

NEXT STOP



MCGILL



MCGILL UNIVERSITY SHORT PROGRAMS
**STUDY ABROAD
SUMMER 2017**



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 and experience something new both in and out of the classroom.



Located in
MONTREAL
CANADA

#1 

*Best city in ALL the Americas
for international students*



*Nobel Prize
Winners*



Rhodes Scholars



AEROSPACE ENGINEERING

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

July 31 – August 18, 2017 (3 weeks)

COURSES

1. FUNDAMENTALS OF AEROSPACE METALLIC MATERIALS (30 HOURS)

This course will present the fundamentals of metals as a material, light metals and super alloys as they are widely used in aerospace design, as well as hot working of metals. It offers 15 hours of labs as part of the 30 contact-hours.

2. INTRODUCTION TO ENGINEERING DESIGN OPTIMIZATION (15 HOURS)

This course will present basic optimization theory, algorithms and computational tools for engineering design. The student will learn to develop proper mathematical models to formulate design optimization problems and choose/apply appropriate optimization algorithms to solve them.

3. BASIC PRINCIPLES OF PROJECT MANAGEMENT (15 HOURS)

This course addresses fundamental project management principles and techniques and introduces tools and templates that can be immediately applied to address real life project situations. Participants learn how to clearly define a project outcome in terms of client and stakeholder expectations, how to develop a project charter, and how to create and monitor a project plan using MS Project 2010 software in a hands-on laboratory setting.

**Courses are non-credit transcript courses. A McGill transcript will be issued for these courses. The language of instruction is English. Courses can be taken individually.*

FEES

→ Tuition and Ancillary Fees: \$2530 CAD
→ Fees include:

- International Health Insurance (for non-Canadian residents)
- All course material
- Official McGill transcript
- Attestation of Completion of Program
- Orientation session
- Welcome and Farewell receptions

→ Optional: (Fees to be announced)

- Accommodation (Double Occupancy, Taxes Included): \$775 CAD
- Industrial visit
- Cultural and social activities
- Meals (breakfasts and lunches for 21 days): \$725 CAD

QUESTIONS? WE CAN HELP!

→ McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1029
Montreal, Quebec, Canada, H3A 3R1

→ E-mail
summer.studies@mcgill.ca

→ Website
summer.scs.mcgill.ca

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-5212

PROJECT MANAGEMENT

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

July 31 – August 18, 2017 (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®).

**Courses are non-credit transcript courses. A McGill transcript will be issued for these courses. The language of instruction is English. Courses can be taken individually. However, course 1 is prerequisite to course 2.*

FEES

→ Tuition and Ancillary Fees: \$2185 CAD
→ Fees include:

- International Health Insurance (for non-Canadian residents)
- All course material
- Official McGill transcript
- Attestation of Completion of Program
- Orientation session
- Welcome and Farewell receptions

→ Optional: (Fees to be announced)

- Accommodation (Double Occupancy, Taxes Included): \$775 CAD
- Industrial visit
- Cultural and social activities

→ 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
summer.studies@mcgill.ca

→ Website
summer.scs.mcgill.ca

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-5212



SOCIAL MEDIA AND DIGITAL COMMUNICATION STRATEGIES IN BUSINESS

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

July 31 – August 18, 2017 (3 weeks)

COURSES

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

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 (30 HOURS)

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 medias 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 help businesses make the transition into content publishing, as well as managing, creating and delivering content that consistently meets audience needs and business objectives.

**Courses are non-credit transcript courses. A McGill transcript will be issued for these courses. The language of instruction is English. Courses can be taken individually.*

FEES

→ Tuition and Ancillary Fees: \$2175 CAD

→ Fees include:

- International Health Insurance (for non-Canadian residents)
- All course material
- Official McGill transcript
- Attestation of Completion of Program
- Orientation session
- Welcome and Farewell receptions

→ Optional: (Fees to be announced)

- Accommodation (Double Occupancy, Taxes Included): \$775 CAD
- Industrial visit
- Cultural and social activities

→ 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
summer.studies@mcgill.ca

→ Website
summer.scs.mcgill.ca

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-5212

INTERNATIONAL MARKETING USING THE INTERNET

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

July 31 – August 18, 2017 (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)

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.

