



**McGill**

School of  
**Continuing Studies**

Career and  
Professional  
Development

École  
**d'éducation permanente**

Développement de  
carrière et perfectionnement  
professionnel

## **STUDY ABROAD SUMMER PROGRAMS 2015**

### **Program Fee:**

- 3 weeks - CAD \$3,875 per student (including Residence, Breakfast, Lunch)
- 4 weeks – CAD \$4,450 per student (including Residence, Breakfast, Lunch)
- Other fee options excluding Residence and meals are available on request

### **Program Fee includes:**

- Accommodation at McGill Student Residence in double occupancy
- Course design and development, instruction
- Pedagogical monitoring and evaluation
- All course material
- Access to MyCourses (McGill's online platform)
- Attestation of Completion for each student
- Individual (mandatory) Blue Cross Medical Insurance
- Welcome and Farewell receptions
- 1 Industry visit & 1 cultural activity
- Membership in McGill Student Association

## **I. Aerospace Management**

**Dates: June 1 to 26, 2015 (no classes on June 23 - National Holiday)**

### **1. Aerospace Business & Strategy (40 hours)**

This course examines the nature of the aerospace industry and will provide students with the framework and the language in which the business is conducted.

The course covers basic market supply–demand principles in various segments of aviation; fundamentals and models of strategic planning and their application in aerospace using current case studies; overview of the key OEM and major current new aircraft development programs; tier 1 to 3 Ecosystems; the business model for new products and services and the aftermarket practices; the role of other key stakeholders, agencies, regulatory bodies, international associations, alphabet organizations, capital providers.

### **2. Introduction to Project Management (40 hours)**

This course addresses the fundamental principles of project management, and the tools and techniques at our disposal to help achieve project goals. These principles, largely developed and tested on engineering projects, are being successfully applied to projects of all sizes and types within the business world. They are also fully aligned with A Guide to the Project Management Body of Knowledge, (*PMBOK® Guide*), published by the Project Management Institute (PMI).

Topics include: project life cycle, planning, scheduling, implementing, monitoring, controlling, close-out and ethics. Students have the opportunity not only to delve into the key principles of project management, but to put these principles into practice. Students will learn how to use Microsoft® Project 2010 to prepare a clear project plan, and to communicate project progress and status.

## **II. Social Media and Digital Communications Strategies in Business**

**Dates: July 6 to 31, 2015**

### **1. Social Media and Community Management**

Businesses worldwide face a fundamental change in the ways that consumers interact with brands and each other. Social media has helped give consumers a voice, connect them with their friends and other like-minded consumers, and has given them considerable power over marketers and brands. This course offers an overview of how marketing has (and has not) changed due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

This course will examine the use of social media in business, new channels of marketing, advertising and communication that make up the social media space, leveraging marketing channels for optimal results. This course utilizes case studies and lab exercises from large corporations and small business to provide hands on experience and real-world examples.

### **2. Strategic Digital Communications**

Disruptive technologies have changed the communications landscape, profoundly. The introduction of new communications channels, platforms and formats have and continue to contribute to the diminishing popularity of traditional media's among audiences and advertisers alike. Modern communications strategies have been propelled away from archaic trickle –down, push and interruptive models towards consumer driven, interactive ones.

These changes have sharpened organizational interest in content as one of the few abiding constants in a chaotic, fast changing, and always-on business environment. In their continued pursuit of competitive advantage and more effective customer engagement, many organizations find themselves ill-equipped to transition into the role of publisher smoothly and effectively.

This course focuses on the structures, tools and principles that create the architecture, which helps businesses make the transition into content publishing, and supports the purposing, management, creation and delivery of content that consistently meets audience needs and business objectives.

### **III. Entrepreneurship Program**

**Dates: July 15 – August 5, 2015**

#### **1. Fundamentals of Business (40 hours)**

This course has been structured to provide students with comprehensive understanding of the fundamentals of business. This includes concepts related to Management, Production, Marketing, Finance, Accounting, Human Resources and Sales Management. The course will examine management theory and its practical application in a business environment, critical factors in developing a business operation, as well as strategic activities that are necessary to succeed in business. Students will develop and present a Business Plan.

#### **2. Fundamentals of Organizational Behaviour (40 hours)**

As organizations continue to globalize and diversify their client and employee bases, a critical resource for achieving success is talent: smart, sophisticated business people who are technologically literate, globally astute, and operationally agile. In this course, students will study the complexities of human behavior in an organizational context with an emphasis on: motivation, communication, leadership, negotiation, and group dynamics.

### **IV. Business and Professional Communication Program**

**Dates: July 15 – August 5, 2015**

#### **1. Professional business communication and networking (40 hours)**

Your ability to communicate effectively and efficiently in the workplace influences your opportunities for advancement. The demand for specialized language and intercultural communication skills is steadily growing in today's global marketplace. You need more than technical expertise to succeed. You need excellent professional, interpersonal and social skills to direct others' activities to attain organizational goals. In this course, students will acquire techniques and strategies for successful cross-cultural, business and professional communication and networking in English.

#### **2. Fundamentals of Organizational Behaviour (40 hours)**

As organizations continue to globalize and diversify their client and employee bases, a critical resource for achieving success is talent: smart, sophisticated business people who are technologically literate, globally astute, and operationally agile. In this course, students will study the complexities of human behavior in an organizational context with an emphasis on: motivation, communication, leadership, negotiation, and group dynamics.