

NEST STOP



MCGILL



MCGILL UNIVERSITY SHORT PROGRAMS
WINTER/SPRING 2018



McGill

School of Continuing Studies École
d'éducation permanente





MCGILL UNIVERSITY: THE NEXT STOP ON YOUR JOURNEY

Offering prestige, culture and fun, McGill University's School of Continuing Studies provides international students with unique opportunities to learn both in and out of the classroom and experience something new.



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SHORTPROGRAMS.SCS.MCGILL.CA







BUSINESS ANALYTICS

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 22 – February 9, 2018 (3 weeks)

DESCRIPTION

This program will introduce you to the world of data management and how it can help increase business performance, innovation potential and customer satisfaction using two powerful tools: Business Analytics to collect, analyze and visualize data and Agile Project Management to gain competitive advantage and risk reduction in the context of constantly changing business environment.

COURSES

1. INTRODUCTION TO BUSINESS ANALYTICS & DATA MODELLING (30 HOURS)

This course will explore the fundamental analytical methods and tools used to collect, analyze and interpret business data to gain insight and inform business decision-making, as well as data modelling concepts and techniques used by business analysts to accurately define and communicate business data requirements, business rules and data analytics methods for any project.

2. INTRODUCTION TO AGILE PROJECT MANAGEMENT (30 HOURS)

This course covers the application of agile concepts, principles, and methodologies in project management, largely developed and tested on software development projects, and being successfully applied to projects of all sizes and types in other various industries.

The course topics are aligned with the established agile manifesto and principles supporting the Agile Certified Practitioner certification offered and administered by the Project Management Institute (PMI-ACP®).

These courses are non-credit. A McGill transcript will be issued for these courses. The language of instruction is English (TOEFL 550+ - paper-based or equivalent). Courses can be taken individually.

FEES

- Tuition Fees: \$2175 CAD
- Ancillary Fees: \$320 CAD
- Total Program Fees: \$2495 CAD (≈ 2100 US\$*)

Save \$400 and pay \$2095 instead of \$2495 if you register before October 23, 2017!

- Fees include:
 - International Health Insurance (for non-Canadian residents)
 - Course material
 - Official McGill transcript
 - Attestation of Completion of Program
 - Orientation session
 - Welcome and Farewell receptions
- Optional:
 - Accommodation (Double Occupancy): \$787.95 CAD (for 21 nights, get 7 additional nights free)
 - Cultural and social activities (Fees to be announced)
- Not included:
 - Meals

**Invoicing is in Canadian dollars, US\$ pricing is for comparative purposes only and is subject to change.*





COMMUNICATION AND INTERPERSONAL SKILLS IN BUSINESS

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 22 – February 9, 2018 (3 weeks)

COURSES

1. INTERPERSONAL SKILLS FOR PROFESSIONALS (30 HOURS)

Strong interpersonal skills and emotional intelligence have been identified as key ingredients for success in the professional world. Professionals from any and all fields of expertise need to rely on their interpersonal skills when interacting with colleagues, subordinates, superiors, clients and other stakeholders.

The objective of this course is to help students develop career-enhancing interpersonal skills with emphasis on the following areas: communication styles, emotional intelligence, conflict resolution, influencing others, diversity and intercultural communication, presentation and facilitation skills.

2. PROFESSIONAL BUSINESS COMMUNICATION AND NETWORKING (30 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.

These courses are non-credit. A McGill transcript will be issued for these courses. The language of instruction is English (TOEFL 550+ - paper-based or equivalent). Courses can be taken individually.

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ENTREPRENEURSHIP

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 22 – February 9, 2018 (3 weeks)

COURSES

1. INTRODUCTION TO ENTREPRENEURSHIP (30 HOURS)

Success as an entrepreneur begins with a solid understanding of the key concepts and processes involved in starting and managing a new venture. This course will provide an overview of the fundamental concepts and approaches in entrepreneurship and the tools needed for the set-up and evaluation of a new business enterprise. Topics include: idea generation, valuation techniques, funding, intellectual property and business plan development.

2. DEVELOPING A BUSINESS PLAN (30 HOURS)

Success in any venture begins with a good business plan. A well thought out and well executed plan can provide the roadmap to success. This course will examine the key components involved in developing a solid business plan for a new or existing venture. In this practical hands-on course students will develop and present a business plan.

These courses are non-credit. A McGill transcript will be issued for these courses. The language of instruction is English (TOEFL 550+ - paper-based or equivalent). Courses can be taken individually.

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INTERNATIONAL BUSINESS

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 22 – February 9, 2018 (3 weeks)

COURSES

1. FUNDAMENTALS OF INTERNATIONAL BUSINESS (30 HOURS)

This course deals with fundamental international business issues: the international business environment, foreign exchange risk, multinational corporations, international organizations, international sources of financing, international marketing policies, essential factors to be considered when entering foreign markets (licensing and exporting) and international management.

