earn up to 60 credits
towards previously completed
post-secondary education

Intakes:
September, January, May

This program prepares you for success in the business world with comprehensive essential skills and a strategic mindset necessary to become an effective business leader, strategic thinker, and expert in areas such as strategic management, human resources, entrepreneurship, and organizational design.

19 core
business courses

7 non-core
courses

12 specialized business management courses include:

- Strategic Management
- Management Accounting
- Entrepreneurship and Innovation
- Human Resources Management
- Organizational Design
- Leadership Skills
- Research for Business
- Special Topics in CR
- Business Trends
- Corporate Strategy
- Specialized Project Course
- Specialized Capstone Project

Student Journey

Embark on a dynamic and accelerated student journey that propels you towards graduation in less than three years, with a curriculum carefully designed to provide a continuous, intensive, and structured program that maximizes your potential.

HERE'S HOW



In the first three semesters, you'll establish a solid foundation in business management, acquiring essential skills such as **critical thinking, effective business communication, and teamwork.**

These skills will be applied in Semester 4, where you will work collaboratively with faculty and industry mentors to develop a comprehensive special management project.

Building upon this practical experience, Semesters 5 through 7 will equip you with advanced knowledge and expertise in business management, preparing you for the final course in Semester 8.

In this course, under the guidance of faculty and industry representatives, you'll dive deep into exploring and solving specific business problems within social enterprises or startups.

Upon graduation, you will enter the job market with proven success, ready to make your mark on the business world.

IBU's industry-focused curriculum will enable you to gain the necessary skills to navigate the diverse and interconnected business world. This program not only prepares you for the global workforce but also lays the foundation for future leadership positions.

Curriculum Overview

Our **BACHELOR OF COMMERCE (HONOURS) IN BUSINESS MANAGEMENT** combines industry demands with rigorous academic preparation, creating a solid foundation for success in various business-related fields.

Core subjects include Strategic Management, Management Accounting, Entrepreneurship and Innovation, Human Resources Management, Organizational Design, Leadership Skills, Research for Business, Special Topics in CR, Business Trends, Corporate Strategy, and more. In addition to these core business courses, you will have the opportunity to broaden your knowledge through elective courses such as Contemporary World History, Art and Contemporary Studies, Psychology and Cognition, and Critical Thinking.

BCOM (Honours) in Business Management			CORE BUSINESS	BUSINESS MANAGEMENT	NON-CORE BUSINESS
LEVEL 1	Semester 1	Introduction to business	3		
		Intro to International Business	3		
		Introduction to Accounting	3		
		Business Research & Communications	3		
		Technology Literacy and Applications			3
	Semester 2	Introduction to Financial Analysis	3		
		Applied Economics	3		
		Organizational Behaviour	3		
Contemporary World History		3			
LEVEL 2	Semester 3	Critical Thinking: A Philosophical Perspective			3
		Marketing and Sales	3		
		Strategic Management		3	
		Management Accounting		3	
		Entrepreneurship and Innovation Business Planning		3	
		Arts and Contemporary Studies			3
	Semester 4	Interpersonal Skills and Assessments	3		
		Project Management	3		
		Human Resources Management		3	
		Special Management Project Course		6	
LEVEL 3	Semester 5	Law and Ethics in a Business Context	3		
		Negotiation Skills	3		
		Branding and Design		3	
		Data Analytics for Business	3		
		Breadth Elective			3
	Semester 6	Leadership Skills		3	
		Research for Business 2		3	
		Special Topics in CSR		3	
		Advanced Data Analysis	3		
		Breadth Elective			3
LEVEL 4	Semester 7	Global Strategy	3		
		Business Trends		3	
		Applied Research Skills	3		
		Leading in a Diverse Context	3		
		Breadth Elective			3
	Semester 8	Culture and Design Thinking			3
		Corporate Strategy		3	
		Breadth Elective			3
		Special Management Capstone		6	
TOTAL NUMBER OF CREDITS			54	42	24

BCOM (Honours) in Digital Sales and Marketing Management

Key Facts:

Program length:
32 months - 8 semesters
(120 credits)

Less than 3 years
(Fast Track)

Students can earn up to 60 credits
towards previously completed
post-secondary education

Intakes:
September, January, May

Immerse yourself in the dynamic world of digital sales and marketing with our Bachelor of Commerce (Honours) program. Master the art of leveraging technology and data-driven strategies to drive business growth for businesses of all sizes, including trending startups and Fortune 500 enterprises.

18 core
business courses

7 non-core
courses

13 specialized digital sales and marketing courses:

- Digital Marketing I
- Marketing Strategy
- Sales Techniques
- Social Media Metrics
- Branding and Design
- Digital Marketing II
- Digital Marketing Trends
- Marketing Analytics
- Planning a Digital Marketing Campaign
- Marketing and Sales
- Specialized Project Course
- Specialized Capstone Project

Student Journey

Embark on an exciting and accelerated student journey that propels you towards graduation in under three years with a curriculum designed to provide a continuous, intensive and structured program to capitalize on your momentum.

