



## MBA COMMUNITY ECONOMIC DEVELOPMENT THE BILINGUAL PROGRAM

An MBA for Leaders in a Changing World



The Bilingual MBA Community Economic Development is the key program in the partnership agreement of Cape Breton University with the Beijing Shihui International Education group. This partnership agreement encompassing 30 Universities aims to develop senior management talent for China.

The MBA in Community Economic Development program is popular with domestic and international students, with more than 150 Chinese students currently enrolled. The collaboration with Beijing Shihui International Education builds on this record, attracting committed students who intend to manage and lead in China.

The government of China strongly supports collaboration on Business programs with foreign universities: CBU and Nova Scotia are well positioned to participate effectively in this initiative. Beijing Shihui International Education is one of a very few select organizations tasked with cultivating these international collaborations.

### THE BILINGUAL PROGRAM

Consistent with the reality of the global business community, the program delivery to this cohort adopts a bilingual format for several courses in the 1st year of the MBA, while students are participating in accelerated English for Academic Purposes classes. In designated Bilingual MBA courses, class lectures, group discussions, labs, papers and exams are delivered in Mandarin. Students must understand both languages and must participate in the exchanges, write their papers, and take the exams in the designated language.

All course content, class discussions, and labs in the 2nd year will be entirely in English. The Applied Research Project is written entirely in English as well. Graduating students will have the same level of English language proficiency as currently admitted students, and all will have advanced Business Mandarin proficiency.

### The Program

16 courses, including the Applied Research Project (ARP). 48 credits. The Bilingual program is paced for completion over 2 calendar years.

### Entry Points

- September, Fall semester
- January, Winter semester

### Specializations

- International Business
- Marketing
- Public Administration,
- Strategic Leadership
- Sustainability
- Tourism

### Entry Requirements

- Open to graduates from any degree program
- B+ standing in a recognized 4-year Bachelor degree
- Work experience preferred but not required
- English and Mandarin Proficiency

*"The MBA in CED qualifies me to work in the business administration department of the university and the experiences I had in Canada enables me to introduce a whole different culture to my students."*

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