

IBU

International
Business
University

Canada's Business University



BREAKING BARRIERS, BUILDING FUTURES

Where Future Changemakers Thrive
and Organizations Find Their Talent



At a Glance

Canada's only independent, not-for-profit business university



IBU delivers **accessible, affordable, personalized education** that prepares students for **career success**.

Programs

Undergraduate

BCOM (Honours):

- International Management & Technology
- Business Management
- Digital Sales & Marketing Management

Graduate

MBA:

- Technology, Innovation & Entrepreneurship
- Financial & Management Analytics
- Information Systems Management
- Global Business Management
- Digital Health & Data Analytics
- Healthcare Management
- General Stream

Experiential Platforms & Tools

- Capstone Converge
- Riipen Projects
- Bloomberg Finance Lab
- LinkedIn Learning

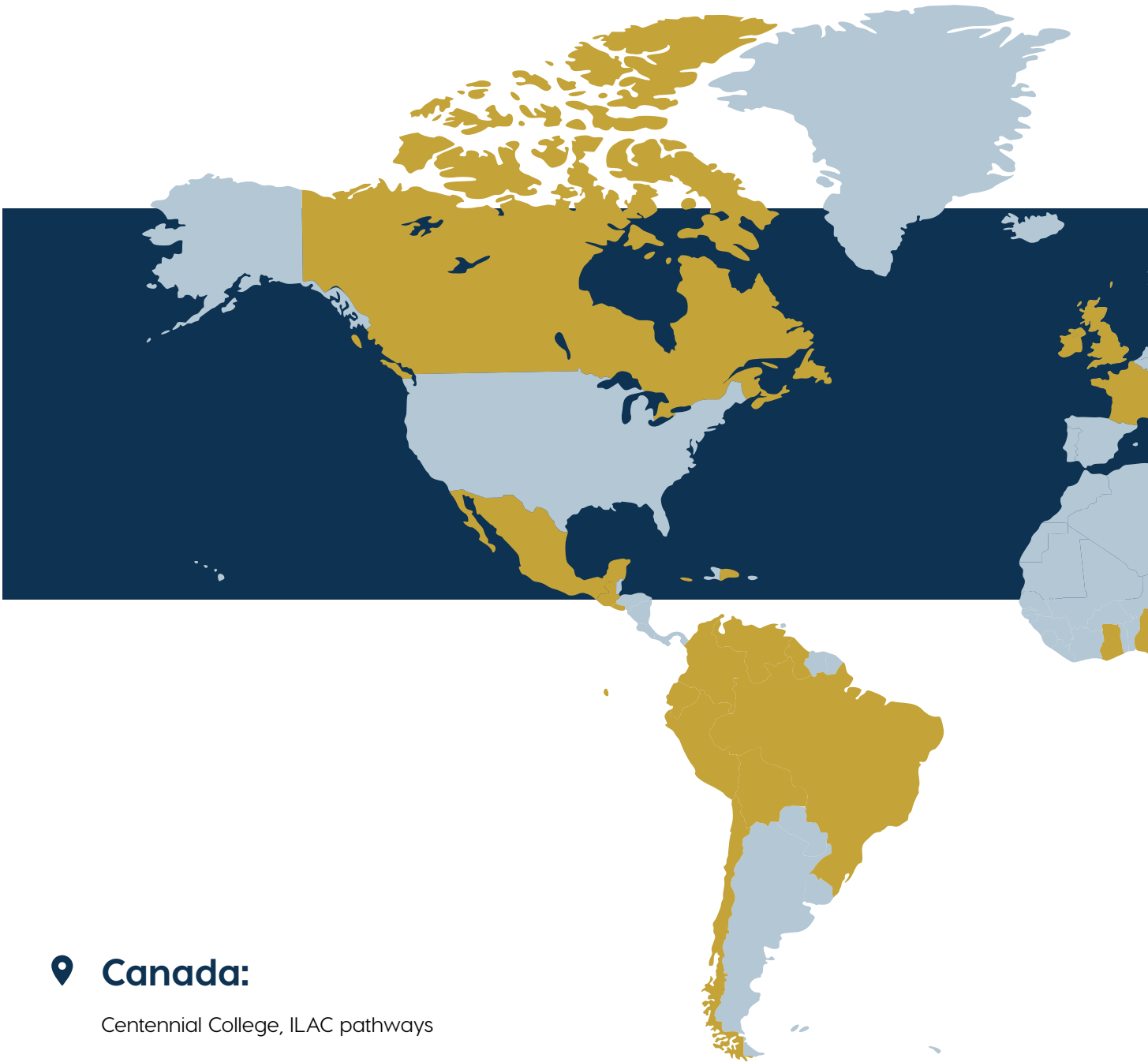
Centres of Excellence

- Future Talent Research Institute
- Centre for Sustainable Business

Selected Employer Partners



Global & Local Partnerships



📍 Canada:

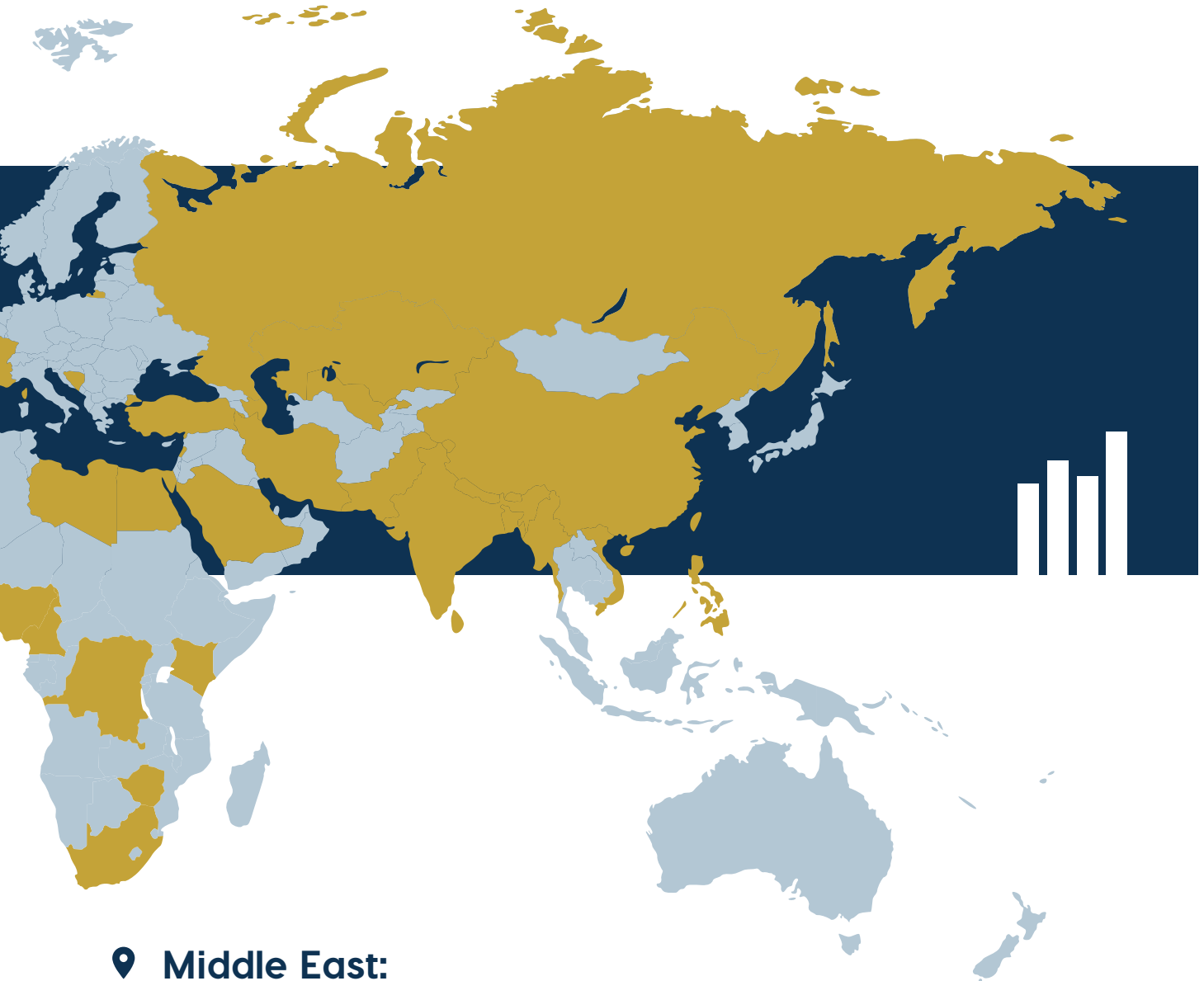
Centennial College, ILAC pathways

📍 Europe:

