



# IBU

International  
Business  
University

YOU ARE  
**Welcome**

Welcome to a place of  
scholarship, knowledge, and  
practical application, committed  
to constructive engagement with  
the world at large.



"A personal higher  
education experience  
designed for today's  
business world"

International Business University Toronto



IBU is the first home grown, not-for-profit, independent Ontario university focusing on a **personalized higher education model for our students.**

IBU's mission is to help each student find a career that fuels their passion. Our key values include creating a diverse and inclusive learning environment for all of our students, faculty, and staff.

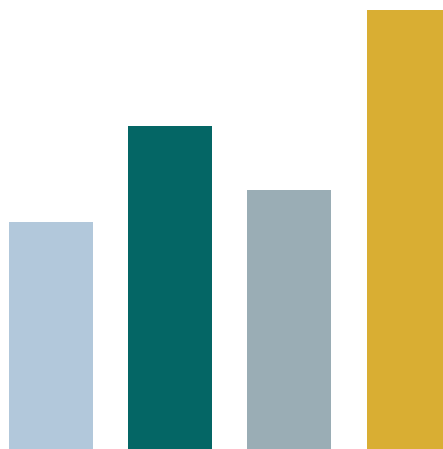
Our programs delivers **the mindset, skills, and knowledge that employers seek in the next generation of professional talent.**

IBU's Bachelor of Commerce (Honours) in International Management and Technology can be completed in under 3 years due to its continuous intake model. The new intake of this program starts in September, January, or May.

IBU provides one-on-one mentoring and academic advising throughout the student's journey at IBU. We limit each class size to 30 students to make sure each student gets the best guidance and individual attention. We tell our students that at IBU, your professors will know your name.

By each student, we mean each and every student.

International Business University is a new and exciting opportunity in downtown Toronto for high school students and working professionals who wish to complete their university degree. We are an independent, student-focused post-secondary institution presenting a unique program designed to equip the next generation of business leaders with the skills they will need to launch their careers.



# Meet the Team



**Feridun Hamdullahpur**  
CHANCELLOR

'As inaugural Chancellor, I am pleased to see the passion for innovation and global education that is on display at IBU. I am particularly excited about the entrepreneurial spirit throughout IBU's administration, faculty, staff, and students, as IBU pursues its ambitious mission to produce the next generation of international business talent, making a difference both in local communities and abroad.'



**Joanne Shoveller**  
PRESIDENT

'I am thrilled to be joining IBU, an institution that does not just talk about putting its students first, but is deeply committed to their individual success and is ready to address students that could otherwise be left behind. If we have a talent shortage, particularly in diverse sectors, we cannot address it if we only focus on those students that are destined for public institutions.

We need to dive into the next layer, identify the gems, the unexpected leaders, and focus on the support we can offer to unpack their potential. That is what I love to do and that is what IBU is going to deliver.'



**Mark Lovewell**  
ACADEMIC COUNCIL MEMBER  
- FORMER FOUNDING PROVOST & VICE PRESIDENT

'I'm proud to have been a team member of IBU from the very outset, and to have had a hand in the creation of a student-focused philosophy, with policies and practices that will deliver an exemplary student experience.'



**Nurhan Aycan**  
MEMBER OF BOARD OF DIRECTORS

'I believe that the IBU approach to teaching will prove to be extremely effective in enabling its students to succeed academically then go on to forge fulfilling careers.'





**Najma Ahmed**

MEMBER OF BOARD OF GOVERNORS

'As a surgeon-in-chief I see education through a slightly different prism. My interest is in developing a sound mind in a healthy body. The Latin expression is 'mens sana in corpore sano'. But it's as important to strike that balance in the 21st century as it was in the 2nd century when the Romans came up with the idea. Though I'd add that throughout history good businesspeople have created enterprises that look after the physical and mental wellbeing of entire communities too.'



**Yves Brodeur**

MEMBER OF BOARD OF DIRECTORS

'Today's students, tomorrow's business-people, face different challenges to those that my generation encountered. That's why we're focusing on one-to-one tutelage, which is designed to identify, amplify, then exploit each student's already-present individual strengths. This is not a one-size-fits-all education. It's education that produces a new kind of graduate who's better-equipped for a new kind of challenge.'



