



**GREYSTONE COLLEGE**  
OPENING UP GLOBAL CAREER OPPORTUNITIES

A man in a dark suit is seen from the back, looking towards a large, brightly lit display of various colorful charts, graphs, and data visualizations. The background is slightly blurred, emphasizing the man and the data. The overall scene suggests a professional or business environment.

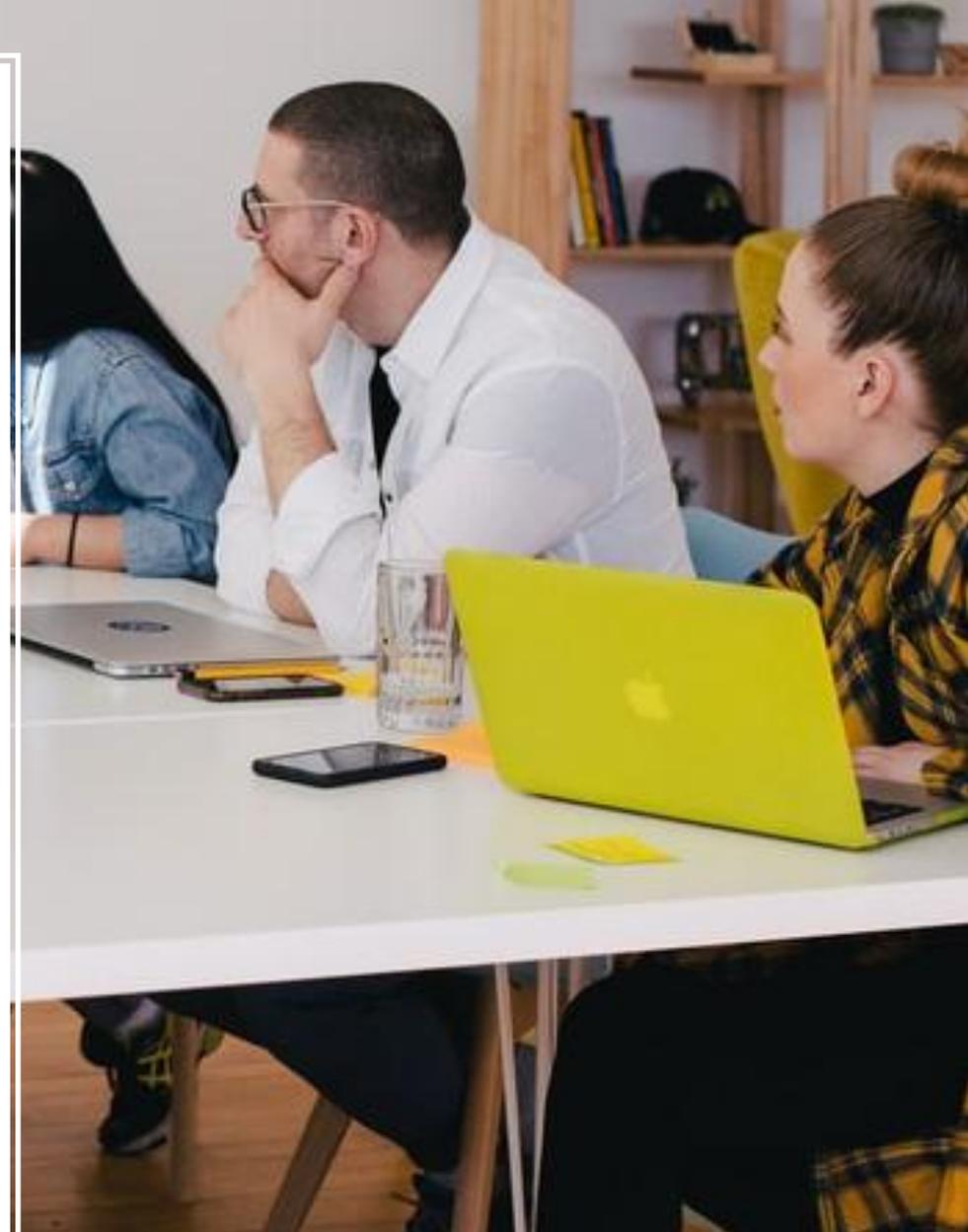
# Organizational Structure & Job Functions

Unit 1

International Business & Logistics

# Activity: Company Locations

1. Where is the parent company of **Braun** household appliances located?
2. Where was **Lenovo** founded?
3. In which country is the company that owns **Jaguar** based?
4. Where is the parent company that owns frozen food distributor **Schwan's Co.** located?
5. Where is the firm that owns **Green Giant vegetables** based?
6. From where are the owners of **Godiva** chocolate?
7. From where is the company that produces **Vaseline**?
8. Where is the company that bought **General Electric Appliances** headquartered?
9. Where is the company that owns **Holiday Inn** headquartered?
10. Where is the company that owns **Tropicana** orange juice headquartered in?