LUISS Guido Carli (Italy), Porto Business School (Portugal),
Alfonso X el Sabio University – UAX (Spain)

Toronto – Canada's Financial & Innovation Hub

Ottawa – Opportunities in the north nation's capital



📍 Middle East:

Zayed University (UAE)

📍 Asia:

ISBR (India), Saegis Campus (Sri Lanka), Fortune Institute of International Business (India), City University of Macau (China), Binus University (Indonesia)

Vision and Mission

Vision:

IBU is a student-focused business university offering programs that are career-relevant, accelerated, and integrated with work-connected projects. Graduates leave with knowledge, technical and interpersonal skills, and problem-solving experience.

Mission:

Educating the next generation of graduates who anticipate and drive change, and who make a difference at work and in their communities.

Foreword

Charting a New Course in Business Education



Dr. Asima Vezina

President and Vice-Chancellor

Founded with a bold vision, **International Business University (IBU) is Canada's first independent, teaching-focused, student-oriented university.** Our goal is as ambitious as it is urgent: **to empower graduates to succeed in a rapidly evolving economy.**

Since its initial conception **10 years ago**, IBU has combined **rigorous academics with real-world relevance**, ensuring it meets the needs of **Canada's economy** and the **international marketplace beyond.**

This vision was realized by a team of **distinguished scholars** and **accomplished executives** whose informed expertise ensures curricula **reflect, respond to, and anticipate industry priorities.**

IBU's **undergraduate and graduate programs** are intentionally designed for **meaningful, career-ready outcomes.** Every course and IBU experience is built **with the student in mind.** More than just a next-generation university in name, **IBU is redefining business education – not just through its programs, but through its people, partnerships, and priorities.**

From Big Idea to Institutional Impact

The strategy that powers IBU



In 2015, IBU's founders set out to build a new kind of business school - one that would prepare students for the challenges of tomorrow. Leveraging decades of experience, they envisioned an institution where entrepreneurship, sustainability, and innovation weren't just add-ons but core pillars of business education.

Nearly 10 years later, the World Economic Forum's 2023 Future of Jobs report affirmed their outlook, identifying analytical thinking, creative thinking, and big data among the top in-demand skills by 2027. Today, these areas also align with Canada's workforce needs.

A team of esteemed academics with experience launching, reinventing, and building universities both globally and locally, conducted extensive consultations with education and business professionals. With all of the necessary input from academics, industry, and government, IBU received consent from provincial authorities to operate in 2020.

A next generation
business university
**built not only
to reflect industry,
but to help shape it.**

Since opening its doors five years ago, IBU has expanded its offerings, launched applied research initiatives, and established partnerships with corporations and the community.

So, while its outlook is global, the university remains rooted in its local context. The result is a next generation business university built not only to reflect industry, but to help shape it.

Milestones in Motion

Defining moments that shaped
our mission

From its foundation
to implementation, this
is **how IBU was established**



2020

Provincial Alignment

Ontario's
Postsecondary
Education Quality
Assessment Board
(PEQAB) approves
application

Ontario's Ministry
of Colleges,
Universities, (MCURES)
grants final consent

2021

IBU Firsts

Inaugural cohort
Bachelor of
Commerce
(Honours)

IBU opens
downtown
Toronto campus

2022

Domestic Engagement

First Domestic
MOU -
Centennial
College

2023

Focused Growth

IBU has been
approved as a
Designated Learning
Institution (DLI)