**Ron Choudhury**

MEMBER OF BOARD OF GOVERNORS

'I stand ready to share my insights into the challenges and opportunities of working life with IBU students in order to best prepare them to satisfy the demands and expectations which they'll face on graduation.'



**Andrew Heintzman**

MEMBER OF BOARD OF GOVERNORS

'I look forward to helping to cultivate the decision-making capabilities and attitudes that a new breed of entrepreneurs will need to fully exploit tomorrow's business opportunities. It's our intention to ensure that IBU graduates will inevitably hit the ground running.'



**Winston Kassim**

MEMBER OF BOARD OF GOVERNORS

'The make-up of our management team at IBU is one that ensures all of its students are offered equal opportunities.'



**Mona Malone**

MEMBER OF BOARD OF GOVERNORS

'We, as a team, believe that the greatest performers amongst the next generation of talent will be those whose personal strengths have been nurtured by student-centred higher education.'



**Serdar Mutlu**

FOUNDER

'My enduring passion and expertise relate to lifelong learning. Here at IBU I'm therefore hoping to encourage an engagement with self-improvement that will endure well beyond graduation. In this aim I'm joined by all of my colleagues and heartened by the fact that every one of them continues to possess a thirst for knowledge in tandem with a wish to share it.'



**Mike Sparling**

MEMBER OF ADVISORY BOARD

'At IBU we've opted for small classes so that every student can - and will be heard.'



**Alastair James Scott Summerlee**

MEMBER OF BOARD OF GOVERNORS

'IBU is just what Ontario needs. It represents an important development in the province's higher education provision - a development that should give IBU a global reach and allow it to make an international impact.'



**Alex Usher**

MEMBER OF ADVISORY BOARD

'IBU is the proof that teamwork leads to excellence. I'm here to reflect on my experience for IBU students who are willing to be great team members.'



# IBU's Personal Education Experience

Focused on Each and Every Student

Teaching oriented, **student**  
focused education

30 **students** per class

**One-on-one** Mentoring and  
Tutoring by professors

Develop skills and knowledge  
through industry focused and  
**competency-based curriculum**

A personal academic **advisor**  
for each student

Efficient curriculum to deliver  
**soft skills as well as knowledge**

**Life-long learning** support

Includes a fully-online  
stream, known as  
**Online PLUS**

Flexible Learning  
100 % **Online** available  
**On-Campus | Hybrid**  
Full-time or Part-time study





## Bachelor of Commerce (Honours) in International Management and Technology Degree

“A program that delivers the mindset and the skills and knowledge that employers seek in the next generation of professional talent.”

# Overview

## LEVEL

## SEMESTER

## Core Business

## General Business

## International Business

## Technology & Innovation

## NoneCore Courses

## Included in Package

# 1

## 1

Introduction to Business ————— 3  
Intro to the International Business ————— 3  
Introduction to Accounting ————— 3  
Business Research & Communications ————— 3  
Contemporary World History ————— 3

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## 2

Introduction to Financial Analysis ————— 3  
Applied Economics ————— 3  
Organizational Behaviour ————— 3  
Technology Literacy and Applications ————— 3  
Critical Thinking: A Philosophical Perspective ————— 3

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# 2

## 3

Marketing and Sales ————— 3  
International Management ————— 3  
Information Technology Applications ————— 3  
Entrepreneurship and Innovation ————— 3  
Arts and Contemporary Studies ————— 3

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## 4

Interpersonal Skills and Assessments ————— 3  
Project Management ————— 3  
Entrepreneurship and Innovation Business Planning ————— 3  
Project Course ————— 6

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# 3

## 5

Law and Ethics in a Business Context ————— 3  
Negotiation Skills ————— 3  
Global Business Issues ————— 3  
Data Analytics for Business ————— 3  
Breadth Elective ————— 3