2. FUNDAMENTALS OF INTERNATIONAL MARKETING (30 HOURS)

Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

These courses are non-credit. A McGill transcript will be issued for these courses. The language of instruction is English (TOEFL 550+ - paper-based or equivalent). Courses can be taken individually.

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- Not included:
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INTERNATIONAL MARKETING USING THE INTERNET

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 22 – February 9, 2018 (3 weeks)

COURSES

1. FUNDAMENTALS OF INTERNATIONAL MARKETING (30 HOURS)

Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

2. SOCIAL MEDIA STRATEGIES AND COMMUNITY MANAGEMENT (30 HOURS)

The use of social media platforms for promoting organizations, brands and causes has increased exponentially in recent years. Campaigns of all kinds rely heavily on social media, some even exclusively. This course will examine consumer behaviour in digital media; digital marketing practices; brand relations; online community-building and stakeholder engagement. Students will develop a digital campaign, including appropriate measurement and evaluation.

These courses are non-credit. A McGill transcript will be issued for these courses. The language of instruction is English (TOEFL 550+ - paper-based or equivalent). Courses can be taken individually.

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PROJECT MANAGEMENT

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 22 – February 9, 2018 (3 weeks)

COURSES

1. INTRODUCTION TO PROJECT MANAGEMENT (30 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 communicate project progress and status.

2. INTRODUCTION TO AGILE PROJECT MANAGEMENT (30 HOURS)

This course covers the application of agile concepts, principles, and methodologies in project management, largely developed and tested on software development projects, and being successfully applied to projects of all sizes and types in other various industries.

The course topics are aligned with the established agile manifesto and principles supporting the Agile Certified Practitioner certification offered and administered by the Project Management Institute (PMI-ACP®).

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 - Orientation session
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- Optional:
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 - Cultural and social activities (Fees to be announced)
- Not included:
 - Meals

SOCIAL MEDIA AND DIGITAL COMMUNICATION IN BUSINESS

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 22 – February 9, 2018 (3 weeks)

COURSES

1. CURRENT TRENDS IN DIGITAL COMMUNICATIONS (30 HOURS)

Whether you have knowledge and experience in one or more digital applications, or almost none, this course will ensure your grasp of digital media is comprehensive, solid and up to date. It will give you a broad overview of the technology, its current uses in organizations and society, and its potential and implications for the future. It will provide knowledge and skills that form a strong base for immediate application. Topics covered include: principles of digital communication; overview of current uses of internet-based media in public relations, direct marketing, internal communications, fundraising, consumer relations and reputation management; trends and best practices in digital and social media technologies; effective online community management.

2. SOCIAL MEDIA STRATEGIES AND COMMUNITY MANAGEMENT (30 HOURS)

The use of social media platforms for promoting organizations, brands and causes has increased exponentially in recent years. Campaigns of all kinds rely heavily on social media, some even exclusively. This course will examine consumer behaviour in digital media; digital marketing practices; brand relations; online community-building and stakeholder engagement. Students will develop a digital campaign, including appropriate measurement and evaluation.

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- Not included:
 - Meals

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DISCOVERIES IN ENGINEERING

NON-CREDIT NON-TRANSCRIPT PROGRAM

DATES

Evenings of February 5 & 7, 2018 and all day on Saturday February 10, 2018.

DESCRIPTION

This program will showcase a number of research projects from the McGill's Faculty of Engineering, including some lab experiments. From aerospace engineering to intelligent machines, a subset of projects will be selected and introduced at mcgill.ca/continuingstudies/programs-and-courses/short-programs.

FEES

- Tuition Fees: \$395 CAD
- Ancillary Fees: \$40 CAD
- Total Program Fees: \$ 435 CAD

Save \$70 and pay \$365 instead of \$435 if you register before October 23, 2017!

- Fees include:
 - International Health Insurance (for non-Canadian residents)
 - Course material
- Optional:
 - Accommodation (Double Occupancy): \$787.95 CAD (for 21 nights, get 7 additional nights free)
 - Cultural and social activities (Fees to be announced)
- Not included:
 - Meals

QUESTIONS?

WE CAN HELP!

MCGILL UNIVERSITY SCHOOL OF CONTINUING STUDIES

688 Sherbrooke Street West, suite 1029
Montreal, Quebec
Canada, H3A 3R1

E-MAIL

shortprograms.scs@mcgill.ca

HOURS

Monday – Friday from 9:00 am to 5:00 pm (GMT-4)

TEL

+1 (514) 398-5212

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- Accommodation
- English Proficiency Requirements
- Visa Requirements
- Application Information
- Activities and Excursions
- About Montreal







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