IBU launches the
Centre for Sustainable
Business

Inaugural cohort of
MBA students

IBU joins AACSB



2024

**Real-World
Impact**

IBU launches Future
Talent Research Institute

Bloomberg Finance Lab
opens

First cohort of
graduates from MBA
and BCOM

Students from 65+
countries around the
globe

2025

**Preparing
For the Future**

First Online MBA
Specialization launches

IBU hosts the Transatlantic
Symposium on
Sustainability in Higher
Education

2 new Healthcare
focused MBAs launch

Ottawa Campus
is announced

2026

**Positioned for
Growth**

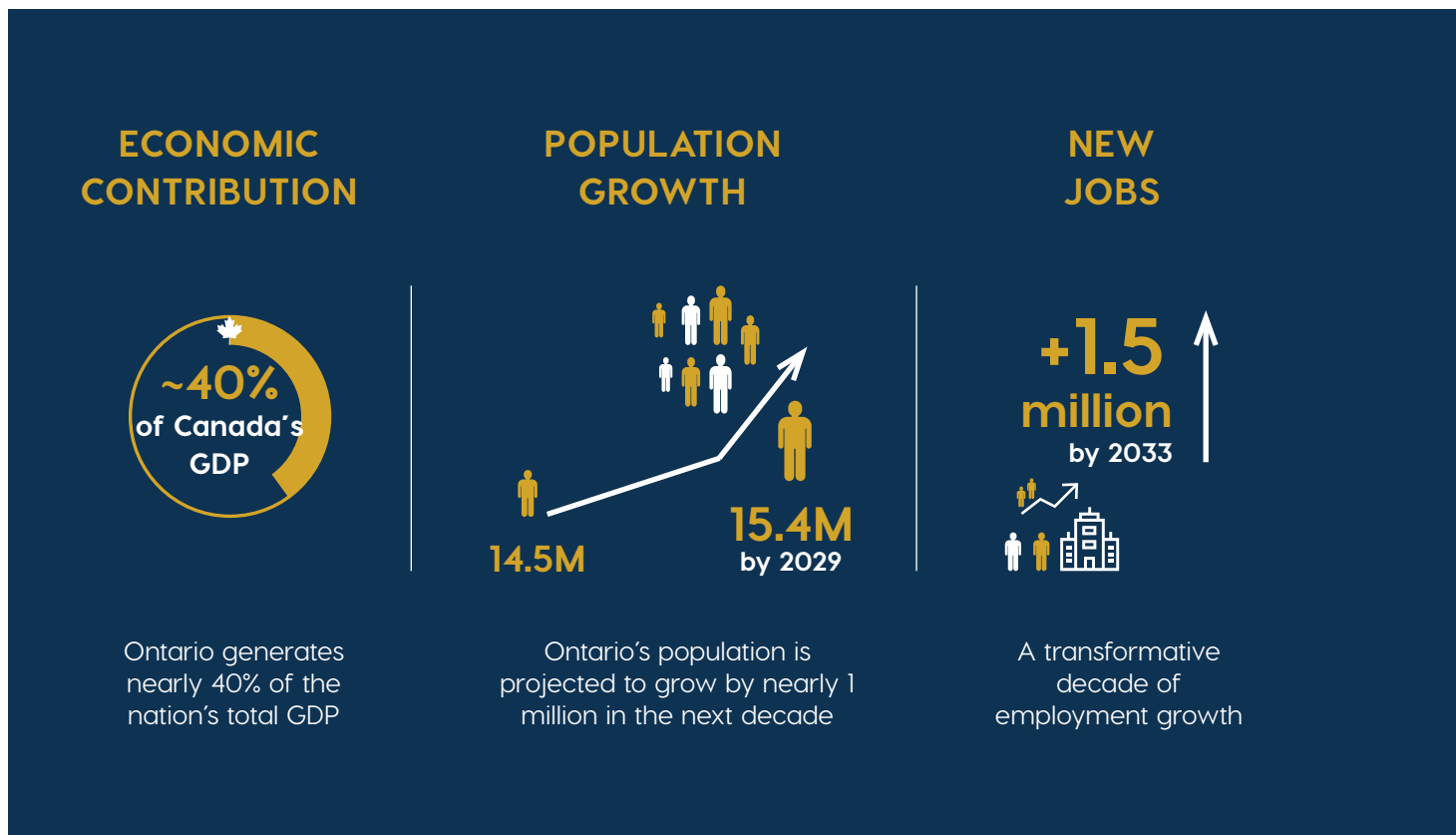
New Toronto Campus
opens in the heart of the
city's business district

Ottawa Campus opens in
Lansdowne Park

2 new Master's of
Science degrees in
Artificial Intelligence (AI)
announced

Ontario at a Turning Point

The rise of high-impact sectors



As the driver of nearly **40% of Canada's GDP¹**, Ontario is more than just an economic powerhouse – it's a launchpad for innovation, entrepreneurship, and fast-shifting industries. The province's population is projected to grow from **14.5 million today to 15.4 million by 2029²**, with **more than 1.5 million new jobs expected by 2033** – marking the start of a transformative decade.

Key sectors, such as information and communication technology (ICT), green energy, and advanced manufacturing, are expanding and reshaping the labour market⁴. These sectors will require workers who are competent in artificial intelligence, data analytics, cybersecurity, and digital entrepreneurship. By 2030, nearly 2 million workers in the province will need upskilling or reskilling⁵ to remain competitive.