**Courses are non-credit transcript courses. A McGill transcript will be issued for these courses. The language of instruction is English. Courses can be taken individually.*

FEES

→ Tuition and Ancillary Fees: \$2175 CAD

→ Fees include:

- International Health Insurance (for non-Canadian residents)
- All course material
- Official McGill transcript
- Attestation of Completion of Program
- Orientation session
- Welcome and Farewell receptions

→ Optional: (Fees to be announced)

- Accommodation (Double Occupancy, Taxes Included): \$775 CAD
- Industrial visit
- Cultural and social activities

→ 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
summer.studies@mcgill.ca

→ Website
summer.scs.mcgill.ca

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-5212



ENTREPRENEURSHIP

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

July 31 – August 18, 2017 (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

**Courses are non-credit transcript courses. A McGill transcript will be issued for these courses. The language of instruction is English. Courses can be taken individually.*

FEES

- Tuition and Ancillary Fees: \$2175 CAD
- Fees include:
 - International Health Insurance (for non-Canadian residents)
 - All course material
 - Official McGill transcript
 - Attestation of Completion of Program
 - Orientation session
 - Welcome and Farewell receptions
- Optional: (Fees to be announced)
 - Accommodation (Double Occupancy, Taxes Included): \$775 CAD
 - Industrial visit
 - Cultural and social activities
- 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
summer.studies@mcgill.ca
- Website
summer.scs.mcgill.ca
- Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)
- Tel
+1 (514) 398-5212

INTERNATIONAL BUSINESS

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

July 31 – August 18, 2017 (3 weeks)

COURSES

1. SPECIAL TOPICS IN 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.

**Courses are non-credit transcript courses. A McGill transcript will be issued for these courses. The language of instruction is English. Courses can be taken individually.*

FEES

- Tuition and Ancillary Fees: \$2175 CAD
- Fees include:
 - International Health Insurance (for non-Canadian residents)
 - All course material
 - Official McGill transcript
 - Attestation of Completion of Program
 - Orientation session
 - Welcome and Farewell receptions
- Optional: (Fees to be announced)
 - Accommodation (Double Occupancy, Taxes Included): \$775 CAD
 - Industrial visit
 - Cultural and social activities
- 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
summer.studies@mcgill.ca
- Website
summer.scs.mcgill.ca
- Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)
- Tel
+1 (514) 398-5212



LEADERSHIP

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

July 31 – August 18, 2017 (3 weeks)

COURSES

1. FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR (30 HOURS)

The implications for management and the essential concepts of social psychology such as motivation, perception, attitude change and organization. Group and organizational dynamics will be the major emphasis of the course. Classroom discussion and student participation is encouraged.

2. LEADING SUSTAINABLE CHANGE (30 HOURS)

This course explores issues related to change management including models of change management, keys to successful change processes, change leadership structures, common change management techniques, integrating change management considerations into consulting programs and proposals, choosing the intervention and getting client buy-in. A substantial proportion of the class time is devoted to discussions, role-plays, case study exercises, and participant-facilitated discussions.

**Courses are non-credit transcript courses. A McGill transcript will be issued for these courses. The language of instruction is English. Courses can be taken individually.*

FEES

→ Tuition and Ancillary Fees: \$2175 CAD

→ Fees include:

- International Health Insurance (for non-Canadian residents)
- All course material
- Official McGill transcript
- Attestation of Completion of Program
- Orientation session
- Welcome and Farewell receptions

→ Optional: (Fees to be announced)

- Accommodation (Double Occupancy, Taxes Included): \$775 CAD
- Industrial visit
- Cultural and social activities

→ 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
summer.studies@mcgill.ca

→ Website
summer.scs.mcgill.ca

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-5212

BUSINESS AND PROFESSIONAL COMMUNICATION

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

June 19 – July 7, 2017 (3 weeks)

COURSES

1. 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.

2. FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR (30 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.

**Courses are non-credit transcript courses. A McGill transcript will be issued for these courses. The language of instruction is English. Courses can be taken individually.*

FEES

→ Tuition and Ancillary Fees: \$2175 CAD

→ Fees include:

- International Health Insurance (for non-Canadian residents)
- All course material
- Official McGill transcript
- Attestation of Completion of Program
- Orientation session
- Welcome and Farewell receptions

→ Optional: (Fees to be announced)

- Accommodation (Double Occupancy, Taxes Included): \$775 CAD
- Industrial visit
- Cultural and social activities
- Meals (breakfasts and lunches for 21 days): \$725 CAD

QUESTIONS? WE CAN HELP!

→ McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1029
Montreal, Quebec, Canada, H3A 3R1

→ E-mail
summer.studies@mcgill.ca

→ Website
summer.scs.mcgill.ca

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-5212



MARKETING AND PUBLIC RELATIONS UNDERGRADUATE CREDIT COURSES

DATES

May 1 – June 19, 2017 (7 weeks)

COURSES

1. FUNDAMENTALS OF MARKETING* (39 HOURS)

Fundamental theories and principles of strategic marketing. Role of the marketing professional in the corporate environment. Applications of marketing practices to new businesses. Development of a marketing plan.

2. PRINCIPLES OF MARKETING* (39 HOURS)

Introduction to marketing principles, focusing on problem solving and decision making. Topics include: the marketing concept; marketing strategies; buyer behaviour; Canadian demographics; internal and external constraints; product; promotion; distribution; price. Lectures, text material and case studies.

3. FUNDAMENTALS OF FUNDRAISING (39 HOURS)

Current status of fund-raising and philanthropy in Canada. Donor motivations, strategies for attracting support from different donor audiences, development of fund-raising campaigns for not-for-profits, charitable foundations, para-public and public-sector organizations. Role of donor organizations. Theoretical knowledge, technical skills and ethical considerations.

4. PROFESSIONAL COMMUNICATION AND NETWORKING (39 HOURS)

Fundamental theories and practices of communication and networking (internal and external) in the workplace. Writing, speaking, presentation and team interaction skills.

**Only one of these courses can be taken for credit.*

***Fees may increase slightly as of May 2017.*

****Courses are offered in English and may be taken individually.*

FEES**

- Tuition(per course):
 - Quebec Residents: \$298.29 CAD
 - Non-Quebec Students & French Citizens: \$788.25 CAD
 - International Students: \$3,200.85 CAD
- Ancillary Fees (Charged once per semester): \$64.82 CAD
- Health Insurance Fees (International Students Only): \$331.00 CAD
- Fees include:
 - Official McGill transcript (All students have access online to their transcript. A written transcript is available for a fee.)
 - Attestation of Completion of Program
 - Orientation session
- Optional: (Fees to be announced)
 - Accommodation (Double Occupancy, Taxes Included): \$1,266 CAD
 - Industrial visit
 - Cultural and social activities
- Not included:
 - Meals
 - Pedagogical Material

QUESTIONS? WE CAN HELP!

- McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1029
Montreal, Quebec, Canada, H3A 3R1
- E-mail: summer.studies@mcgill.ca
- Website: summer.scs.mcgill.ca
- Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)
- Tel: +1 (514) 398-5212

HUMAN RESOURCES UNDERGRADUATE CREDIT COURSES

DATES

June 3 – July 29, 2017 (8 weeks)

Please note that there will be a class(es) held on Saturday.

COURSES

1. INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR (39 HOURS)

Individual motivation and communication style; group dynamics as related to problem solving and decision making, leadership style, work structuring and the larger environment. Interdependence of individual, group and organization task and structure.

2. MANAGING ORGANIZATIONAL TEAMS (39 HOURS)

Theory, research, and applications. Principles of team processes and effectiveness in organizational settings, specifically the theoretical developments and empirical findings of group dynamics and team effectiveness, and practical strategies and skills for successful management of organizational teams.

3. HUMAN RESOURCES MANAGEMENT (39 HOURS)

Issues involved in personnel administration. Topics include: human resource planning, job analysis, recruitment and selection, training and development, performance appraisal, organization development and change, issues in compensation and benefits, and labour-management relations.