# What is an international business?

- Any commercial transaction that crosses the borders of two or more nations

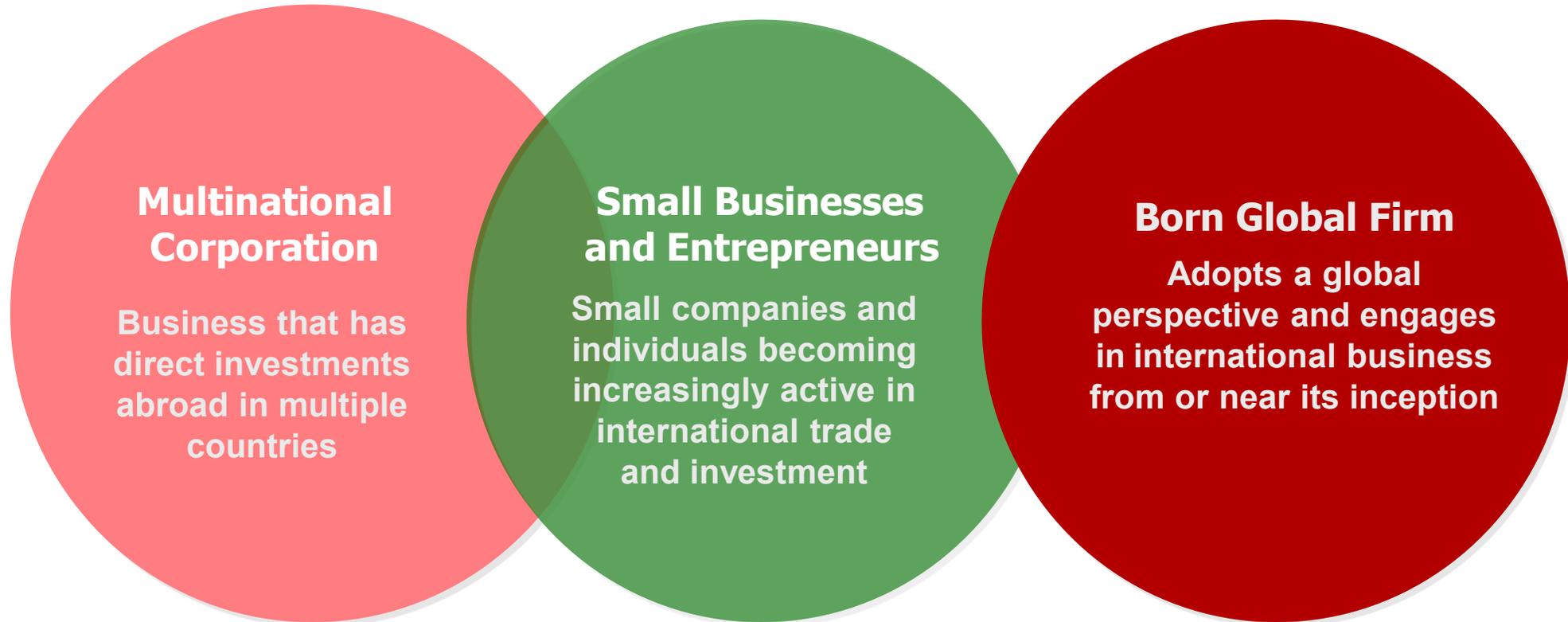
## Importing

- Goods and services are purchased abroad and brought into a country

## Exporting

- Goods and services are sold abroad and sent out of a country

# Types of Companies in International Business



# Globalization vs. Internationalization

## **Globalization**

Trend toward greater economic, cultural, political and technological interdependence among national institutions and economies