HERE'S HOW



During the initial three semesters, you will lay a strong foundation in business practices, research, and communications.

Starting in your third semester you will study in-depth digital marketing, marketing strategy, and sales techniques as well as essential skills such as critical thinking, effective business communication, and teamwork.

In Semester 4, you will apply your learning outcomes in a special digital marketing project under the guidance of faculty and industry mentors.

Building upon this practical experience, Semesters 5 through 7 will equip you with advanced knowledge and expertise in utilizing technology for digital sales and marketing within a global context.

This prepares you for the final course in Semester 8, where you will delve deep into exploring a special digital marketing project under the guidance of esteemed faculty and industry representatives.

Upon graduation, you will be well-equipped to enter the job market with tangible successes and achievements to enhance your resume.

IBU's industry-focused curriculum will enable you to gain the necessary skills to navigate the diverse and interconnected world of digital sales and marketing. This program not only prepares you to enter the global workforce, but also lays the foundation for future leadership positions.

Curriculum Overview

Our **BACHELOR OF COMMERCE (HONOURS) IN DIGITAL SALES AND MARKETING MANAGEMENT** blends industry demands with rigorous academic preparation, establishing a solid foundation for your success in the dynamic realm of digital sales and marketing. Core subjects include Digital Marketing I, Marketing Strategy, Sales Techniques, Social Media Metrics, Branding and Design, Digital Marketing II, Digital Marketing Trends, Marketing Analytics, Special Topics in Digital Marketing, and Planning a Digital Marketing Campaign. In addition to these specialized business courses, you will have the opportunity to broaden your knowledge through elective courses such as Contemporary World History, Art and Contemporary Studies, Psychology and Cognition, and Critical Thinking.

BCOM (Honours) in Digital Sales and Marketing Management			CORE BUSINESS	BUSINESS MANAGEMENT	NON-CORE BUSINESS
LEVEL 1	Semester 1	Introduction to business	3		
		Intro to International Business	3		
		Introduction to Accounting	3		
		Business Research & Communications	3		
		Contemporary World History			3
	Semester 2	Introduction to Financial Analysis	3		
		Applied Economics	3		
		Organizational Behaviour	3		
		Technology Literacy and Applications	3		
		Critical Thinking: A Philosophical Perspective			3
LEVEL 2	Semester 3	Marketing and Sales	3		
		Digital Marketing 1		3	
		Marketing Strategy		3	
		Sales Techniques		3	
		Arts and Contemporary Studies			3
	Semester 4	Interpersonal Skills and Assessments	3		
		Project Management	3		
		Special Management Project Course		6	
LEVEL 3	Semester 5	Law and Ethics in a Business Context	3		
		Negotiation Skills	3		
		Branding and Design		3	
		Data Analytics for Business	3		
		Breadth Elective			3
	Semester 6	Digital Marketing 2		3	
		Digital Marketing Trends		3	
		Marketing Analytics		3	
		Advanced Data Analysis	3		
		Breadth Elective			3
LEVEL 4	Semester 7	Global Strategy	3		
		Special Topics in Digital Marketing		3	
		Applied Research Skills	3		
		Leading in a Diverse Context	3		
		Breadth Elective			3
	Semester 8	Culture and Design Thinking			3
		Planning a Digital Marketing Campaign		3	
		Breadth Elective			3
		Special Digital Marketing Capstone	6		
TOTAL NUMBER OF CREDITS			60	36	24

BCOM (Honours) in International Management and Technology

Key Facts:

Program length:
32 months - 8 semesters
(120 credits)

**Less than 3 years
(Fast Track)**

Students can earn up to 60 credits
towards previously completed
post-secondary education

Intakes:
September, January, May

Unlock your potential at the intersection of international management and technology with our Bachelor of Commerce (Honours) program.

Gain a solid foundation of core business principles and specialized knowledge in emerging technologies, system analytics, and information technology applications.

Develop the skills necessary to lead and innovate in today's competitive market

Gain expertise in international business strategies, technology trends, corporate strategy, and cross-cultural competencies, to quickly become a top talent in any organization.

Some of the courses you will take in this major include:

- Entrepreneurship and Innovation
- Accounting and Financial Analysis
- Project Management
- Data Analysis and Visualization
- Culture and Design Thinking

Student Journey

The curriculum is designed as a continuous, intensive and structured program that allows you to harness your momentum and graduate in less than three years.

HERE'S HOW



In the first three semesters, you'll build a foundation in international business, entrepreneurship, and technology, as well as critical thinking, business communication, and team-building skills that will be applied in Semester 4.

You will work in a team under the guidance of faculty and industry mentors to produce a business plan for a social or for-profit organization.

With this experience under your belt, you will develop advanced knowledge and skills in the use of technology in international business through semesters 5-7.

This will prepare you for the final course in Semester 8, where you will explore an in-depth business problem in a social enterprise or startup, with guidance from faculty and industry representatives.

