



International Winter Institute for Business Management Program in Canada

Service Management Oriented

Welcome to the International Winter Institute for Business Management (IWIBM) program. We proudly invite you to join us – experience a top Canadian university's learning environment. Interact with the local business community and study the Canadian Business Environment, Service Management, International Business and Cross-cultural Management. This program is open to all undergraduate and graduate students from different disciplines and is delivered in English by award-winning professors at the Peter B. Gustavson School of Business, University of Victoria, British Columbia, Canada.

Application

Application form and instructions are available at www.gustavson.uvic.ca/iwibm

Fees and Registration Deadlines

Program Date: Feb 17 – Mar 2, 2013 | **Registration Deadline:** Dec 15, 2012 | **Program Fee:** CDN \$3200 all inclusive

Wonderful Experiences

- 3.0 credit-hours (39 hours) or 6 ECTS of course work* in format of lectures, cases, group work and company visits.
- Taught by award winning professors at the Gustavson School of Business in a western education style.
- Obtain Certificate of Completion and Record of Grades Letter.
- Welcome Pizza Party, Semi-formal Graduation Ceremony, and many exciting extra-curricular activities to build life-long friendships with fellow students.

Visit BC's top tourist spots and see Service Management in action

- Tourism Industry – field trip to Greater Vancouver Regional District
- Ski Resort Company – Mt. Washington Alpine Ski Resort business practices and ski trip
- Over a Century of Business Service – world famous Victoria Butchart Gardens and more...

Tuition fee includes

- Off-campus hotel accommodation with breakfast (double occupancy)
- Domestic transportation
- Meal card, which covers majority of meals on campus
- All field trips and activities

*Students may apply for academic credit at their home institutions by using the Certificate of Completion and Record of Grades Letter from the Peter B. Gustavson School of Business, University of Victoria.

For more information, please contact IWIBM

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**University
of Victoria**

Peter B. Gustavson
School of Business

IWIBM Sample Schedule

WEEK 1						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Visit Greater Vancouver Regional District & experience the strong customer service culture within the Canadian Tourism industry	Capital of British Columbia – Victoria Check - in	Business Environment in Canada	Business Management	Business Management	Business Management	Rest
	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
	Campus tour Scavenger hunt City tour Program orientation Welcome pizza party	Guest speaker	Company visit	Guest speaker	Company visit	Business Management
		Sport activity	Free night Explore downtown Victoria!	Sport activity	Club night	Sport activity

WEEK 2						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
RBC Museum IMAX Centre	Business Management	Ski & Snowboard Snow Tubing Resort guest house & Service Management practice Mt. Washington ski company visit		World famous Butchart Gardens - over a century of business service	Business Management	Hotel Check-out Good Luck!
	Lunch				Lunch	
	Get ready for ski trip to Mt. Washington. Education workshop at Mt. Washington				Farewell Banquet	

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