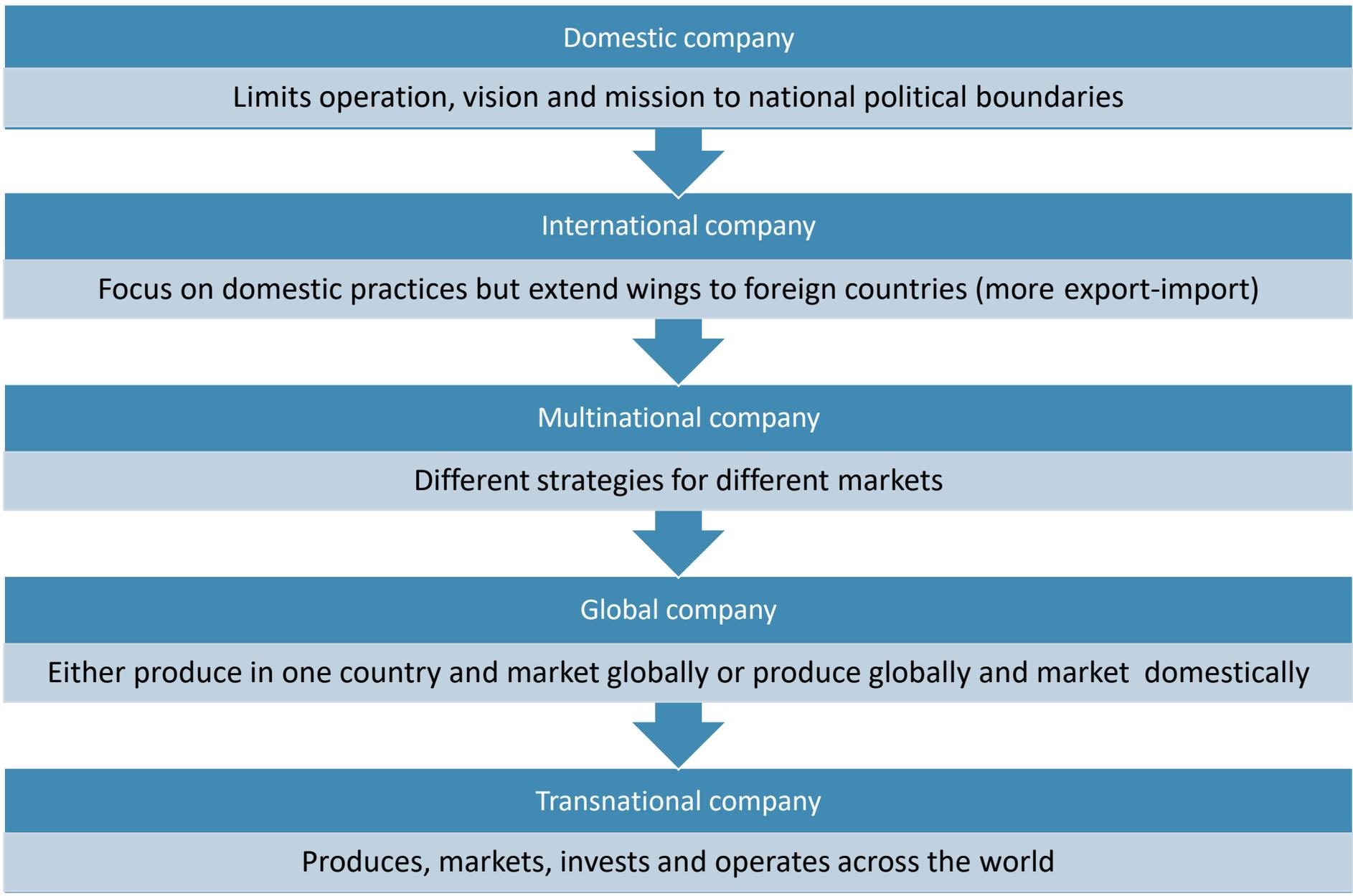
**An overall trend towards global connectedness**

## **Internationalization**

The means to produce goods or deliver services that have the capability of entering international markets and have globally accepted standards