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## 6

Advanced International Finance ————— 3  
Market Research ————— 3  
Information Technology Management ————— 3  
Advanced Data Analysis ————— 3  
Breadth Elective ————— 3

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# 4

## 7

Global Strategy ————— 3  
Technology Trends and Implications ————— 3  
Applied Research Skills ————— 3  
Leading in a Diverse Context ————— 3  
Breadth Elective ————— 3

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## 8

Culture and Design Thinking ————— 3  
User Experience Design ————— 3  
Breadth Elective ————— 3  
Capstone Course ————— 6

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**Total number of credits**

42

12

15

27

24

# Program

100 % Online

On Campus

Hybrid

Possibility for Full-time or Part-time study

IBU offers flexible study options.

Students can earn IBU's Bachelor of Commerce (Honours) degree in International Management and Technology in less than 3 years.

Intake

September | January | May

Program Length – 8 semesters

## Admission Requirements

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

Grade 12 English (ENG4U level or equivalent)

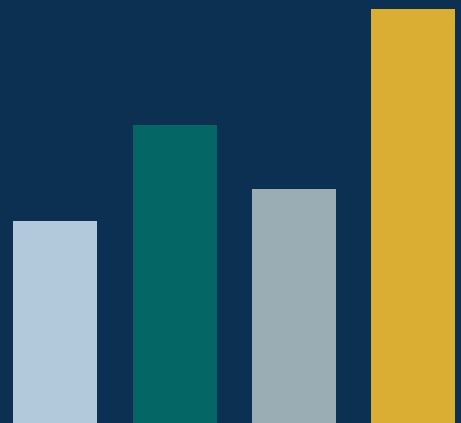
Grade 12 Math (U/M level)

Four other Grade 12 courses at the U/M level

Students entering from high school are required to provide:

Official high school transcripts

A completed online application form.







# Opportunities for our students' career paths.

## Careers in International and Canadian Marketing and Sales such as:

Marketing Management | Marketing Analysis | Brand Management | Sales Management | Product Management

## Careers in Analysis and Management Services such as:

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

## Careers in Business Operations such as:

Customer Services | Innovation Management | Import / Export Management



# FAQ'S

## How does IBU's inaugural Bachelor of Commerce (Honours) program respond to industry's needs and the future of work?

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**Our faculty members have many years of experience in their respective fields** and have established incredibly informative connections with alumni and employers across industry verticals.

**Those insights are educational material,** and we work hard to understand the needs of the job market as they evolve.

**We invite guest speakers, create opportunities for internship and networking events** within Canada's business sector so students can collaborate in this process as well.

**The only thing certain about the future of work is that it will continue to change;** our agile and independent curricula model helps students to prepare for that endless and accelerating rate of change by understanding the importance of lifelong learning—our students learn how to learn.

## The program's curriculum is designed as a continuous, intense, and structured program to allow students to complete their degree in under three years. What are the benefits of an accelerated degree?

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**The Bachelor of Commerce degree is designed to cater to the student's pace,** not the other way around.

**Increasingly, students are juggling careers, family, or personal responsibilities along with their learning experience.** In addition, some learn best in concentrated stints while others require more time and alternative forms of learning embedded in their experience—time to explore co-ops, internships, or related work experience.

**Our complementary online campus and our flexible, student-centric design** allows the courses to be built around the kind of structure and degree timeline that works best for each student.

# IBU is an independent, teaching oriented, student-centered university. What exactly does this mean, and what makes this model beneficial?

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## **The combination of those three elements**

places IBU in a unique position; one that's conducive both to learning from the real legacy of success that's shaped Ontario's education sector, as well as to act with speed and agility to fill the current gaps between education and post-pandemic industry as they stand.

## **An independent model is unique from a business and operations perspective.**

This is something that makes IBU different from other provincial post-secondary institutions that are publicly funded, and government regulated. IBU received funding through student tuition, which allows for more freedom in meeting the needs of its enrolled students. All additional revenue will be reinvested into those students and the programs we offer them, due to our non-profit nature. Also, the students will have more freedom with support through financial aid.