Toronto's tech ecosystem has been experiencing remarkable growth over the last five years, as demand for AI skill sets has increased. In 2024, Toronto ranked fourth in the Top 50 North American tech markets⁶.

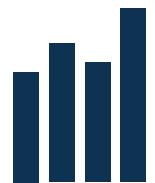


For Ontario to thrive in this new era, it needs a new kind of business graduate – **skilled in industry, digitally fluent, globally minded, and prepared to lead with purpose in innovation, entrepreneurship, and sustainability.**



At IBU, We're Answering The Province's Call For A Future-Ready Workforce

**INNOVATION
ENTREPRENEURSHIP
TRANSFORMATION**



REFERENCES:

¹ Gross Domestic Product, annual estimates for Canada, 2024.

² Population estimates and projections for Canada, 2024–2035.

³ Labour force and employment statistics, 2024.

⁴ Future of Jobs Report, 2023.

Fueling the Workforce Transformation

How IBU shapes talent for the innovation economy

As high-growth sectors reshape the economy, our **market-responsive programs** and **strategic partnerships** ensure students graduate with the **experience, agility, and digital skills** employers expect.

From curriculum design to internship support and applied research, we align with Canada's most urgent workforce priorities, including **sustainability, data analytics, AI, cybersecurity,** and **digital health**.

Curriculum Development

Our programs, developed through consultation with **employers, sector leaders, and policy advisors**, address **real-time shifts in workforce needs**. Courses integrate growth sectors such as **AI, digital entrepreneurship, and green energy**, while fostering **strategic leadership** and **transformational skills**.

Real-World Connections

We collaborate with Canadian research institutions and industry partners to match student training with evolving national workforce needs, facilitating **internships** and **experiential learning opportunities**.

Research and Innovation

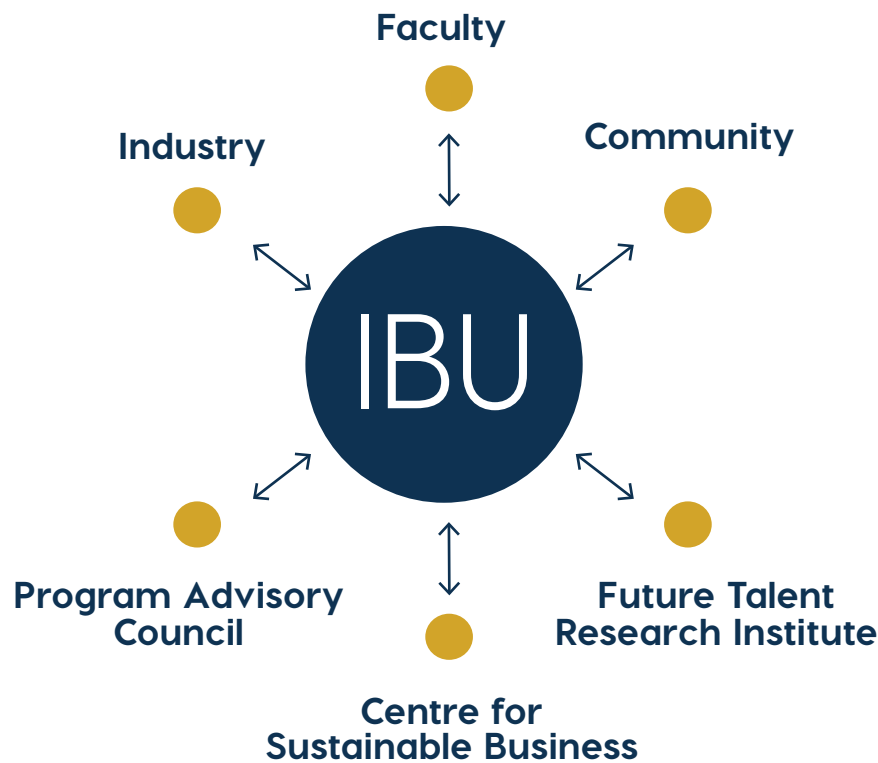
Our **Future Talent Research Institute** collaborates with **Canadian research institutions** and corporate partners to expand **applied research** in **sustainability, smart manufacturing, and digital health** – sectors deemed essential for the Canada's long-term economic success.