**The act of going international by a company**

Stages of internationalization

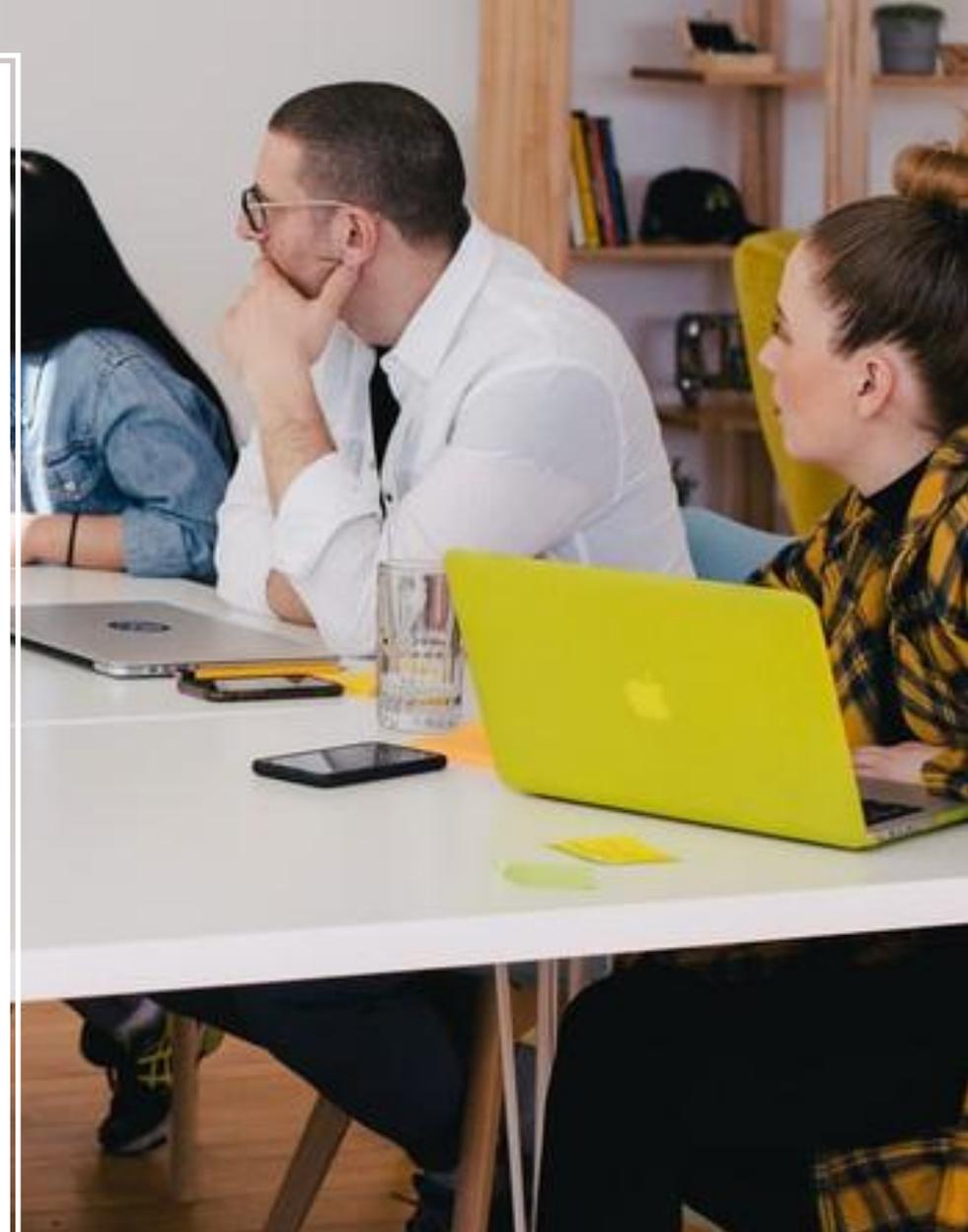


# Activity: Stages of Internationalization

In groups, find one company in Pernambuco at each of the following stages of internationalization. What does the company do?

- Domestic company
- International company
- Multinational company
- Global company
- Transnational company

Do the same for Canadian companies.