## **Commitment to a teaching-oriented model**

allows us to engage some of the most successful and forward-thinking faculty who have established strong alumni and industry ties and who currently have a professional focus that relates solely to incorporating their insights into a curriculum and preparing students, through teaching, to the best of their ability to enter the changed and changing workforce.

**Student-centered** is perhaps the most important of the three; IBU stands on the pillar of personalized learning. Student-centered doesn't just mean a learning experience that's all about the student, but one that's 'of' the student—a path through a degree that considers and prioritizes students' innate curiosities and strengths. This requires both small class sizes and agile, industry-focused programming; both of which are top priorities of the IBU design.

# One of IBU's defining factors is personalized and lifelong learning. How is this facilitated?

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## **IBU seeks to instill both of the**

**aforementioned factors** into each student that passes through the program, but personalized learning comes first. Personalized learning requires student-collaboration; it's a highly attuned process between faculty and student in which students are led to explore their own curiosities, pulls, strengths, and learning preferences.

**Insights at that stage then determine the rest of their walk** through a curriculum and their general end destination.

## **Through the experience, students begin to have a first-hand example of the power of**

**curiosity** as a transformative force that leads to knowledge—both experiential and propositional. That example is the basis of a life-long learning journey; it's our hope that our students graduate not wanting that process to end and seeking it in their lives beyond our institution.



## Tell me about some of IBU's connection to the business world. Does the university have industry partners? Who is the team behind IBU and what is their expertise in business?

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**We're lucky to have some of Ontario's most accredited and experienced educators at our helm**, faculty who have garnered valuable industry experience through close connections and previous positions in addition to their educational training.

**President Joanne Shoveller - 35 years at the intersection of industry and academy.**

Previously served as the Vice-President of Advancement at the University of Waterloo. She also held executive roles at INSEAD Business School in France, the University of Guelph and Western University.

**Feridun Hamdullahpur, Chancellor of IBU, brings to his role 35 years of experience in research and higher education**, serving most recently as the President of the University of Waterloo.

Alastair Summerlee, former president of the University of Guelph and interim president of Carleton University, also serves as a member of the Board of Governors.

## What contribution and impact do you see IBU and its graduates making in the business world?

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**Our primary goal is to deliver a diverse pipeline of career-ready graduates** who are equipped for and engaged in the task of contributing to larger industry projects. We want employers to see their corporate needs reflected in early-career professionals who can be empowered to make meaningful contributions and continue to grow in their roles. Finally, we want to instill a personal confidence in our graduates; that whatever they're interested in, they can grow toward, and that what they set their minds on can be accomplished through self-knowledge, work ethic, and intellectual pursuit.



# FAQ'S

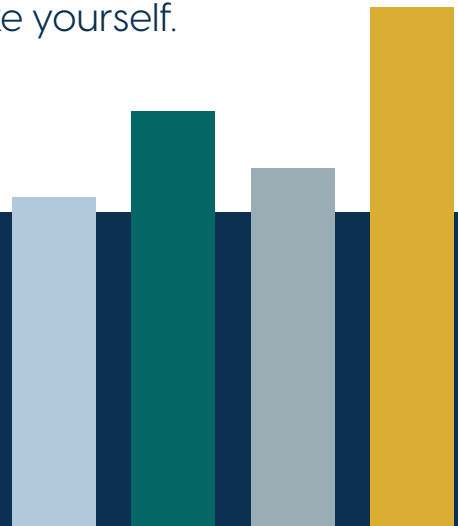


# A personal higher **education experience** designed for today's **business world**.

## Our personalized education commitment to you:

- Every IBU student has an **academic advisor**.
- **1-on-1 mentoring** and tutoring will help each student feel completely and confidently prepared for their professional life.
- Our exceptional professors and proven mentors will power you to your fullest potential along with **only 30 driven peers** like yourself.

IBU is the first **home grown independent, not-for-profit** business university in Ontario.



# IBU International Business University

**ibu.ca**

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Toll Free: 1 (866) 923-3111

International Business University has been granted a consent by the Minister of Colleges and Universities to offer this degree program for a seven year term starting December 4, 2020. 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.