When you graduate, you will be ready to hit the job market – with proven success to add to your resume!

Thanks to IBU's industry-focused curriculum, you'll learn to navigate a diverse, interconnected world. You will gain the skills needed to become part of the global workforce while having the foundation to excel at a future leadership position.

Curriculum Overview

Our **BACHELOR OF COMMERCE (HONOURS) IN INTERNATIONAL MANAGEMENT AND TECHNOLOGY** combines the demands of the fierce business industry, with rigorous academic preparation to create a solid foundation for your success in a wide range of business-related fields. Core subjects within the program include Introduction to International Business, Applied Economics, Entrepreneurship and Innovation, Project Management, Advanced Data Analysis, and Global Strategy. In addition to these core business courses, you will have the opportunity to broaden your knowledge through elective courses such as Contemporary World History, Art and Contemporary Studies, Psychology and Cognition, and Critical Thinking.

BCOM (Honours) in International Management and Technology			CORE BUSINESS	GENERAL BUSINESS	INTERNATION OF BUSINESS	TECHNOLOGY AND BUSINESS	OTHER
LEVEL 1	Semester 1	Introduction to business	3				
		Intro to International Business	3				
		Introduction to Accounting	3				
		Business Research & Communications		3			
		Contemporary World History					3
	Semester 2	Introduction to Financial Analysis	3				
		Applied Economics	3				
		Organizational Behaviour	3				
Technology Literacy and Applications					3		
		Critical Thinking: A Philosophical Perspective				3	
LEVEL 2	Semester 3	Marketing and Sales	3				
		International Management			3		
		Information Technology Applications				3	
		Entrepreneurship and Innovation				3	
		Arts and Contemporary Studies					3
	Semester 4	Interpersonal Skills and Assessments	3				
		Project Management					3
		Entrepreneurship and Innovation Business Planning	3				
		Project Course	6				
LEVEL 3	Semester 5	Law and Ethics in a business context	3				
		Negotiation Skills		3			
		Global Business Issues			3		
		Data Analytics for Business				3	
		Breadth Elective					3
	Semester 6	Advanced International Finance			3		
		Market Research	3				
		Information Technology Management				3	
		Advanced Data Analysis			3		
		Breadth Elective				3	
LEVEL 4	Semester 7	Global Strategy			3		
		Technology Trends and Implications				3	
		Applied Research Skills		3			
		Leading in a Diverse Context			3		
		Breadth Elective					3
	Semester 8	Culture and Design Thinking				3	
		User Experience Design				3	
		Breadth Elective					3
		Capstone Course	6				
TOTAL NUMBER OF CREDITS			45	12	15	27	24



Admission Requirements

High School

Students entering from high school are required to have an Ontario Secondary School Diploma or equivalent with a recommended minimum average of 70% in six courses at the 4U or 4M level or equivalent including:

- Grade 12 English (ENG4U level or equivalent)
- Grade 12 Math (U/M level)
- Four other Grade 12 courses at the U/M level
- Official high school transcripts
- A completed online application form
- Proof of English Proficiency, if required

College and University

Students may enter after completing a two or three-year college/university program and will be assessed for admission on case-by-case basis. Students entering from other post-secondary institutions may be considered for transfer credits.

Students entering from other post-secondary institutions are required to provide:

- Official transcripts from all post-secondary institutions attended
- Detailed course descriptions, if applying for transfer credit
- A completed online application form
- A minimum overall IELTS Academic score of 6 and no less than 6 in each ability or equivalent

Choose to study
a business degree

**BECAUSE
YOU CAN!**



CAREER PATHS

Business Management:

- Strategic Management
- Human Resources Management
- Entrepreneurship and Innovation
- Project Management
- Business Ethics and Social Responsibility

You can also pursue careers in other sectors that require business management skills, such as:

- Education
- Health Care
- Non-Profit Organizations
- Government Agencies

Digital Sales and Marketing:

- Digital Marketing Strategy
- Social Media Marketing
- Marketing Analytics
- Brand Management
- Sales Management

You can also pursue careers in other sectors that require digital sales and marketing, such as:

- E-commerce
- Entertainment
- Tourism
- Education
- Fast-moving consumer goods

for The Next Generation of Business Leaders

International Management and Technology:

- Marketing Management
- Marketing Analysis
- Brand Management
- Sales Management
- Product Management

You can also pursue careers in analysis and management services, such as:

- Business Analysis
- Management Consulting
- IT Consulting
- Big Data Analysis
- Project Management

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The institution has been granted a consent by the Minister of Colleges and Universities to offer these degree programs for a seven-year terms.

The consent for the BCOM in International Management and Technology program began September 4, 2020. The consent for the BCOM program with specializations in Business Management, in Digital Sales and Marketing Management, in Information Systems Management began September 7, 2023.

Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions.)

IBU does not make any representation or warranties express or implied as to the accuracy or completeness of the information.