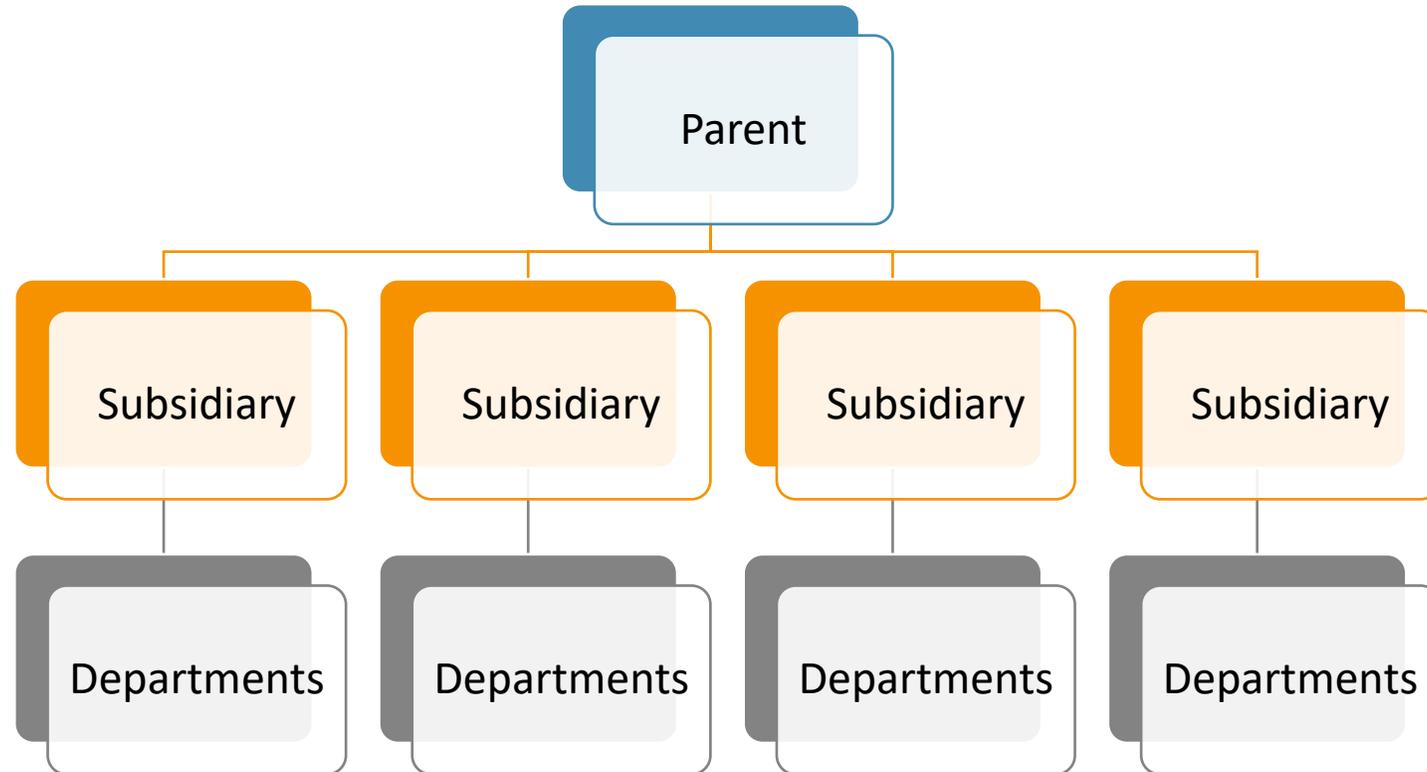




# Organizational Structure

Decisions to make in structuring organizations for international success

# Standard Company Structure



# Departments within an Organization



# Departmental Responsibilities & Priorities

## Production & Operations

- Production planning and scheduling to make the company's product
- Managing product quality
- Maintenance of plant (factory) and equipment
- Control of inventory

## Logistics

- Movement of goods through the company
- Shipping, insurance, customs clearance
- Order fulfilment and delivery
- Warehousing

## Procurement

- Purchasing raw materials, equipment, and office supplies
- Managing incoming deliveries of raw materials
- Managing relationships with suppliers

# Departmental Responsibilities & Priorities

## Upper Management

- Vision, mission, and strategic direction of the company
- Expansion decisions, domestically and internationally

## Human Resources

- Workforce planning
- Strategically supporting other departments in their workforce needs
- Training & Development
- Labour relations, disputes, compensation, termination

## Marketing & Sales

- Determining optimal target markets for products and services
- Pricing strategy
- Distribution strategy for products and services
- Advertising and promotions

# Departmental Responsibilities & Priorities

## Legal

- Ensure compliance with laws
- Representation in legal matters
- Employee immigration, travel, labour laws
- Product liability
- Contract negotiations

## Finance & Accounting

- Budgetary planning
- Taxation matters
- Investments
- Management of financing, capital, and resources for business operations

## Information Technology

- Security of company data
- Supporting employees in tech matters
- Implementation of systems and tech equipment

# Departmentalization & Standardization

## Departmentalization

- The dividing of organizational functions into units or teams based on common jobs, tasks, and expertise

## Specialization

- Employees who have high levels of expertise and knowledge in certain aspects of the business

# Structuring a Business



- The principles of organization apply to businesses of all sizes. Structuring the business, making an appropriate division of labor using job specialization and departmentalization, establishing procedures, and assigning authority are tasks found in most firms. ***How do these principles operate at your current or most recent job?***

# International Job Functions

Roles in the various departments of  
international businesses



# The international trade technician

## **Some potential tasks may include...**

- Manages the export or import, goods or services of a company, from the search for potential markets to the establishment of maintenance policies, and the completion of transactions
- Conducts market research
- Develops market penetration strategies
- Determines prices, methods of payment and financing
- Deals with foreign entities
- Plans the logistics of service delivery
- Supervises the workflow