**Fees may increase slightly as of May 2017.*

***Courses are offered in English and may be taken individually.*

FEES*

- Tuition(per course):
 - Quebec Residents: \$298.29 CAD
 - Non-Quebec Students & French Citizens: \$788.25 CAD
 - International Students: \$3,200.85 CAD
- Ancillary Fees (Charged once per semester): \$64.82 CAD
- Health Insurance Fees (International Students Only): \$331.00 CAD
- Fees include:
 - Official McGill transcript (All students have access online to their transcript. A written transcript is available for a fee.)
 - Attestation of Completion of Program
 - Orientation session
- Optional: (Fees to be announced)
 - Accommodation (Double Occupancy, Taxes Included): \$1,447 CAD
 - Industrial visit
 - Cultural and social activities
- Not included:
 - Meals
 - Pedagogical Material

QUESTIONS? WE CAN HELP!

- McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1029
Montreal, Quebec, Canada, H3A 3R1
- E-mail: summer.studies@mcgill.ca
- Website: summer.scs.mcgill.ca
- Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)
- Tel: +1 (514) 398-5212



INTERNATIONAL BUSINESS

UNDERGRADUATE CREDIT COURSES

DATES

June 1–July 24, 2017 (7 weeks)
Please note that there will be a class(es) held on Saturday.

COURSES

1. INTERNATIONAL BUSINESS (39 HOURS)

An introduction to the world of international business. Economic foundations of international trade and investment. The international trade, finance, and regulatory frameworks. Relations between international companies and nation-states, including costs and benefits of foreign investment and alternative controls and responses. Effects of local environmental characteristics on the operations of multi-national enterprises.

2. STRATEGIC MANAGEMENT (39 HOURS)

An integrative and interdisciplinary introduction to strategy formation and execution. Concepts, tools, and practical application to understand how firms leverage resources and capabilities to gain competitive advantage in dynamic, contemporary industries. Strategic positioning, organizational design, and managerial action for the long-term success of businesses and positive social and ecological outcomes.

3. FUNDAMENTALS OF PROJECT MANAGEMENT (39 HOURS)

Fundamental principles and best practices of project management essential to the successful development of projects or other complex undertakings within an organization; includes methods for defining, planning, and scheduling activities and resources.

**Fees may increase slightly as of May 2017.*

***Courses are offered in English and may be taken individually.*

FEES*

- Tuition(per course):
 - Quebec Residents: \$298.29 CAD
 - Non-Quebec Students & French Citizens: \$788.25 CAD
 - International Students: \$3,200.85 CAD
- Ancillary Fees (Charged once per semester): \$64.82 CAD
- Health Insurance Fees (International Students Only): \$331.00 CAD
- Fees include:
 - Official McGill transcript (All students have access online to their transcript. A written transcript is available for a fee.)
 - Attestation of Completion of Program
 - Orientation session
- Optional: (Fees to be announced)
 - Accommodation (Double Occupancy, Taxes Included): \$1,266 CAD
 - Industrial visit
 - Cultural and social activities
- Not included:
 - Meals
 - Pedagogical Material

QUESTIONS? WE CAN HELP!

- McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1029
Montreal, Quebec, Canada, H3A 3R1
- E-mail: summer.studies@mcgill.ca
- Website: summer.scs.mcgill.ca
- Hours
Monday–Friday
9:00 am to 5:00 pm (GMT-5)
- Tel: +1 (514) 398-5212

MARKETING AND PUBLIC RELATIONS

GRADUATE CREDIT COURSES

DATES

May 1–June 19, 2017 (7 weeks)

COURSES

1. MARKETING PRINCIPLES AND APPLICATIONS (39 HOURS)

Covers the different aspects of marketing operations: the marketing concept, the analysis and research of market opportunities, the planning, implementation, and control of the marketing program (Product, Promotion, Distribution, and Pricing). The course focuses on Canadian market environment and Canadian marketing institutions. Lectures and case studies on an individual basis and/or involving team work will be used.

2. GLOBAL MARKETING MANAGEMENT (39 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.

3. COMMUNICATION AND NETWORKING SKILLS (39 HOURS)

This course will provide students with leadership skills pertaining to communication and networking in the workplace. Topics covered include influencing, appraising situations, business networking, teamwork and delivering effective presentations.