Skills Development

We leverage platforms such as **LinkedIn Learning** and **McGraw-Hill** to ensure that students develop the **digital and entrepreneurial capabilities** prioritized in Canada's Skills Development Strategy.

Built for Real-World Learning

IBU's collaborative education model



Collaboration is the spark behind progress – at IBU, it forms the foundation of how we **teach, learn, and lead**. Our model is built on the belief that **great ideas don't materialize in isolation**. Instead, they grow through meaningful engagement between **students, faculty, industry, and community partners**.

Our **Industry Advisory Council** and **Program Advisory Councils**, are comprised of seasoned entrepreneurs and executives, and industry experts, who work closely with academic leadership to ensure that our programs remain relevant and evolve in a timely manner to **real-world demands**.

Meanwhile, the **Future Talent Research Institute** leverages **employer-led research**, spanning

technical, digital, and human skills, to inform IBU's curriculum and student support programming. Beyond institutional partnerships, IBU learners participate in **workshops, roundtables, and live projects** with professionals from across the corporate spectrum.

These experiences turn **theory into practice** and sharpen **collaboration abilities** essential for high-growth industries.

With **small class sizes** and **mentorship** integrated into the academic experience, IBU fosters an environment where each student has the opportunity to **make contributions to the learning process**. As a result, the classroom becomes a hub for **ideas, careers, and relationships** that inspire meaningful change.

Partnering for Impact

Creating opportunities for students, industry,
and the community

Collaboration with industry extends well beyond IBU's campus. Through our broad corporate network, students and faculty participate in a variety of opportunities, while organizations benefit from **new ideas**, **applied research**, and **motivated talent** eager to make an impact. Our Career Services team ensures every connection is smooth, linking partners and students to **experiences that strengthen the workforce** and **shape the future of business**.

There are many ways partners can connect with IBU, depending on their needs:

Guest Speaker Series

Industry experts can share **real-world insights in the classroom**, helping students bridge theory and practice while positioning their organizations as **thought leaders**.

Employer Information Sessions & Networking

Employers build their brands by engaging students. **Information sessions**, **networking events**, and **career fairs** enable organizations to showcase company culture, highlight career paths, and recruit effectively.

Co-op and Internships

Co-op and internship opportunities give students **valuable industry experience**, and companies benefit from motivated team members ready to contribute. Since our programs focus on applied learning, students arrive **prepared to make an impact from day one**.

Capstone Projects

Companies partner with teams of **senior students** on a four-month applied research project. Guided by faculty and evaluated by industry experts, Capstones deliver **innovative, practical solutions tailored to organizational needs**.

Riipen Projects

Riipen is an **innovative work-based learning platform** that connects students and employers for short-term projects. These partnerships enable organizations to **address challenges efficiently**, **explore new ideas**, and **collaborate with emerging talent**.

Partners' IBU Gateway: Career Services

IBU's Career Services team supports these **collaborations** from planning through execution. By **coordinating guest speakers, projects, work placements**, and **networking events**, the team ensures that every engagement **delivers meaningful outcomes for students** and **valuable connections for partners**.

Equipping Tomorrow's Business Leaders

Supporting both students and Ontario's progress means delivering education that is **responsive** and **adaptable**. This takes shape through **strategic tools, resources**, and **learning experiences** that develop **executive capacity, agility**, and **next-gen skills**.

Resources and Learning Opportunities

IBU's Bloomberg Finance Lab

Students have access to real-time data, recognized certifications, and hands-on experience, preparing them for careers in finance and global commerce.

The Centre for Sustainable Business

The Centre integrates sustainability principles into business practice through research, workshops, and industry collaborations, preparing students to lead responsibly and ethically.

On-Demand Courses

Partnerships with LinkedIn Learning and McGraw-Hill provide courses in leadership, data analytics, digital marketing, and other key competencies, ensuring aspiring professionals stay ahead in a competitive landscape.

Language Proficiency

French lessons are available to all students and are part of our language development program, equipping learners with the multilingual fluency essential for international commerce and trade.

Career Services and Industry Engagement

Future Talent Research Institute

The Institute connects students with partners via internships, mentorship, and experiential projects, giving emerging professionals practical experience and a strong network.

Career Development Centre

The Centre offers personalized coaching, resume workshops, interview preparation, and exclusive job and internship opportunities.

Guest Speaker Series

Thought Leaders and innovators from local and international markets are continuously on campus exposing students to expert insights and emerging trends.

