



MBA in Community Economic Development

IN-PERSON

ONLINE

ON WEEKENDS



AN MBA FOR COMMUNITY CHANGEMAKERS

The Cape Breton University MBA in Community Economic Development (CED) offers a leading edge curriculum that includes all business subjects found in traditional MBA programs, with a focus on applying business and management concepts through the lens of community economic development.

This program appeals to people who want to make a difference in their organizations and communities, especially those working in community organizations, the public sector, social enterprises and entrepreneurial businesses.

FLEXIBLE DELIVERY

The CBU MBA weekend delivery format caters to people who need the flexibility to balance work, family, and studies. Classes are scheduled on weekends, for approximately 16 weekends per year for 2 years, allowing you to advance your career while continuing to work.

All courses are delivered by acclaimed faculty from across Canada, allowing you to advance your career while continuing to work.

WHO SHOULD APPLY?

Individuals who:

- Are passionate about making a positive change in their communities
- Aspire to play leadership roles in public or third sector organizations, and in community-minded businesses
- Seek deep knowledge of accountability, social responsibility and development issues and practices

ADMISSION REQUIREMENTS

- Bachelor's degree from a recognized university
- Resume
- Personal Statement
- References
- Satisfactory scores on the GMAT/GRE*

**Applicants who have completed their secondary education in Canada may qualify for a GMAT waiver.*

Domestic candidates who do not have an undergraduate degree, but have significant work experience may be admitted and receive a GMAT waiver as a non-traditional student.

Candidates will be assessed individually in areas such as experience and performance in their professional career. To find out if you may be eligible, email mba@cbu.ca

PROGRAM SPECIALIZATIONS

The MBA in CED program provides unique options for students looking to specialize in fields like:

International Business, Strategic Leadership, Tourism, Marketing, Public Policy, Sustainability, First Nations and Emergency Management*

**Subject to elective course availability*



PROGRAM DELIVERY

Offered In-person and Online, designed to fit into your busy schedule of personal and professional commitments.

- Blended Delivery of In-person and Online courses on Weekends in select Canadian Cities:
 - Edmonton at NAIT
 - Warman at Great Plains College
 - Brandon at Assiniboine Community College
 - Kingston at St. Lawrence College
 - Toronto at Centennial College
 - La Ronge at Northlands College
- Full-time In-Residence MBA (CBU Sydney Campus)
- July In-Residence MBA (CBU Sydney Campus & Online)

FOR MORE INFORMATION

To attend an Information session and to learn about the program and please visit mbaced.ca, email mba@cbu.ca or scan the QR code below



MASTER OF BUSINESS ADMINISTRATION IN COMMUNITY ECONOMIC DEVELOPMENT



Core Curriculum

MBAC5101: Business and Community Development I

This course explores the theoretical foundations of community economic development, emphasizing business as a means to improve community life and introducing concepts like community development corporations and worker-owned ventures.

MBAC5103: Fundamentals of Accounting with CED Applications

This course combines financial and managerial accounting topics, tailored for those in a CED setting, with a focus on interpreting financial statements and addressing cash flow management, budgeting, and relevant costs from a managerial perspective.

MBAC5104: Fundamentals of Marketing with CED Applications

This course explores marketing strategies for community and social organizations, covering both strategic and tactical approaches to influence various target markets, including customers, clients, funding sources, policy makers, volunteers, media, and staff, with a focus on the marketing mix.

MBAC5105: Organizational Behaviour

The course presents the history, theory, models and research in several topics in organization behaviour and organization design, including strategic human resource planning.

MBAC5107: Economic Geography and Development

This course introduces students to analytical tools used by economic geographers to measure spatial variations in economic growth, explores mechanisms of uneven development, and applies this knowledge to assess the potential for economic recovery in depleted communities.

MBAC6101: Business and Community Development II

This practical course examines the relationship between business and the community, focusing on challenges, issues, and implementations in the context of CED and the social economy.

MBAC6103: Fundamentals of Finance with CED Applications

This course covers financial management topics including analysis, planning, asset valuation, capital budgeting, capital structure decisions, short-term finance, and tax principles.

MBAC6106: Leadership Training and CED

This course utilizes lectures, discussions, cases, and presentations to teach leadership training techniques, emphasizing conflict resolution, mediation, and the impact of cultural and political differences on community organization and leadership.

MBAC6107: Comparative Development

This course takes a comparative approach to assess development philosophies in both the North and South, focusing on sustainability, natural resources, governance, and strategies for achieving sustainable communities, emphasizing global thinking and local action with sustainability indicators.

MBAC6118: Fundamentals of Venture Analysis

This course allows students to apply previous business knowledge to plan and develop a venture, understand and evaluate business plans, and explore the distinctions between traditional business and community economic development.

MBAC6121: Applied Research Methods

This course covers various applied research methods, encourages critical analysis of their strengths and weaknesses, and guides students in preparing research proposals aligned with their projects.

MBAC6124: International Business

This course explores international business topics, including the economic and financial environment, trade issues, and strategic management, with an integrated approach across business functions.

MBAC6125: Strategic Management

This course introduces basic business strategy concepts and methodologies, emphasizing their application in the context of CED through extensive use of the case method.

MBAC6801: Applied Research Project

The ARP is a multidisciplinary research project in business and CED, supervised by faculty advisors.

Students need to complete 13 core courses, 2 electives, and the ARP in order to graduate.

For detailed information on course curriculum and schedule, email mba@cbu.ca.

STEPS TO APPLY



01

CREATING A CBU FUTURE STUDENT ACCOUNT

Start by creating a CBU account and apply online at:

<https://cbuca.elluciancrmrecruit.com/Apply/Account/Create>



02

UPLOADING YOUR DOCUMENTS

Submit your Resume, your personal statement (or Essay), copies of official transcripts, and official score report for GMAT (if required)



03

REFERENCE LETTERS

You will need to provide three references to complete your application. Your referees should either be academic or professional; relatives and personal friends are not accepted. References must be requested directly from your **CBU Future Student Account**.



04

MONITOR YOUR ACCOUNT

After you have uploaded all documents and references letters have been received, proceed to the **My Account** tab to ensure that your application status shows as complete. If additional documents are required, the status will indicate Action Required. All application updates will then be provided via your **CBU Future Student Account**.

APPLICATION DEADLINES

SEMESTER

January 2025 (Winter)

July 2025 (Spring/Summer)

APPLICATIONS CLOSE*

December 1, 2024

June 1, 2025

**Note: Applications should be submitted a minimum of one month before cohort start date to allow time for processing. For a full schedule of available Cohorts, please contact mba@cbu.ca.*

ESTIMATED PROGRAM COSTS

Students studying off-campus are charged tuition of \$2,528.70, plus an \$18.48 IT fee for each **in-person** course and \$1774.50 for each **online** course (plus IT fee). Tuition and fees are based on the academic year 2024-2025 and are subject to change.



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