4. FUNDRAISING AND PHILANTHROPY (39 HOURS)

The organization as donor and as fund-raiser. Social, legal and regulatory context of fund-raising and corporate giving. Role and structure of foundations, government agencies and other donor organizations. Corporate community support. Fundraising campaigns (planning and methods), donor relations, working with volunteer leadership, information management, ethics and accountability.

**Fees may increase slightly as of May 2017.*

***Courses are offered in English and may be taken individually.*

FEES*

- Tuition(per course):
 - Quebec Residents: \$298.29 CAD
 - Non-Quebec Students & French Citizens: \$788.25 CAD
 - International Students: \$1,659.78 CAD
- Ancillary Fees (Charged once per semester): \$64.82 CAD
- Health Insurance Fees (International Students Only): \$331.00 CAD
- Fees include:
 - Official McGill transcript (All students have access online to their transcript. A written transcript is available for a fee.)
 - Attestation of Completion of Program
 - Orientation session
- Optional: (Fees to be announced)
 - Accommodation (Double Occupancy, Taxes Included): \$1,266 CAD
 - Industrial visit
 - Cultural and social activities
- Not included:
 - Meals
 - Pedagogical Material

QUESTIONS? WE CAN HELP!

- McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1029
Montreal, Quebec, Canada, H3A 3R1
- E-mail: summer.studies@mcgill.ca
- Website: summer.scs.mcgill.ca
- Hours
Monday–Friday
9:00 am to 5:00 pm (GMT-5)
- Tel: +1 (514) 398-5212



HUMAN RESOURCES

GRADUATE CREDIT COURSES

DATES

June 1 – July 24, 2017 (8 weeks)
Please note that there will be a class(es) held on Saturday.

COURSES

1. BEHAVIOUR IN ORGANIZATIONS (39 HOURS)

The implications for management and the essential concepts of social psychology such as motivation, perception, attitude change and organization. Group and organizational dynamics will be the major emphasis of the course. Classroom discussion and student participation is encouraged.

2. STRATEGIC HUMAN RESOURCES MANAGEMENT (39 HOURS)

Linking HRM and business strategy; role of HR in the organization and alignment with strategic management. Overview of HR functional areas and the competencies required to become a successful HR professional; impact of HR policies, processes and practices on employees, teams and organizations, including legal and ethical implications.

**Fees may increase slightly as of May 2017.*

***Courses are offered in English and may be taken individually.*

FEES*

- Tuition(per course):
 - Quebec Residents: \$298.29 CAD
 - Non-Quebec Students & French Citizens: \$788.25 CAD
 - International Students: \$1,659.78 CAD
- Ancillary Fees (Charged once per semester): \$64.82 CAD
- Health Insurance Fees (International Students Only): \$331.00 CAD
- Fees include:
 - Official McGill transcript (All students have access online to their transcript. A written transcript is available for a fee.)
 - Attestation of Completion of Program
 - Orientation session
- Optional: (Fees to be announced)
 - Accommodation (Double Occupancy, Taxes Included): \$1,447 CAD
 - Industrial visit
 - Cultural and social activities
- Not included:
 - Meals
 - Pedagogical Material

QUESTIONS? WE CAN HELP!

- McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1029
Montreal, Quebec, Canada, H3A 3R1
- E-mail: summer.studies@mcgill.ca
- Website: summer.scs.mcgill.ca
- Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)
- Tel: +1 (514) 398-5212

FINANCE

GRADUATE CREDIT COURSES

DATES

June 1 – July 24, 2017 (7 weeks)
Please note that there will be a class(es) held on Saturday.

COURSES

1. RETIREMENT, ESTATE AND TAX PLANNING (39 HOURS)

The objective of this course is to discuss the various elements in the retirement planning process such as pension planning instruments, public and private pension plans, insurance, income tax, estate planning, and wills.

2. BEHAVIOURAL FINANCE (39 HOURS)

The course will introduce various documented psychological biases that impact human behaviour and decision making. These documented market anomalies will be examined and assessed in the context of mean-variance efficiency theory. Typical forecasting errors, expert justifications and continued investor reliance on forecasting models will be examined.

