



MBA
**in Community Economic
Development**

Hosted at





Cape Breton University & Community

Cape Breton University and its predecessors (*Eastern Institute of Technology* and *College of Cape Breton*) became reality because of strong community demand for access to higher education right in Cape Breton. Cape Breton University had its humble beginnings in 1974 as *University College of Cape Breton*.

Cape Breton University is rooted in the community.



MacLean's Magazine Graduate Survey Ranks Cape Breton University in 1st Place

The recent MacLean's University Graduate Survey 2006 ranks Cape Breton University in 1st place in Canada for student satisfaction.

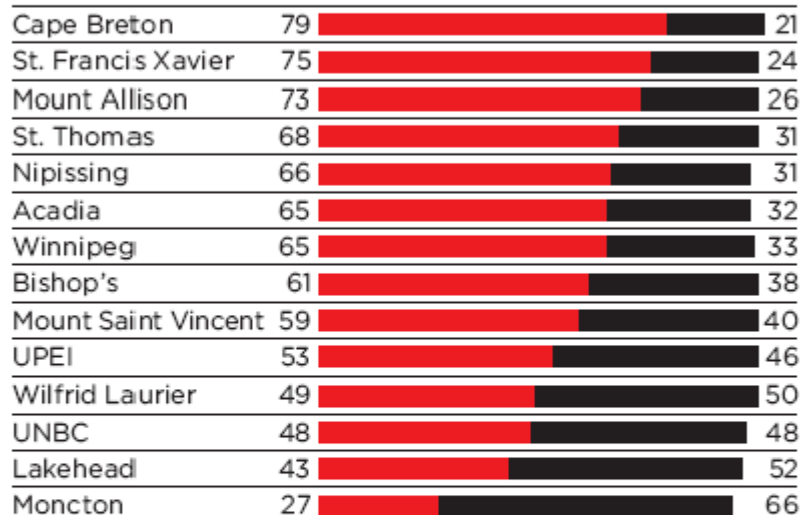
79% of former students rated Teaching at Cape Breton University as "very good" while the national average was only 52%. Graduates from 23 Canadian universities were randomly selected from the classes of 2003, 2004 and 2005.

MACLEAN'S UNIVERSITY GRADUATE SURVEY 2006



THE OVERALL QUALITY OF TEACHING AND INSTRUCTION THAT YOU RECEIVED WAS:

PRIMARILY UNDERGRADUATE ■ VERY GOOD (%) ■ GOOD (%)



COMPREHENSIVE



MEDICAL DOCTORAL





Master of Business Administration in Community Economic Development



... a distinctive graduate professional program

Advanced business management content in the context of the community and the world

Emphasizing leadership, strategic management, global awareness, and accountability.



The Challenge of Change ...

- **Demographics:** Demand for graduate degrees
MBA is most sought-after graduate degree

Demand for *working-person* programs
- **Professionalization trend:** need for graduate professional degrees for
Corporate sector
Government
Third Sector: over 50% of students in all MBA programs are working
in Government or in the Social Economy.
- **Demand for generalists:** business skills and world socioeconomic
knowledge is preferred by employers



The Challenge of Change ...

Evolution of MBA programs

- 1960-70s: Analytical and Creative Problem Solving skills
- 1980s: Management skills
- 1990s: Leadership skills
- 2000+ Technology, Global markets, Environment
Accountability, Governance, Ethical conduct



The Challenge of Change ...

Rise of Community Economic Development (CED)

- Action by people locally to create economic opportunities and enhance quality of life in their communities on a sustainable and inclusive basis.
- It is economic development by the community for the community



MBA in Community Economic Development

- Offered since 1997. Now offered at 4 locations, in 3 provinces
- Over 120 students at present and growing
- Program designed to meet up-to-date MBA expectations
- Two students received prestigious SSHRC \$17.5K research scholarships this year !
- The program appeals to learners who require advanced, sophisticated training in business :
 - professionals and practitioners in public sector
 - practitioners in the Third Sector
 - entrepreneurial managers in corporations



The Program

Structure

- 13 core courses, including research methodology course
- 2 elective courses, that can be used for specialization / Option
- 1 major research essay

Part-Time Program Delivery

Residential format - 3 residential sessions of 4 weeks each, in July, in Sydney NS, 24 month program completion

Weekend format - 2 weekends per course, 4 weeks between courses, on-site in Edmonton AB, Kingston ON, Sault Ste Marie ON
20-24 month program completion, \$1,800 per course



The Challenge of Change ...

Degree underwent its first scheduled review in 2005

New core courses, new electives, refreshed program focus:

- Global business and development
- Strategy
- Change Management and Governance



TERM I

MBAD 500 Business and Community Development I

MBAD 502 Principles of Accounting

MBAD 504 Principles of Marketing

MBAD 505 Organizational Behaviour

MBAD 612 Economic Geography

Hosted at





TERM II

MBAD 600 Business and Community Development II

MBAD 601 Principles of Finance

MBAD 608 Comparative Development

MBAD 624 International Business

MBAD *Elective*

Hosted at





TERM III

MBAD 605 Leadership

MBAD 618 Venture Analysis

MBAD 603 Applied Research Methods

MBAD 630 Strategic Management

MBAD *Elective*

Hosted at





Options

Students are able to specialize in a topical or country specific Option. The Major Research Essay/Case Study would build on the elective courses within the Option.

- Strategic Leadership
- International Business
- First Nations option
- Peace-Building and Reconstruction



Strategic Leadership Option

Leadership techniques for advancing organizations and communities, challenges in making changes in an existing organization, and understanding of dynamics with various leadership theories and styles.

