

Archived: September 10, 2019

## **Business and Management Programs**

# **Master of Business Administration (MBA)**

**Location Offered:**

Nanaimo

**Credential:**

Master Degree

**Program Length:**

16 Months

## **The Program**

Vancouver Island University's Master of Business Administration offers students the opportunity to learn in a dynamic global setting with students from all over the world. Our small class size enables students and faculty unique opportunities to learn, while the diversity of our students and faculty provide a pertinent global perspective for today's business world.

Vancouver Island University's Master of Business Administration is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

### **Dual Degree Option**

Vancouver Island University has partnered with the University of Hertfordshire in the UK to award our MBA students a dual degree option to earn also their University of Hertfordshire Master of Science in International Management (MSc.IM). The core program is the same whether a student is doing a single (MBA-only program) or a dual degree program, however, students completing the dual degree option must do the Applied Business Project.

### **The Program**

The MBA program is offered in an intensive 14-16 month full-time format, which includes 12 core courses, 1 elective course, 2 specialization courses or an applied business project and a 4 month internship. Students without an undergraduate degree in business will need to complete an additional 2-3 month Foundation program before the start of the MBA program.

Students may choose to do a two-course specialization before proceeding to their internship. If they have not done a specialization or if they are taking the dual degree option, they will write an Applied Business Project under faculty supervision. Students can choose to do both a specialization and an Applied Business Project at an additional cost.

There are two start date options to choose from:

- **Option 1:** Foundation Program – July and August; Core Program – September to June; Internship and Applied Business Project – July to October. (Students choosing a specialization will complete in December.)

- **Option 2:** Foundation Program - September to November; Core Program - January to October; Internship and Applied Business Project - November to February. (Students choosing a specialization will complete in April).

**Note: The MBA program will be changing in Fall 2020. Please visit the Graduate Business Studies Office page for more information.**

## Program Outline

**Students without an undergraduate degree in business must complete the Foundation program before the start of the MBA program.**

<b>Foundation Program - 8 or 10 weeks</b>	<b>Credits</b>
PMBA 501 - (Management and Strategy)	2
PMBA 502 - (Foundations of Marketing)	2
PMBA 503 - (Foundations of Economics)	2
PMBA 504 - (Basics of Accounting and Quantitative Methods)	2
<b>Credits</b>	<b>8</b>

**Students in the MBA program choose one of the following options:**

- **Dual degree with project**
- **Dual degree with project and specialization**
- **Single degree with project**
- **Single degree with specialization**
- **Single degree with project and specialization**

### Dual Degree with Project

<b>Semester 1 - 15 weeks</b>	<b>Credits</b>
MBA 500 - (The Effective Manager)	3
MBA 502 - (Establishing the Global Context)	3
MBA 503 - (Management Decision-Making: Financial Analysis)	3
MBA 504 - (Management Decision-Making: Managerial Economics)	3
MBA 523 - (International Marketing)	3
MBA 578 - (Internship Preparation I)	1
<b>Credits</b>	<b>16</b>

<b>Semester 2 - 15 weeks</b>	<b>Credits</b>
MBA 501 - (Managing the Networked Enterprise)	3
MBA 505 - (Management Decision-Making: Operations and Decision Analysis)	3
MBA 506 - (Research Methods and Consulting Skills)	3
MBA 521 - (Financial Performance Measurement)	3
MBA 522 - (International Business Strategy)	3
MBA 579 - (Internship Preparation II)	1
<b>Credits</b>	<b>16</b>

<b>Semester 3 - 7 weeks</b>	<b>Credits</b>
MBA 540 - (International Human Resource Management)	3
MBA 541 - (Corporate Social Responsibility)	3
One elective chosen from: MBA 520 - (Applied Human Resource Management) MBA 560 - (Small Business Management) MBA 561 - (Business Strategies for Sustainable Development) MBA 562 - (Tourism Management) MBA 564 - (Business Forecasting) MBA 565 - (Special Topics in Management)	3
<b>Credits</b>	<b>9</b>

<b>Semester 4 - 15 weeks</b>	<b>Credits</b>
MBA 580 - (Internship)	7
MBA 581 - (Applied Business Project)	6
<b>Credits</b>	<b>13</b>

### **Dual Degree with Project and Specialization**

<b>Semester 1 - 15 weeks</b>	<b>Credits</b>
MBA 500 - (The Effective Manager)	3
MBA 502 - (Establishing the Global Context)	3
MBA 503 - (Management Decision-Making: Financial Analysis)	3
MBA 504 - (Management Decision-Making: Managerial Economics)	3
MBA 523 - (International Marketing)	3
MBA 578 - (Internship Preparation I)	1
<b>Credits</b>	<b>16</b>

