

MBA COMMUNITY ECONOMIC DEVELOPMENT THE BILINGUAL PROGRAM

An MBA for Leaders in a Changing World



The Bilingual MBA Community Economic Development is a key program in Cape Breton University. This program collaborating and encompassing more than 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 250 Chinese students currently enrolled. The Bilingual Program attracts 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.

THE BILINGUAL PROGRAM

Consistent with the reality of the global business community, this program adopts a bilingual format for 7 courses in the 1st year of the MBA, while students participate 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 remaining 9 courses will be entirely delivered in English. The Applied Research Project is written 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.

Potential Start Dates

- September, Fall semester
- May, Spring/Summer semester
- January, Winter semester

Specializations

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

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

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Website: www.cbu.ca/mba