MBAD 620 Social Leadership

MBAD 640 Change Management and Governance

International Business Option

Advanced content and strategies needed to grow the global organization, to build on the core International Business course.

MBAD 631 International Finance

MBAD 634 International Marketing



Courses Within the *Peace-Building Option*

MBAD 616 Emergency Management

Designed to facilitate a comprehensive understanding of the role of Community Economic Development in preparing for and dealing with local and national emergencies and their consequences.

MBAD 617 Conflict Resolution and Community Reconstruction

This course is designed to facilitate a comprehensive understanding of the role of Community Economic Development in conflict prevention, conflict resolution and post-conflict restoration activities.



The Challenge of Change ...

Program Courses include:

Business Fundamentals

- MBAD 502 Accounting
- MBAD 504 Marketing
- MBAD 505 Organizational Behaviour
- MBAD 601 Finance

Integrative skills

- MBAD 603 Research Methods
- MBAD 605 Leadership
- MBAD 618 Venture Analysis
- MBAD 624 International Business
- MBAD 630 Strategic Management



The Challenge of Change ...

Program Courses will include (cont.'d):

Development

- MBAD 500 Business and Community Development I
- MBAD 600 Business and Community Development II
- MBAD 608 Comparative Development
- MBAD 612 Economic Geography

Focus for Option

- Two MBAD elective courses
- MBAD 625 Research Essay



The Challenge of Change ...

Pre-Core program has been introduced, with intensive sessions in:

- Accounting
- Finance
- Statistics
- Excel modeling



Typical Schedule

Sept MBAD 500 Business & Community Development I
(Presentation 25%, Paper 40%, Article review 25%, Partic'n 10%)

Oct Accounting Pre-Core / Excel modelling workshop
MBAD 502 Principles of Accounting
(Test 40%, Cases 40%, Participation 20%)

Nov MBAD 504 Principles of Marketing
(2 Cases 50%, Marketing Plan project 50%)

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Jan MBAD 505 Organizational Behaviour
(Assignment 5%, Final Essay 45%, Test 40%, Participation 10%)

Feb MBAD 612 Economic Geography



Typical Schedule

Apr	MBAD 600 Business and CED II
Jun	<i>Finance Pre-Core / Excel Modelling</i> MBAD 601 Finance
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Sep	MBAD 624 International Business
Oct	MBAD 605 Leadership
Nov	MBAD 608 Comparative Development
New Year	
Jan	MBAD 618 Venture Analysis
Feb	<i>Statistics Pre-Core</i> MBAD 603 Research Methods
Mar	MBAD 630 Strategic Management
May	MBAD Elective I
Jun	MBAD Elective II



Research Successes

- Core includes Research Methods course and Major Research Essay
- Two students received prestigious SSHRC \$17.5K scholarships last year
- Graduates have been accepted in Ph.D. programs



Diverse Faculty

Robert Campbell, Ph.D. (Waterloo) - *U. of T. Faculty Teaching Award 2005*

Harvey Johnstone, Ph.D. (Durham), CMA - *CBU Alumni Teaching Award 2004*

Doug Lionais, Ph.D. (Durham)

Gertrude MacIntyre, Ph.D. (U. of T.)

Edwin MacLellan, Ph.D. (Waterloo) - *CBU Alumni Teaching Award 2008*

Andrew Molloy, Ph.D. (Concordia)

Jacquelyn Thayer Scott, Ph.D. (Colorado), **OC**

Jeff Young, Ph.D. (Dalhousie) - *SMU's EMBA professor of the Year 2005*

Richard Watuwa, Ph.D. (Dalhousie)



The Challenge of Change ...

Shannon School of Business National Advisory Committee

John T. McLennan



Purdy Crawford



Sir Graham Day



Hon. A. Anne McLellan





Admissions

Standard: Bachelor's degree required and satisfactory GMAT score

Non-Traditional: candidates who do not have an undergraduate degree can be accepted if they have extensive experience and show potential for success in graduate studies.

Advanced Standing / PLA

- Student friendly PLA process, credits for career and life learning
- B.B.A./B.Com. graduates may be granted credit for the four business foundation courses



Standard Admission Requirements

- ✓ Completed application form, with \$80 fee
- ✓ Official transcripts for all previous university study
- ✓ Resume detailing employment experience, skills, community involvement, and interests
- ✓ 500-800 word statement on desire to enter the program
- ✓ Three references
- ✓ Satisfactory scores on the *GMAT*: Waived if applicant has extensive managerial experience or has completed a quantitative course and attained a B



Non-traditional Admission Requirements

- ✓ Completed application form, with non-refundable application fee
- ✓ *Extensive managerial experience*
- ✓ Diploma or equivalent academic credential
- ✓ Official transcripts of completed undergraduate courses
- ✓ Resume detailing employment experience, skills, community interests
- ✓ Three references
- ✓ *4-6 page essay* outlining involvement in a initiative, philosophy of management or community involvement, learning needs, and what can be offered to other students
- ✓ Satisfactory performance in an interview



Financing

- ✓ Student Line of Credit programs at participating financial institutions
- ✓ Lifelong learning fund (your RRSP)
- ✓ Provincial and Federal Student Assistance Programs
 - Cape Breton University is an approved institution
 - MBA in CED is an approved program



A program for the new world of work ...

- Flexible Delivery
- Accessible
- Innovative curriculum
- Research component
- Diverse faculty
- Popular Program

Hosted at





Cape Breton University
Shannon School of Business
MBA in CED Program

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