**Fees may increase slightly as of May 2017.*

***Courses are offered in English and may be taken individually.*

FEES*

- Tuition(per course):
 - Quebec Residents: \$298.29 CAD
 - Non-Quebec Students & French Citizens: \$788.25 CAD
 - International Students: \$1,659.78 CAD
- Ancillary Fees (Charged once per semester): \$64.82 CAD
- Health Insurance Fees (International Students Only): \$331.00 CAD
- Fees include:
 - Official McGill transcript (All students have access online to their transcript. A written transcript is available for a fee.)
 - Attestation of Completion of Program
 - Orientation session
- Optional: (Fees to be announced)
 - Accommodation (Double Occupancy, Taxes Included): \$1,266 CAD
 - Industrial visit
 - Cultural and social activities
- Not included:
 - Meals
 - Pedagogical Material

QUESTIONS? WE CAN HELP!

- McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1029
Montreal, Quebec, Canada, H3A 3R1
- E-mail: summer.studies@mcgill.ca
- Website: summer.scs.mcgill.ca
- Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)
- Tel: +1 (514) 398-5212



BEST PRACTICES IN AEROSPACE MANAGEMENT

NON-CREDIT, NON-TRANSCRIPT PROGRAM

DATES

May 29 – June 2, 2017 (1 week)

PROGRAM DESCRIPTION (30 HOURS)

This five-day intensive practical program provides a broad overview of aerospace industry management best practices delivered from leading Canadian experts. The program is designed for professionals already working in the industry, as well as graduate students who wish to join the aerospace industry in the future, and who need to better understand the effects of aviation regulation and certification on aerospace businesses, enhance their skills in the areas of strategic planning, program and supply chain management, and implement operational excellence in their work environments. The course also provides unique opportunities to network with experienced aerospace industry professionals.

Day 1 – Aerospace Business & Strategy

Opening Reception

Day 2 – Program Management in Aerospace

Day 3 – Aviation Regulation & Certification

Day 4 – Operational Excellence in Aerospace

Day 5 – Managing a Complex Supply Chain in a Competitive Environment.

Industrial visit to one of the aerospace manufacturing companies.

Closing Reception

FEES

→ Tuition and Ancillary Fees: \$1,198 CAD

→ Fees include:

→ All course material

→ Attestation of Participation

→ Welcome and Farewell receptions

→ Industrial Visit

→ Optional:

→ Accommodation (Double Occupancy, Taxes Included): \$775 CAD

→ 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
summer.studies@mcgill.ca

→ Website
summer.scs.mcgill.ca

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-5212

INTELLECTUAL PROPERTY SUMMER PROGRAM

NON-CREDIT, NON-TRANSCRIPT PROGRAM

DATES

July 17 – August 4, 2017 (3 weeks)

COURSES

Since 1994, the Intellectual Property Institute of Canada and McGill University have gathered some of the best expert practitioners in the field to deliver this unique practical summer program in intellectual property. These courses offer an excellent opportunity to network with professionals and students from diverse backgrounds who have an interest in intellectual property. The program consists of the following three courses which can be taken separately or together as a program:

1. UNDERSTANDING PATENTS (35 HOURS) July 17 – 21, 2017

This course provides a comprehensive overview of patents and patenting, and offers insights into the strategies relating to establishing and exploiting the patent system, as well as enforcing or attacking a patent. This course is a must for those professionals who encounter patents in their work, as well as graduate students, particularly in science and engineering, who need to have a better understanding of how inventions are protected using the patent system, how patents are obtained and how to manage a patent portfolio. Topics covered include: patents as an intellectual property right, the nature of the patent right, what can be patented, the processes for obtaining and maintaining patents in Canada and abroad, understanding the patent document, drafting patent applications and claims, managing an international patent portfolio, enforcing patents and extracting value from patents in business.