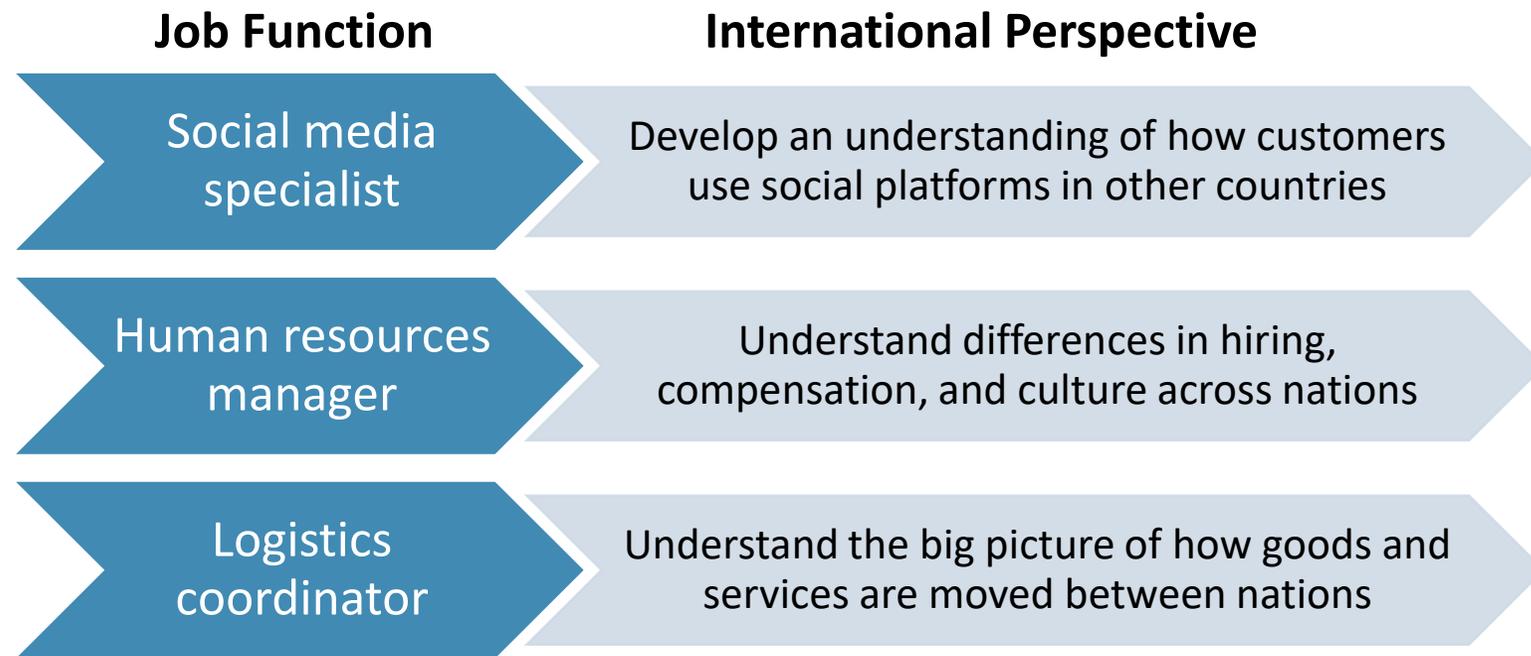
# The international trade technician

## Some potential tasks may include...

- Ensures the application of a follow-up policy that guarantees the satisfaction of the parties and the maintenance of good relations between them
- Plan and coordinate sales abroad
- Plan and coordinate purchases from abroad
- Make appropriate payments abroad (customs, taxes, etc.)
- Perform customs clearance procedures in collaboration with Canadian Customs and foreigners

# The international trade technician

Due to departmentalization and specialization, the international trade technician is not usually a stand-alone role in a company.



# Specialized International trade technician



# Specialized International trade technician



# Relative importance of tasks in the job market

- In a constant changing environment as international business the importance of tasks will change
  - Adaptability and flexibility are key in an international business career
- Importance of tasks can change according to seasons or periods of the year
  - **Example:** What are the seasonable periods in the tourism industry? What about the education industry? How do the priorities change over the year?
- When you meet with employers it is important to spend time asking questions on the level effort they expect for each task, which ones are more important (less important), etc.