<b>Semester 2 - 15 weeks</b>	<b>Credits</b>
MBA 501 - (Managing the Networked Enterprise)	3
MBA 505 - (Management Decision-Making: Operations and Decision Analysis)	3
MBA 506 - (Research Methods and Consulting Skills)	3
MBA 521 - (Financial Performance Measurement)	3
MBA 522 - (International Business Strategy)	3
MBA 579 - (Internship Preparation II)	1
<b>Credits</b>	<b>16</b>

<b>Semester 3A - 7 weeks</b>	<b>Credits</b>
MBA 540 - (International Human Resource Management)	3
MBA 541 - (Corporate Social Responsibility)	3
For the Specialization in Finance, select <i>one</i> elective from: MBA 567 - (Real Estate Investment) MBA 570 - (Global Financial Institutions Management) MBA 572 - (Global Investment Management) MBA 573 - (Equity Security Analysis) MBA 574 - (Fixed Income Security Analysis) MBA 575 - (Derivative Instruments and Markets) MBA 576 - (Multinational Financial Management)	3
<i>or,</i>	
For the Specialization in Marketing, select <i>one</i> elective from: MBA 531 - (Customer Insight Through Research & Analytics) MBA 532 - (Advertising & Media) MBA 533 - (Integrated Branding)  MBA 534 - (Direct Marketing) MBA 563 - (Digital Marketing) MBA 566 - (Strategic Marketing Management)	
<b>Credits</b>	<b>9</b>

<b>Semester 3B - 7 weeks</b>	<b>Credits</b>
For the Specialization in Finance, select <i>two</i> electives from: MBA 567 - (Real Estate Investment) MBA 570 - (Global Financial Institutions Management) MBA 572 - (Global Investment Management) MBA 573 - (Equity Security Analysis) MBA 574 - (Fixed Income Security Analysis) MBA 575 - (Derivative Instruments and Markets) MBA 576 - (Multinational Financial Management)	6
<i>or,</i>	
For the Specialization in Marketing, select <i>two</i> electives from: MBA 531 - (Customer Insight Through Research & Analytics) MBA 532 - (Advertising & Media) MBA 533 - (Integrated Branding) MBA 534 - (Direct Marketing) MBA 563 - (Digital Marketing) MBA 566 - (Strategic Marketing Management)	
<b>Credits</b>	<b>6</b>

<b>Semester 5 - 15 weeks</b>	<b>Credits</b>
MBA 580 - (Internship)	7
MBA 581 - (Applied Business Project)	6
<b>Credits</b>	<b>13</b>

### Single Degree with Project

<b>Semester 1 - 15 weeks</b>	<b>Credits</b>
MBA 500 - (The Effective Manager)	3
MBA 502 - (Establishing the Global Context)	3
MBA 503 - (Management Decision-Making: Financial Analysis)	3
MBA 504 - (Management Decision-Making: Managerial Economics)	3
MBA 523 - (International Marketing)	3
MBA 578 - (Internship Preparation I)	1
<b>Credits</b>	<b>16</b>

<b>Semester 2 - 15 weeks</b>	<b>Credits</b>
MBA 501 - (Managing the Networked Enterprise)	3
MBA 505 - (Management Decision-Making: Operations and Decision Analysis)	3
MBA 506 - (Research Methods and Consulting Skills)	3
MBA 521 - (Financial Performance Measurement)	3
MBA 522 - (International Business Strategy)	3
MBA 579 - (Internship Preparation II)	1
<b>Credits</b>	<b>16</b>

<b>Semester 3 - 7 weeks</b>	<b>Credits</b>
MBA 540 - (International Human Resource Management)	3
MBA 541 - (Corporate Social Responsibility)	3
<i>One elective chosen from:</i>	
MBA 520 - (Applied Human Resource Management)	
MBA 560 - (Small Business Management)	
MBA 561 - (Business Strategies for Sustainable Development)	3
MBA 562 - (Tourism Management)	
MBA 564 - (Business Forecasting)	
MBA 565 - (Special Topics in Management)	
<b>Credits</b>	<b>9</b>

<b>Semester 4 - 15 weeks</b>	<b>Credits</b>
MBA 580 - (Internship)	7
MBA 581 - (Applied Business Project)	6
<b>Credits</b>	<b>13</b>