2. UNDERSTANDING TRADEMARKS (35 HOURS) July 24 – 28, 2017

This course covers both theoretical and practical aspects of trademark procurement, management and protection, as well as comparative reviews of trademark law & practice in the U.S. and Europe – vital information for today's world! Topics covered include: history of trademarks and their use, conducting searches and writing opinions, how to select great trademarks, preparing & filing applications, responding to Examiners' Reports, maintaining registrations & portfolios, corporate perspective for managing and exploiting trademark assets, opposition proceedings, litigation overview in Canada and the U.S., trademark procurement in the U.S., the European Union and via the international Madrid System.

3. COPYRIGHT MASTERCLASS (21 HOURS) August 2 – 4, 2017

Copyright law has become a key consideration in a large number of areas of economy and society. At the same time, it is becoming more complex, as legislators, courts, public institutions and businesses all struggle to address the impact of new technologies, new uses and new legal issues. This course provides an in-depth analysis of copyright law with a focus on the changing landscape, including the legislative amendments and recent cases, as well as an opportunity to interact with some of the top copyright lawyers in Canada and gain valuable practical insights.

**Courses are offered in English and may be taken separately or together as a program.*

FEES

→ Tuition and Ancillary Fees:

- Understanding Patents \$1,187 CAD

- Understanding Trademarks \$1,187 CAD

- Copyright Masterclass \$837 CAD

→ Fees include:

→ All course material

→ Attestation of Participation

→ Welcome receptions

→ Optional:

→ Accommodation (Double Occupancy, Taxes Included): \$775 CAD

→ 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
summer.studies@mcgill.ca

→ Website
summer.scs.mcgill.ca

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-5212



ENGLISH IMMERSION SUMMER PROGRAM

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

Session 1: July 10 – July 28, 2017
Session 2: August 7 – August 25, 2017

COURSES

The English Immersion Summer Program at McGill University is specifically designed to help you improve your English language and communication skills in a stimulating environment and fun manner.

This is a total immersion program in which you will interact with native English speakers consistently and practice your English 24/7, in the dormitory, in class, and with your classmates.

You will also explore the beautiful multicultural city of Montreal along with your classmates as you embark on an exciting life experience in this three-week cultural immersion.

PROGRAM INCLUDES

- Students live in student residence with McGill monitors
- Daily classes from 9:30 AM to 4:00 PM
 - > Main instruction with McGill ESL specialists
 - > Discover Montreal Life and Culture Modules and Outings with class monitors
 - > Pronunciation clinic
- Organized weekday activities (such as a newscast recording, museum visits, local specialty restaurants, and much more!) in the afternoons with native English-speaking class monitors who work with small groups of students
- Weekend and evening activities
- Day trip to Ottawa, Canada's capital city
- Optional weekend - stay with a Canadian homestay host family or travel to Niagara Falls/Toronto (extra fees apply)

**Courses are non-credit transcript courses. A McGill certificate of attestation will be issued for those completing this program. Students may only enroll in one session.*

FEES

- Tuition and Ancillary Fees: \$3,985 CAD
- Fees include:
 - Instruction and activities, five days a week
 - Blue Cross Health Insurance
 - Airport Pickup and Dropoff
 - Ground transportation (OPUS card)
 - Student residence accommodation with meal plan
- Not included:
 - Optional weekend activities

QUESTIONS? WE CAN HELP!

- McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1181
Montreal, Quebec, Canada, H3A 3R1
- E-mail
kevin.stanley@mcgill.ca
- Website
mcgill.ca/scs-immersion
- Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)
- Tel
+1 (514) 398-3791

FRENCH IMMERSION SUMMER PROGRAM

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

Session 1: July 10 – July 28, 2017
Session 2: August 7 – August 25, 2017

COURSES

The French Immersion Summer Program at McGill University is specifically designed to help you improve your French language and communication skills in a stimulating environment and fun manner.

This is a total immersion program in which you will interact with native French speakers consistently and practice your French 24/7, in the dormitory, in class, and with your classmates.

You will also explore the beautiful multicultural city of Montreal along with your classmates as you embark on an exciting life experience in this three-week cultural immersion.