# Takeaways

There is no  
“international  
business” discipline

International trade  
technicians  
encompass all jobs in  
international business

Specialization is  
important for  
employability

# Skills Required in International Business

Important skills across all  
international job functions



# Skills Needed in International Business

Strong  
Communication

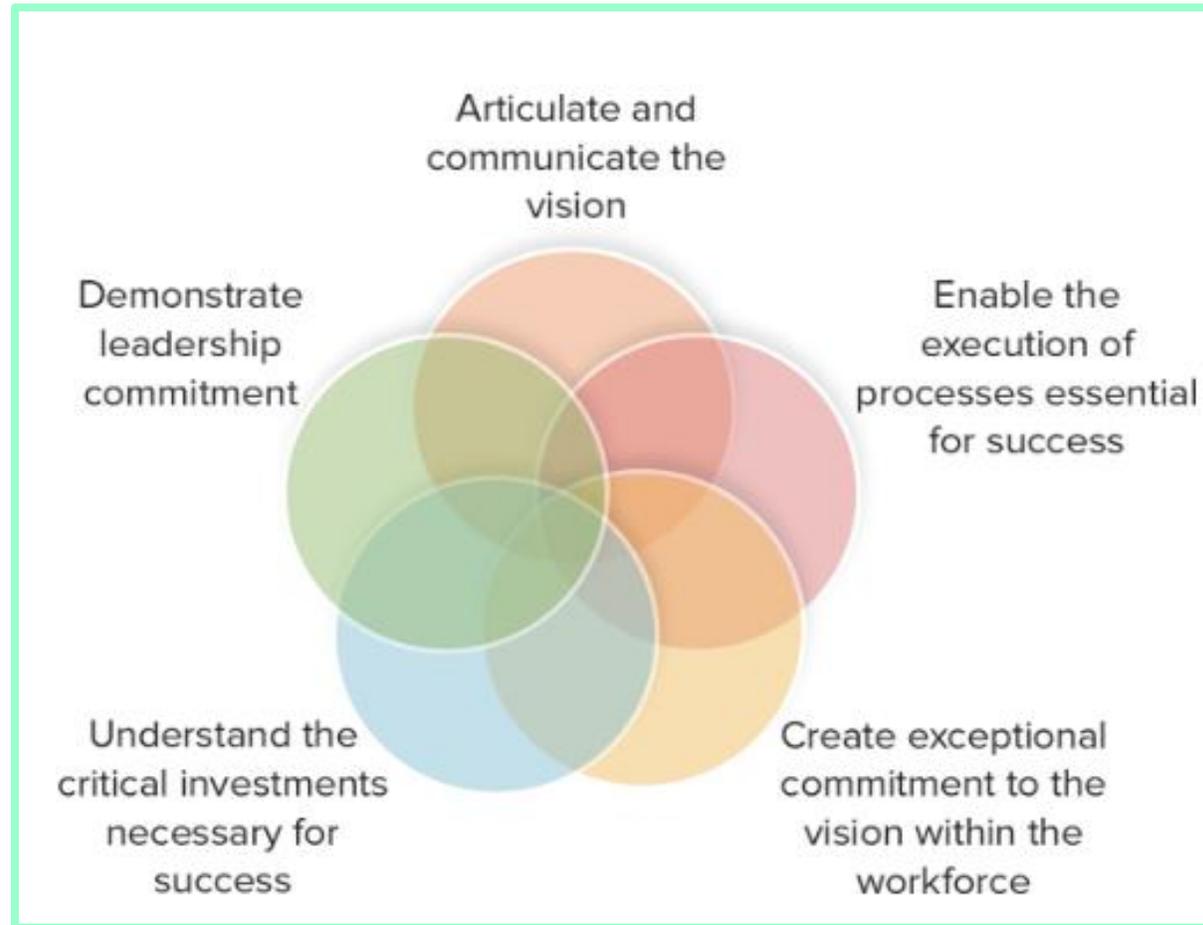
Emotional  
Intelligence

Cultural  
Awareness

Adaptability

Hard Skills

# Key Ability of Visionary Leaders



# Visionary Leaders

“ *Visionary leaders understand that vision enables strategy, which provides the guidelines for the tactics and activities to be implemented within the business model. In addition, they are able to communicate the key metrics to be used to measure the success of the organization as it pursues the identified vision.* ”