Industry Connections in Action

IBU's Engagement with the Professional Ecosystem

Through partnerships and associations with leading organizations across sectors, IBU actively connects **students** and **faculty** with **top-tier companies**. These engagements foster **applied research**, **practical experience**, and **thought leadership**, reinforcing IBU's position as a **trusted, connected player** in the global business ecosystem.

Inspiring Leadership with Nestlé

IBU regularly hosts **guest speakers** from various industries. Recently, **Lina Benkhaldoun, Marketing Director at Nestlé**, participated in an MBA Strategy Conversation.

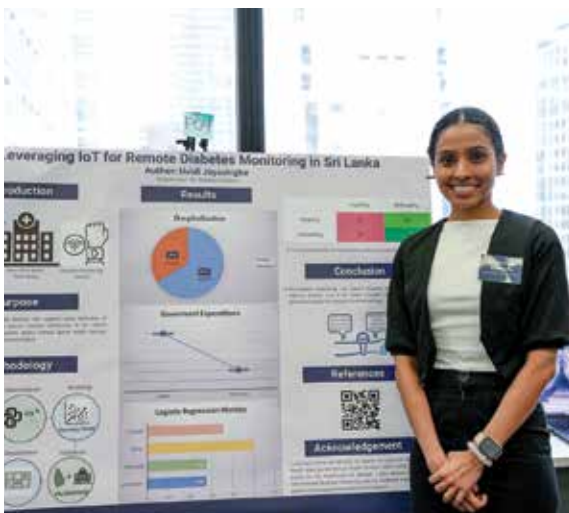
She shared her journey in strategic marketing, discussing **brand relevance**, **the rise of AI**, and **challenges newcomers face**.

Her talk motivated students to view **evolving market demands as opportunities**, providing practical insights based on her experience.



Lina Benkhaldoun
Marketing Director at Nestlé

Showcasing Student Work at Capstone Converge & Industry Networking Event



In August 2025, IBU hosted its second **Capstone Converge**, bringing together over 400 attendees from leading companies, faculty, and students. Thirty finalists presented applied research spanning **healthcare** and **global management, digital transformation, and financial sustainability**. Projects included **AI-driven startups, IoT healthcare tools, multilingual platforms, and financial literacy solutions**.

Judges from **Google, Microsoft, Amazon, Trillium Health Partners**, and other organizations provided feedback and insights, underscoring IBU's strong ties to industry.

Driving Growth and Impact at Women Focus Canada Inc.

On a mission to empower women to end poverty in Canada, **Women Focus Canada Inc.** turned to IBU for business development help. MBA student **Osinachi Tochi Okey-Okore** strengthened operations and expanded opportunities for local women entrepreneurs.

She tackled organizational challenges, improved systems, and introduced **sustainable solutions** that fueled growth. Her efforts helped the nonprofit **launch new initiatives, deepen partnerships, and increase community impact.**



The **IBU student's contributions reflect the kind of leadership and problem-solving** that makes a **real difference in any organization.**

– **Dr. Oluremi Adewale**
President and CEO of
Women Focus Canada Inc.

Advancing Projects at Sparcks Inc.



We look forward to future **collaborations with IBU and highly recommend their co-op program** to any organization seeking **talented, driven, and forward-thinking individuals.**

– **The Sparcks Team**

When **Sparcks Inc.**, a Ontario-based leader in sales performance and knowledge solutions, needed talent for app development, two IBU MBA students, **Dhrumil Waghela** and **Raduan Ridu**, played a key role.

They contributed to **technical specifications, case study analyses, flow documentation, investor presentations, and user acceptance testing plans.** Sparcks praised their **creativity, technical skills, and professionalism.**

IBU Connects Students With Top Industry Leaders, Such As:



Centre for Sustainable Business

Shaping the Future of Sustainable Business

At International Business University (IBU), we believe **sustainability is not only a responsibility but also a business advantage**. The **Centre for Sustainable Business (CSB)**, founded and directed by **Prof. Artie Ng**, equips future-ready leaders to embed **environmental, social, and governance (ESG) principles** into business strategy and operations.



Our Focus

CSB is a hub for **research, education, and industry collaboration**, driving **positive change in organizations** and building competencies aligned with the **UN Sustainable Development Goals** and the **emerging circular economy**.

What We Do

Key initiatives of the centre include: conferences, workshops and seminars, interdisciplinary research and publications, executive training and certification, community engagement, and curriculum development.

