

Sharka Stuyt

To: Monica McDonald; Ann-Marie Cederholm; Alan Fraser; Amir Ghaseminejad; Anuj Singhal; Anne Watson; Allen Zhu; Claire Booth; Caley Denton; Carole Gencay; Charlene Hill; Carolyn Stern; Cleusa Yamamoto; David Cyri Jones; David McMichael; Deborah Sauer; Donald Tracey; Daniel Yasinski; Elizabeth Clipsham; Gueorgui Nikolov; Gerrie Waugh; Heather Plume; Ivan Surjanovic; John Brownlee-Baker; Joanne Charley; John Molendyk; Jorge Ocegüera; Jane Raycraft; Joselito Sarreal; Judith Watson; John Wilson; Kathryn Taft; Lloyd Michaels; Luis Villalba; Michael Begg; Mary Giovannetti; Mitra Kiamanesh; Nancy Nowlan; Nancy Tran; Peter Holden; Robert Diab; Richard Hill; Roanri McBlane; Susan Hogan; Stewart Marshall; Todd Newfield; Tammy Towill; Yvonne Leung

Cc: Graham Fane

Subject: Masters program

As approved by the senate and department last spring, I am following up on the Capilano University post graduate diploma in international business.

As a reminder, this is a **one year** program which will provide students with **two** designations upon completion through an articulation agreement:

1. Post Graduate Diploma in International Business from Capilano University



2. MSC in International Business from the University of Hertfordshire, England.

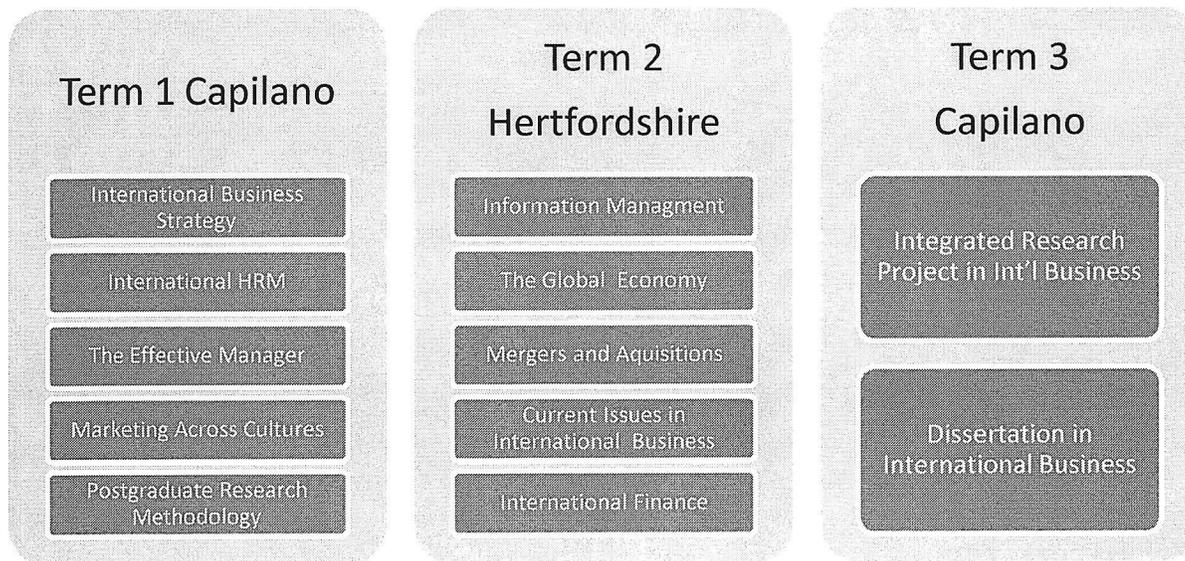


When: We are hoping to have our first intake in Sept. 2012 with 20 or more students. This is a one year program. I already have a number of 4th year students who have indicated that they are interested in taking it in sept.

Where: First semester of study is at Capilano and a second semester of study is in England at the University of Hertfordshire. A final thesis/project will be conducted in the summer in Vancouver and be supervised by faculty in both countries.

How Much: The cost of our program will likely be \$18,600.

What: A draft curriculum plan looks as follows:



A number of you have indicated an interest in participating in the curriculum development stage of this process. I am most interested in the first semester courses at this point and the ones we will be teaching at Capilano. If you have PhD or competency to teach at a masters level in one of the following areas and would like to assist in the course outline development and review process please email me directly by Nov. 17.

Term One

INTB 5xx International Business Strategy	This course explores the challenges faced by international firms in building and sustaining competitive advantage in a complex, uncertain and rapidly changing global business environment. It will use a range of theoretical tools to explore the meaning of both quantitative and qualitative case study evidence. Students will examine how to develop a range of strategic approaches to international business challenges, balancing a consideration of internal organizational influences and stakeholder pressures against an evaluation of the impact of competitive and environmental forces. A range of theoretical perspectives and debates will highlight the conflicting tensions managers engaged in the international business strategy process, particularly the tension between demand for responsiveness to national differences and economic pressures while also becoming more efficient and globally competitive. Students will generate and critically assess a range of strategic options available to managers in specific contexts.
INTB 5xx International HRM	The aims of this course are to enable students to critically explore the management of people from an international perspective, analysing the complex HRM and employment relations policies, strategies and practices that are pursued in the context of globalisation. The course explores the functional and strategic requirements of HRM in international organizations and how international issues of workforce mobility and other economic, technological, cultural, environmental and social pressures impact on HRM and employment relations. The course explores evidence for convergence and globalisation in HRM practices, and critically assesses the methodology behind such comparative international research.
INTB 5xx The Effective Manager	A range of contemporary management attributes and skills, and their application contexts. The choice of specific attributes and skills will be influenced by the students themselves, but may include some of the following: leadership, teambuilding, communication, consultancy skills, negotiation and influencing, giving and receiving feedback, presentation skills, interviewing skills, media handling, critical thinking, creative thinking, mentoring/coaching. Models and competence frameworks for management and leadership. The concepts behind modern management learning processes. Practical self-development and self-diagnostic tools, including an understanding of continuing professional development.
INTB 5xx Marketing Across Cultures	This course will explore key issues of cultural diversity and the process of formulating cross-border marketing strategies. Students will be introduced to key concepts, theories and models of cultural diversity and managing cross-border marketing, including some influential theories of consumer behaviour and marketing communications. The course will analyse the process of cross-border marketing whilst critically evaluating strategies and processes adopted by global players. The course will explore relevant academic theory, whilst focusing on key subject areas such as

understanding culture, cross-border marketing and managing marketing alliances across borders.

**INTB 5xx
Postgraduate
Research
Methodology**

This course prepares the students for an individual research dissertation in their chosen field. The aim of the course is to provide the opportunity for students to develop and apply postgraduate level skills of independent research, evaluation, writing and presentation; and to deepen students' knowledge and understanding of a specific sub-location within their academic discipline as a whole.

Thank you.

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Change is inevitable, growth is optional.

John C. Maxwell