**Have you ever had a visionary leader in your workplace?**



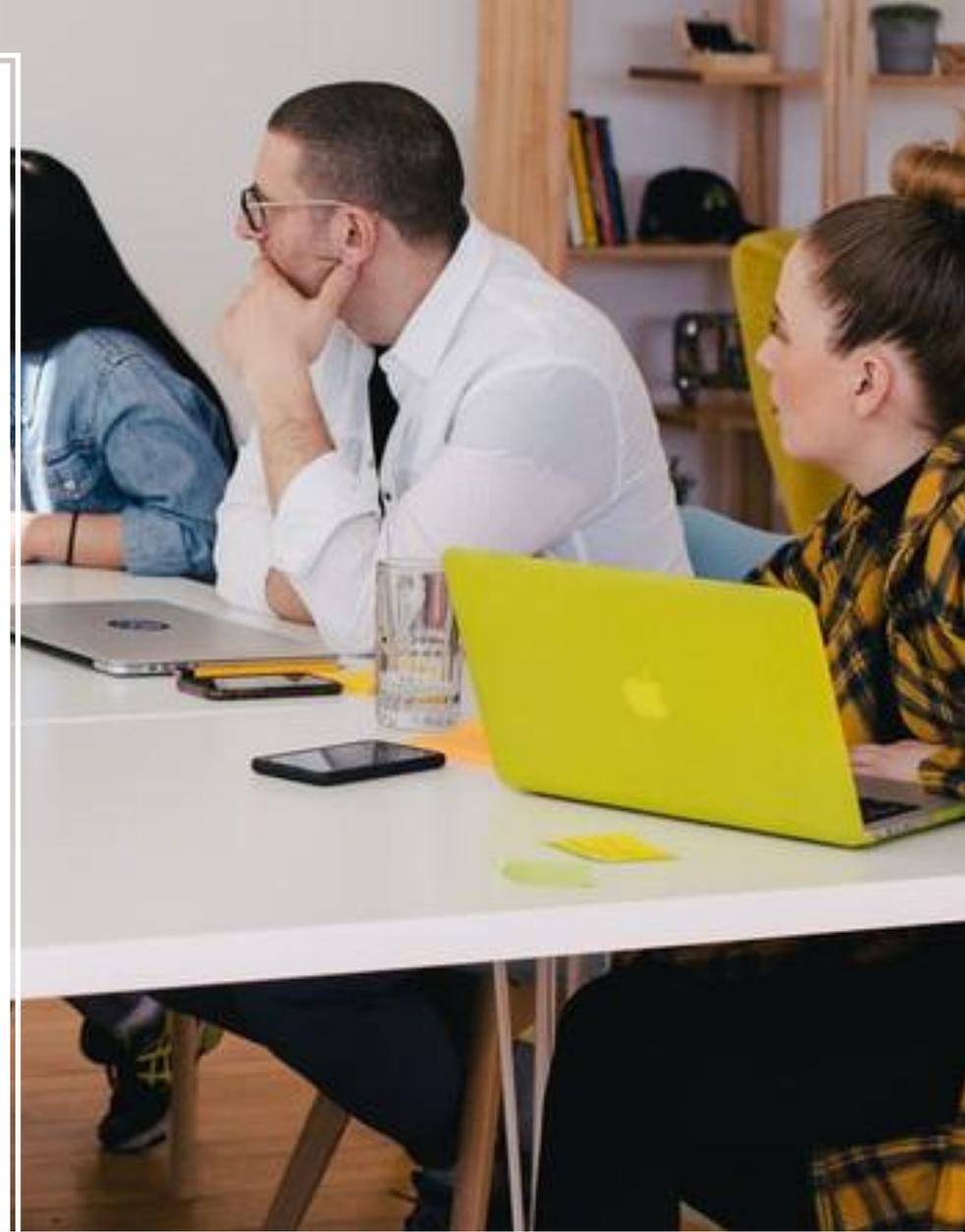
# Employers Hiring for International Roles

Career opportunities in international business

# Activity: International Jobs in Montreal

Search for “International Trade Technician” jobs in Montreal

- Find out:
  - What is the job about?
  - Which specialization does it apply to?
  - Responsibilities and possible projects
  - Aptitudes and qualities needed
  - Average Salary Rate in Montreal/Quebec



# Potential employers

- Companies (SMEs or large companies) trading abroad
- International Freight Forwarders
- Customs brokers
- Government of Canada: Canadian Border Services Agency, Foreign Affairs and International Trade Canada, Export Development Canada, Citizenship and Immigration Canada
- Government of Quebec: Ministry of International Relations, Ministry of Development, Innovation and Export
- International organizations

# Career opportunities

- As a result of the globalization of markets and free trade, there is a greater demand for these specialists
- Companies need skilled people to develop marketing and promotion strategies and to develop new markets around the world that will set them apart from their competitors
- It is not only multinationals that have a global market, now many SMEs are becoming known in several countries in Europe, Asia, Latin America and even sometimes in the Middle East and Africa



# CONNECT WITH THE GREYSTONE COLLEGE COMMUNITY

 GREYSTONECOLLEGE  
  @GREYSTONECOLLEGE  
  GREYSTONECOLLEGE  
 [BLOG.GREYSTONECOLLEGE.COM](http://BLOG.GREYSTONECOLLEGE.COM)