Research

Advancing knowledge in **decarbonization, green finance, sustainable supply chains, and ESG reporting**.

Education

Integrating sustainability into IBU's **BCOM** and **MBA curricula** through courses, capstone projects, and **global case studies** with Canadian context.

Collaboration

Partnering with **universities, industries, and communities worldwide** to shape practice and policy.



Prof. Artie Ng
Former Dean & Director,
Centre for Sustainable
Business

Our goal is to **advance sustainability education** and **build competence for future business leaders**, ultimately driving business models that thrive in the circular economy.



Our Impact

- **HOSTED**
the **3rd Transatlantic Symposium on Sustainable Development in Higher Education (2024)**, spotlighting **green finance, Indigenous entrepreneurship, and AI for sustainability**.
- **PUBLISHED**
global research on topics such as **strategic decarbonization, financial innovation, and climate change adaptation**.
- **SUPPORTED**
students with **experiential learning opportunities**, from industry consulting projects to **digital sustainability cases with global firms**.

Global Reach

CSB is an active partner in networks such as:

European North
American Sustainability
Research Consortium
(ENASRC)

Inter-University
Sustainable Development
Research Programme
(IUSDRP)

UN Principles
for Responsible
Management Education
(PRME)

Students, employers, and researchers can join CSB through **projects, internships, and applied studies**. Together, we are **breaking barriers** and **building futures in a sustainability-driven economy**.

Empowering Tomorrow's Workforce, Today

Vision: Leading the Future of Canada's Workforce



Future Talent Research Institute (FTRI) drives innovation in competency-based education, aligning **skills development** with the evolving needs of employers.

FTRI is a hub for conducting research that identifies the critical skills and competencies required for businesses to stay competitive across Canada.

By bridging the gap between academic learning and workforce demands, FTRI ensures that students are equipped with the tools they need to thrive in a rapidly changing job market.

Through **strategic partnerships**, **data-driven insights**, and a **commitment to excellence**, FTRI is shaping the future of education at IBU. It empowers students, supports employers, and contributes to Canada's economic resilience.

FTRI's Goals:

Skills Development

Address skill gaps by developing programs aligned with employer needs.

Industry Collaboration

Serve as a hub for dialogue between businesses and educators, ensuring continuous alignment between academic offerings and workforce demands.

Thought Leadership

Provide research-driven insights on emerging trends and future skills needs.



Addressing FTRI's Recent Research Findings:

AI & Digital Fluency

Preparing students to be digitally fluent for tech-driven industries

Critical Thinking & Problem Solving

Competency-based practical learning

Talent Shortages & Turnover

Industry-relevant training and experience to prepare for the real world

Human + Technical Skills

Constantly developing credentials in Leadership, emotional intelligence and adaptability

Employee Well-being

Developing well-rounded and resilient leaders

Strategic Thinking

Equipping students to adapt and lead through uncertainty

Micro-Credentialing

Offering critical micro-credentials to give students a competitive edge



Impact from the Research by FTRI

IBU's research informs curriculum design, ensuring graduates are equipped to meet real-world challenges and drive innovation in their fields.

The Future in Focus

The next phase in advancing talent
and transforming industries



> 3000+

STUDENTS

With its **60 full-time** and **adjunct faculty members** – including **45 with doctoral degrees** and **three industry professors** – IBU is focused on **bridging theory with practice** in every classroom. With more than **3,000 students from 67 countries**, IBU is growing as a **vibrant global learning community**.

65+

COUNTRIES THEY REPRESENT

Committed to **putting students first**, IBU continually develops **new programs** to meet the needs of an **emerging economy**, introduces **micro-credentials** and **innovative learning experiences**, and extends access to students around the world.

**GROWING
AS A VIBRANT
GLOBAL LEARNING
COMMUNITY**

As **industry** and **academic partnerships** deepen, the ongoing rollout of **new MBA** and **business education programs**, along with continued exploration of **digital learning innovations**, IBU reaffirms its commitment to developing the **next generation of ethical, entrepreneurial, and globally minded business leaders**.

With **strong local roots**, a **global community**, and an **ambitious roadmap**, IBU is positioned not just for **what's next**, but for **what's needed**.



IBU International Business University

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The institution has been granted a consent by the Minister of Colleges and Universities to offer these degree programs for 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). This institution has been granted consent by the Minister of Colleges and Universities to offer this program for a five-year term starting April 4, 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.