



Cape
Breton
University

Cape Breton University

Bilingual MBA in Community Economic Development

AN MBA FOR COMMUNITY CHANGEMAKERS

The Bilingual Master of Business Administration Degree Program (BMBA) at Cape Breton University appeals to people who want to make a difference in their organizations and communities, especially those working in community organizations, the public sector, social enterprises and entrepreneurial businesses.

The BMBA program streamlines the learning process by synchronizing the language preparation program and the Mandarin MBA courses. This innovative approach offers a more efficient, flexible learning experience tailored to dynamic professional environments.

SPECIALIZATIONS

- International Business
- Public Administration
- Strategic Leadership
- Peace-building
- Marketing
- Sustainability
- Tourism
- First Nations

切换中文



BILINGUAL EDUCATION MODEL

The Bilingual MBA in Community Economic Development is a key program at Cape Breton University. The program features an innovative bilingual curriculum aligned with global business trends, in recent years it has successfully prepared hundreds of students with advanced business knowledge and skills for their careers.

The Bilingual MBA program collaborates with over 30 universities in China. The government of China strongly supports cooperation on Business programs with foreign universities: Cape Breton University and Nova Scotia are well positioned to participate effectively in this initiative.

The Bilingual MBA program includes 15 courses and practical research projects for 48 credits. It begins with 7 specialized courses in Chinese, followed by 8 courses and a research project in English. Graduating students will have the same level of English language proficiency as currently admitted students, and all will have advanced Business Mandarin proficiency.

ENTRY REQUIREMENTS

- Open to graduates from any degree program
- B+ standing in a recognized 4-year Bachelor degree
- Work experience preferred
- Proficiency in English and Mandarin

WHO SHOULD APPLY ?

Individuals who:

- Are passionate about making a positive change in their communities
- Aspire to play leadership roles in public or third sector organizations, and in community-minded businesses
- Seek deep knowledge of accountability, social responsibility and development issues and practices

FOR MORE INFORMATION

To learn about the program or to attend an Information session, please email chinaservice@cbu.ca

MBA COMMUNITY ECONOMIC DEVELOPMENT THE BILINGUAL PROGRAM



Core Chinese Curriculum

MBAC5103: Fundamentals of Accounting with CED Applications

This course combines financial and managerial accounting topics, tailored for those in a CED setting, with a focus on interpreting financial statements and addressing cash flow management, budgeting, and relevant costs from a managerial perspective.

MBAC5104: Fundamentals of Marketing with CED Applications

This course explores marketing strategies for community and social organizations, covering both strategic and tactical approaches to influence various target markets, including customers, clients, funding sources, policy makers, volunteers, media, and staff, with a focus on the marketing mix.

MBAC5105: Organizational Behaviour

The course presents the history, theory, models and research in several topics in organization behaviour and organization design, including strategic human resource planning.

MBAC6103: Fundamentals of Finance with CED Applications

This course covers financial management topics including analysis, planning, asset valuation, capital budgeting, capital structure decisions, short-term finance, and tax principles.

MBAC6106: Leadership Training and CED

This course utilizes lectures, discussions, cases, and presentations to teach leadership training techniques, emphasizing conflict resolution, mediation, and the impact of cultural and political differences on community organization and leadership

MBAC6118: Fundamentals of Venture Analysis

This course allows students to apply previous business knowledge to plan and develop a venture, understand and evaluate business plans, and explore the distinctions between traditional business and community economic development.

MBAC6124: International Business

This course explores international business topics, including the economic and financial environment, trade issues, and strategic management, with an integrated approach across business functions.

Core English Curriculum

MBAC5101: Business and Community Development I

This course explores the theoretical foundations of community economic development, emphasizing business as a means to improve community life and introducing concepts like community development corporations and worker-owned ventures.

MBAC5107: Economic Geography and Development

This course introduces students to analytical tools used by economic geographers to measure spatial variations in economic growth, explores mechanisms of uneven development, and applies this knowledge to assess the potential for economic recovery in depleted communities.

MBAC6101: Business and Community Development II

This practical course examines the relationship between business and the community, focusing on challenges, issues, and implementations in the context of CED and the social economy.

MBAC6107: Comparative Development

This course takes a comparative approach to assess development philosophies in both the North and South, focusing on sustainability, natural resources, governance, and strategies for achieving sustainable communities, emphasizing global thinking and local action with sustainability indicators.

MBAC6121: Applied Research Methods

This course covers various applied research methods, encourages critical analysis of their strengths and weaknesses, and guides students in preparing research proposals aligned with their projects.

MBAC6125: Strategic Management

This course introduces basic business strategy concepts and methodologies, emphasizing their application in the context of CED through extensive use of the case method.

MBAC6801: Applied Research Project

The ARP is a multidisciplinary research project in business and CED, supervised by faculty advisors.

Students need to complete the above 13 core courses, 2 electives and 1 Applied Research Project in order to graduate.

For detailed information on course curriculum and schedule, email bmba@cbu.ca.

STEPS TO APPLY



01

Admission & Documents

Set admission date, prepare resume, personal statement, complete application, and submit academic documents.



02

Recommendation Submission

Provide three letters of recommendation and complete the corresponding information sheet. Recommenders should be from academic or professional fields, not just personal friends.



03

Admission Confirmation & Payment

Check your provisional admission notice and payment deadline, and pay the first year's tuition deposit to secure your spot.



04

Visa Application & Course Enrollment

After receiving your official admission notice, apply for your student visa and contact your academic advisor to register for courses.



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