



GLOBAL ENGAGEMENT MANAGEMENT: A Business and Regional Studies Program

By: Lou Villalba, PhD., EdD., D.Lit., Post-Doctoral Fellow

Institution: School of Business, Capilano University

Introduction and Background

The proposed *Master of Global Engagement Management (MGEM): Business and Regional Studies* – represent a strategic revival and modernization of Capilano University’s legacy in global management education. Building on the McRae Institute of International Management’s prior success with the Asia-Pacific Cooperative Management and Latin American Management programs, MGEM responds to current global dynamics that demand agile, ethically grounded, and regionally informed business leaders.

For over two decades, the McRae Institute fostered international business expertise through programs supported by Global Affairs Canada, CIDA, and provincial partners. Graduates have gone on to serve in embassies, consulates, multinational corporations, and development agencies. This new program reinvigorates that heritage within a 21st-century context characterized by digital transformation, geopolitical realignment, and an evolving “new world order” characterized by the need to reinforce engagement with existing and emerging markets

Program Overview

The *Master of Global Engagement Management* is a 12-month, advanced, interdisciplinary graduate program integrating business management, regional studies, and applied research. The credential to be awarded is an **M.S. in Global Engagement Management – Business and Regional Studies**, emphasizing comparative regional and global leadership from a North American perspective.

Program goals center on preparing graduates to lead across borders through rigorous business strategy training, data analytics, and intercultural management. Students will engage in work-integrated learning (WIL), research collaborations, and optional double-degree pathways. Graduates will be qualified for leadership roles in global business, policy, and international development, as well as doctoral study.

Distinctiveness and Competitive Advantage

No current public institution in Metro Vancouver offers a graduate-level program combining **international business, regional studies, and AI governance** with an **applied, dual-regional focus** that can vary based on the changing geopolitical, commercial and economic landscapes. The master's program can thematically cover engagement with an expanded area of the globe as North American geopolitical interests expand, contract and evolve. While the University of British Columbia and University of Victoria offer area studies degrees, these programs lack the MGEM's integration of strategic management, digital innovation, and experiential learning.

The program's "**like-minded countries**" **framework**—emphasizing democratic, sustainable, and rules-based cooperation—further distinguishes it from competitors and aligns it with contemporary geopolitical and economic discourse.

Additionally, MGEM's **topic-based course structure** allows for curriculum flexibility and rapid adaptation to emerging global themes such as digital transformation, AI ethics, and sustainable trade. This modular approach also enables the creation of **micro-credentials** and professional certificates to serve lifelong learners and mid-career professionals.

Student Demand and Labour Market Outlook

Evidence from the Canadian University Survey Consortium (2024) indicates that over 57% of Canadian undergraduates plan to pursue graduate studies within five years, underscoring sustained national demand for advanced education. Within business and management disciplines, graduate enrollment continues to grow, particularly in programs featuring international perspectives and experiential learning.

Labour market projections (WorkBC, 2024) highlight expanding opportunities across NOC occupational categories such as business development, trade analysis, marketing management, and policy consulting—all directly relevant to MGEM graduates.

Internationally, the program will attract students from Canada's key partner regions—The United States, MERCOSUR, India, Japan, South Korea, Taiwan, and ASEAN—and EU countries, reflecting strong global interest in Canadian graduate education and transnational business pathways.

Conclusion

The *Master of Global Engagement Management: Business and Regional Studies* positions Capilano University as a leader in applied international management education and reestablishes the institution's long-standing commitment to global engagement through innovation, partnership, and sustainability.

This program fills a distinct gap in Western Canada’s graduate education landscape by combining (international) business management strategy, AI governance, and regional studies expertise within a flexible, student-centered framework while supporting BC provincial and Federal Government strategies for global commercial, business, travel and geopolitical engagement.

As the world redefines the intersections of commerce, diplomacy, and technology, MGEM graduates will embody the values of ethical leadership, inclusivity, and forward-thinking problem-solving necessary to thrive in—and shape—the interconnected future of the Americas, Indo-Pacific regions and beyond.

APPENDIX:

Admission requirements include completion of an undergraduate or post-baccalaureate degree with a minimum CGPA of 3.0, relevant work experience, a letter of intent, references, and an initial research or project proposal. English language proficiency will be verified through standard international tests such as TOEFL or IELTS.

Graduate Competencies and Values

MGEM graduates will emerge with strong **knowledge**, **skills**, and **values** aligned to Capilano University’s institutional learning outcomes:

- **Knowledge:** Advanced understanding of business strategy, finance, analytics, and governance in multicultural, globalized contexts, with specific insight into Americas and Indo-Pacific economies and politics.
- **Skills:** Proficiency in strategic management, research and data analytics, AI governance, and cross-cultural negotiation, supported by applied experiences through internships and field projects.
- **Values:** Ethical leadership, global citizenship, inclusivity, sustainability, and adaptability in managing diversity and complexity in transnational environments.

The program’s flexible capstone pathways—ranging from applied research projects and consultancy initiatives to entrepreneurial ventures—allow students to customize their academic trajectory in alignment with their professional ambitions.

Alignment with Institutional Vision and Global Priorities

The MGEM program strongly aligns with Capilano University's **Envisioning 2030** strategic plan and the **Okanagan Charter** principles for health and well-being. Please refer to the expanded version of the master's concept paper.

The program also supports Canada's **Indo-Pacific Strategy (2022)** and **British Columbia's Diversification Strategy (2023)**, both of which call for educational and professional development initiatives that deepen business, economic, diplomatic, and cultural ties across vital markets (mature and emerging). MGEM graduates will be ideally positioned to contribute to these federal and provincial priorities through leadership roles in trade, policy, and sustainable business.

<https://www.international.gc.ca/transparency-transparence/indo-pacific-indo-pacifique/index.aspx?lang=eng>

<https://www2.gov.bc.ca/gov/content/employment-business/international-investment-and-trade/trade-diversification-strategy>