## Single Degree with Specialization

<b>Semester 1 - 15 weeks</b>	<b>Credits</b>
MBA 500 - (The Effective Manager)	3
MBA 502 - (Establishing the Global Context)	3
MBA 503 - (Management Decision-Making: Financial Analysis)	3
MBA 504 - (Management Decision-Making: Managerial Economics)	3
MBA 523 - (International Marketing)	3
MBA 578 - (Internship Preparation I)	1
<b>Credits</b>	<b>16</b>

<b>Semester 2 - 15 weeks</b>	<b>Credits</b>
MBA 501 - (Managing the Networked Enterprise)	3
MBA 505 - (Management Decision-Making: Operations and Decision Analysis)	3
MBA 506 - (Research Methods and Consulting Skills)	3
MBA 521 - (Financial Performance Measurement)	3
MBA 522 - (International Business Strategy)	3
MBA 579 - (Internship Preparation II)	1
<b>Credits</b>	<b>16</b>

<b>Semester 3A - 7 weeks</b>	<b>Credits</b>
MBA 540 - (International Human Resource Management)	3
MBA 541 - (Corporate Social Responsibility)	3
For the Specialization in Finance, select <i>one</i> elective from: MBA 567 - (Real Estate Investment) MBA 570 - (Global Financial Institutions Management) MBA 572 - (Global Investment Management) MBA 573 - (Equity Security Analysis) MBA 574 - (Fixed Income Security Analysis) MBA 575 - (Derivative Instruments and Markets) MBA 576 - (Multinational Financial Management)  <i>or,</i>  For the Specialization in Marketing, select <i>one</i> elective from: MBA 531 - (Customer Insight Through Research & Analytics) MBA 532 - (Advertising & Media) MBA 533 - (Integrated Branding) MBA 534 - (Direct Marketing) MBA 563 - (Digital Marketing) MBA 566 - (Strategic Marketing Management)	3
<b>Credits</b>	<b>9</b>

<b>Semester 3B - 7 weeks</b>	<b>Credits</b>
For the Specialization in Finance, select <i>two</i> electives from: MBA 567 - (Real Estate Investment) MBA 570 - (Global Financial Institutions Management) MBA 572 - (Global Investment Management) MBA 573 - (Equity Security Analysis) MBA 574 - (Fixed Income Security Analysis) MBA 575 - (Derivative Instruments and Markets) MBA 576 - (Multinational Financial Management)  <i>or,</i>  For the Specialization in Marketing, select <i>two</i> electives from: MBA 531 - (Customer Insight Through Research & Analytics) MBA 532 - (Advertising & Media) MBA 533 - (Integrated Branding) MBA 534 - (Direct Marketing) MBA 563 - (Digital Marketing) MBA 566 - (Strategic Marketing Management)	6
<b>Credits</b>	<b>6</b>

<b>Semester 5 - 15 weeks</b>	<b>Credits</b>
MBA 582 - (Option-Focused Internship)	7
<b>Credits</b>	<b>7</b>

### Single Degree with Project and Specialization

<b>Semester 1 - 15 weeks</b>	<b>Credits</b>
MBA 500 - (The Effective Manager)	3
MBA 502 - (Establishing the Global Context)	3
MBA 503 - (Management Decision-Making: Financial Analysis)	3
MBA 504 - (Management Decision-Making: Managerial Economics)	3
MBA 523 - (International Marketing)	3
MBA 578 - (Internship Preparation I)	1
<b>Credits</b>	<b>16</b>

<b>Semester 2 - 15 weeks</b>	<b>Credits</b>
MBA 501 - (Managing the Networked Enterprise)	3
MBA 505 - (Management Decision-Making: Operations and Decision Analysis)	3
MBA 506 - (Research Methods and Consulting Skills)	3
MBA 521 - (Financial Performance Measurement)	3
MBA 522 - (International Business Strategy)	3
MBA 579 - (Internship Preparation II)	1
<b>Credits</b>	<b>16</b>

<b>Semester 3A - 7 weeks</b>	<b>Credits</b>
MBA 540 - (International Human Resource Management)	3
MBA 541 - (Corporate Social Responsibility)	3
For the Specialization in Finance, select <i>one</i> elective from: MBA 567 - (Real Estate Investment) MBA 570 - (Global Financial Institutions Management) MBA 572 - (Global Investment Management) MBA 573 - (Equity Security Analysis) MBA 574 - (Fixed Income Security Analysis) MBA 575 - (Derivative Instruments and Markets) MBA 576 - (Multinational Financial Management)	3
<i>or,</i>  For the Specialization in Marketing, select <i>one</i> elective from: MBA 531 - (Customer Insight Through Research & Analytics) MBA 532 - (Advertising & Media) MBA 533 - (Integrated Branding) MBA 534 - (Direct Marketing) MBA 563 - (Digital Marketing) MBA 566 - (Strategic Marketing Management)	
<b>Credits</b>	<b>9</b>

