



**IBU** International  
Business  
University  
Toronto

# MBA in General Stream



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# MBA in General Stream

Are you looking for an executive MBA in Canada that will give you a solid foundation in business administration and management? Do you want to join one of the best MBA programs in Ontario that will allow you to customize your MBA program according to your interests and goals? If yes, then the General Stream at IBU is the perfect choice for you.

## Key Facts:

### Program length:

4 Terms – 16 Months

### Intakes:

September, January, May

(42 Credit Hours with  
Capstone Project Work)

## Why Choose This Specialization?

- Learn from the experts the core concepts, theories, models, tools, and practices of business administration and management across various functional areas, such as accounting, finance, marketing, operations, human resources, and strategy.
- Master the skills and abilities to apply critical thinking, problem-solving, and decision-making to address business challenges and opportunities in different contexts.
- Understand the ethical, social, and environmental responsibilities of business leaders and managers in today's complex and dynamic world.
- Have the chance to choose elective courses from any of the other MBA specializations or other graduate programs at IBU to tailor your MBA program to your interests and goals.

## Career Outcomes:

- You will be ready for rewarding careers in general management, leadership, or administration in various sectors and industries.
- You will also have the option to pursue further studies or research in business-related fields.

## Curriculum Overview


CURRICULUM	MBA in General Stream	M	S	RM	C	P	A	L
FOUNDATIONS	TERM 1							
	Financial Management	✓		✓	✓			
	Business Analytics	✓		✓				
	Organizational Behavior: Leading in a Diverse Environment	✓		✓	✓	✓		
	Marketing and Social Media	✓		✓	✓			
	TERM 2							
	Communications, Interpersonal Skills and Negotiation	✓			✓	✓		
	Strategy (Technology Management)	✓		✓	✓			✓
SPECIALIZATION	Information Technology and Digital Transformation	✓	✓					
	Macroeconomics*	✓		✓				
	TERM 3							
	Regulatory Environments, Ethics and Sustainability	✓				✓		
	Research Methods	✓	✓	✓	✓		✓	✓
	Business Planning	✓		✓	✓		✓	✓
	Financing and Valuing Ventures***	✓	✓		✓	✓	✓	✓
	Business Process and Systems Design***	✓	✓			✓	✓	✓
APPLICATION – CAPSTONE (pick 1)	TERM 4							
	Consulting Project	✓	✓	✓	✓	✓	✓	✓
	Business Plan Development	✓	✓	✓	✓	✓	✓	✓
	Major Research Paper	✓	✓	✓	✓	✓	✓	✓

# foundation for the specialization,

\* program required,

\*\* specialization required,

\*\*\* pick 2, at least 1 from these 3 electives.

 Curriculum is subject to regular review and changes as needed.

# MBA Student Journey

Embarking on your MBA journey is an exciting and transformative experience.

## MASTERING FUNDAMENTALS

During your first semester, you will dive into the core principles of business that will serve as the foundation for your future success. In this initial semester, you will build up your foundation knowledge of doing business in a contemporary setting.

Financial Management will equip you with the necessary financial knowledge and skills to navigate the complex world of business finance. Business Analytics will hone your ability to analyze big data and make informed business decisions. Organizational Behavior in a Diverse Environment will enhance your ability to lead and strive within an inclusive and diverse workplace. Marketing and Social Media will introduce you to the latest knowledge about marketing and promotion tactics necessary to build a strong brand presence in the digital age.

## DRIVING CHANGES

As you progress into the second term, you will focus on driving effective changes within organizations for technological innovation. Communication skills will teach you effective ways to convey your message and influence others. Negotiation skills will enable you to navigate complex business deals and resolve conflicts. Strategy will provide you with the innovative approaches and techniques to formulate and implement successful business plans. Information technology and digital transformation will explore the role of technology in driving innovation and growth. Studies about global trade and economics will broaden your understanding of international business and the complexity of global economy.

## SPECIALIZATIONS IN SKILLS

Following the completion of the first two semesters, you will have the opportunity to specialize in your chosen field. Whether it is entrepreneurship, financial analytics, or global business venturing, you can tailor your studies to align with your career goals and passions. This pathway will allow you to delve deeper into your chosen specialization to gain advanced knowledge and expertise as an agile business executive.

Finally, you will culminate your MBA journey through the completion of a capstone project. This project will challenge you to apply everything you have learned throughout your studies to solve a real-world business problem. It will be a culmination of your interdisciplinary knowledge and practical skills, demonstrating your readiness to make a meaningful and positive impact on the business world.