<b>Semester 3B - 7 weeks</b>	<b>Credits</b>
For the Specialization in Finance, select <i>two</i> electives from: MBA 567 - (Real Estate Investment) MBA 570 - (Global Financial Institutions Management) MBA 572 - (Global Investment Management) MBA 573 - (Equity Security Analysis) MBA 574 - (Fixed Income Security Analysis) MBA 575 - (Derivative Instruments and Markets) MBA 576 - (Multinational Financial Management)	6
<i>or,</i>  For the Specialization in Marketing, select <i>two</i> electives from: MBA 531 - (Customer Insight Through Research & Analytics) MBA 532 - (Advertising & Media) MBA 533 - (Integrated Branding) MBA 534 - (Direct Marketing) MBA 563 - (Digital Marketing) MBA 566 - (Strategic Marketing Management)	
<b>Credits</b>	<b>6</b>

<b>Semester 5 - 15 weeks</b>	<b>Credits</b>
MBA 581 - (Applied Business Project)	6
MBA 582 - (Option-Focused Internship)	7
<b>Credits</b>	<b>13</b>

## Completion Requirements

## Graduation

Students must have completed all program requirements (including the MBA Foundation Program if it was required) in order to graduate.

## With Distinction

The notation “With Distinction” shall be used on the degree parchment, the convocation program, and transcript for those students whose graduating averages are equal to or higher than the *minimum distinction GPA* calculated as:

- the 90th percentile of the pooled graduating GPA from all the graduates in the same degree program since September 2010 or the previous five years, whichever is most recent.

## Admission Requirements

The MBA program has a limited number of seats and the best applicants will be offered a position.

- University Bachelor degree from a business or non-business discipline.
- A minimum “B” average in last two years of undergraduate degree.
- Letter of introduction explaining how the MBA will contribute to career plans.
- A résumé describing education, work and volunteer experience.
- Two letters of recommendation from past employers or professors.
- One year minimum of work experience is required.
- No GMAT (entrance examination) score required.
  
- Applicants whose previous degree was obtained in a country where English is not the primary/official language and from a university where English was not the language of instruction must meet one of VIU’s English Language requirements for Graduate Programs.
  
- Additional Admission Requirement for International students:
  - Certified copy of all educational documents (enclose one copy in the original language and a certified copy translated into English, if applicable).

**Note:** *Applicants without a Bachelor degree, but with significant work experience, may apply with a GMAT score. These applicants will be considered on an individual basis.*

## Application Process

**Domestic Students** (Permanent Residents or Canadian Citizens):

- Online Application (EducationPlannerBC Application Service)
- Application Form

In addition to the application form, applicants must submit the following:

- A non-refundable Application Fee,
- Certified copy of relevant transcripts,
- Letter of introduction explaining how the MBA will contribute to career



- plans,
- A résumé describing education, work and volunteer experience,
- Two letters of recommendation from past employers or professors.

**Domestic applicants should send all documents to:**

The Registration Centre  
Vancouver Island University  
900 Fifth Street  
Nanaimo, BC V9R 5S5

**International Students:**

- Application Form
- Apply Online

In addition to the application form applicants must submit the following:

- A non-refundable Application Fee,
- Certified copy of all educational documents (enclose one copy in the original language and a certified copy translated into English, if applicable.),
- Applicants whose previous degree was obtained in a country where English is not the primary/official language and from a university where English was not the language of instruction must meet one of VIU's English Language requirements for Graduate Programs.
- Letter of introduction explaining how the MBA will contribute to career plans,
- A résumé describing education, work and volunteer experience,
- Two letters of recommendation from past employers or professors.

**International applicants should send all documents to:**

MBA/MScIM Admissions  
Centre for International Education  
Vancouver Island University  
900 Fifth Street  
Nanaimo, BC V9R 5S5

## Contact

### For More Information

Director, Graduate Business Programs  
Faculty of Management  
Vancouver Island University  
900 Fifth Street  
Nanaimo, BC V9R 5S5  
Tel: 1-888-920-2221, Ext. 6177.

## Start Date and Application Deadline

	<b>Program Start Date</b>	<b>Application Deadline</b>
Non-Business Graduates	June	March 31
Business Graduates	August	March 31
Non-Business Graduates	September	June 30
Business Graduates	January	June 30

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