PROGRAM INCLUDES

- Students live in student residence with McGill monitors
- Daily classes from 9:30 AM to 4:00 PM
 - > Main instruction with McGill FSL specialists
 - > Discover Montreal Life and Culture Modules and Outings with class monitors
 - > Pronunciation clinic
- Organized weekday activities (such as a newscast recording, museum visits, local specialty restaurants, and much more!) in the afternoons with native French-speaking class monitors who work with small groups of students
- Weekend and evening activities
- Day trip to Ottawa, Canada's capital city

**Courses are non-credit transcript courses. A McGill certificate of attestation will be issued for those completing this program. Students may only enroll in one session.*

FEES

- Tuition and Ancillary Fees: \$3,920 CAD
- Fees include:
 - Instruction and activities, five days a week
 - Blue Cross Health Insurance
 - Airport Pickup and Dropoff
 - Ground transportation (OPUS card)
 - Student residence accommodation with meal plan

QUESTIONS? WE CAN HELP!

- McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1181
Montreal, Quebec, Canada, H3A 3R1
- E-mail
kevin.stanley@mcgill.ca
- Website
mcgill.ca/scs-immersion
- Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)
- Tel
+1 (514) 398-3791



INTENSIVE ENGLISH LANGUAGE AND CULTURE

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

Session 1: May 1 – June 9, 2017
Session 2: June 19 – July 28, 2017

COURSES

Obtain the McGill Certificate of Proficiency in English – Language and Culture, recognized by all McGill faculties as meeting the university's English-language entry requirements.

PROGRAM INCLUDES

- 8 levels (Elementary to Advanced)
- 6 sessions per year
- Each session lasts 6 weeks
- 25 hours per week (teaching and contact hours), Monday through Friday
- 2 experienced lecturers per class
- A unique Pronunciation Clinic
- Conversation Partners help you to improve your English outside of class-time
- Exciting cultural activities
- Innovative Cultural Discovery Projects

FEES

- Tuition and Ancillary Fees: \$2,160 CAD for one 6-week session
- Application Fee: \$81.93 CAD
- Compulsory Blue Cross Medical Insurance: \$134 CAD/semester
- Fees include:
 - Instruction and activities, five days a week
- Not included:
 - Accommodation
 - Meals
 - Transportation

QUESTIONS? WE CAN HELP!

→ McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1181
Montreal, Quebec, Canada, H3A 3R1

→ E-mail
language.conted@mcgill.ca

→ Website
mcgill.ca/scs-languages

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-1212

INTENSIVE FRENCH LANGUAGE AND CULTURE

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

Session 1: May 1 – June 9, 2017
Session 2: June 19 – July 28, 2017

COURSES

Obtain the McGill Certificate of Proficiency in French – Language and Culture, recognized by the Ministère de l'Immigration, de la Diversité et de l'Inclusion (MIDI) for immigration applicants.

PROGRAM INCLUDES

- 5 levels (Elementary to Advanced)
- 6 sessions per year
- Each session lasts 6 weeks
- 25 hours per week (teaching and contact hours), Monday through Friday
- 2 experienced lecturers per class
- A unique Pronunciation Clinic
- Conversation Partners help you to improve your French outside of class-time
- Exciting cultural activities
- Innovative Cultural Discovery Projects

FEES

- Tuition and Ancillary Fees: \$2,090 CAD for one 6-week session
- Application Fee: \$81.93 CAD
- Compulsory Blue Cross Medical Insurance: \$134 CAD/semester
- Fees include:
 - Instruction and activities, five days a week
- Not included:
 - Accommodation
 - Meals
 - Transportation

QUESTIONS? WE CAN HELP!

→ McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1181
Montreal, Quebec, Canada, H3A 3R1

→ E-mail
language.conted@mcgill.ca

→ Website
mcgill.ca/scs-languages

→ Hours
Monday – Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-1212



FRENCH FOR THE HEALTH SECTOR

NON-CREDIT PROGRAM (WITH TRANSCRIPT)

DATES

July 1–29, 2017

COURSES

This program is intended for pre-med, pre-health, medical and nursing students as well as students in bio-chemistry, International Studies and International Business or Health Systems Management who wish to develop the language and intercultural communication skills necessary for dealing with patients and their families in French. It focuses on developing oral/aural skills leading to increased communication competence and confidence in a variety of healthcare professional-patient interactions in hospitals or in medical NGOs.

PROGRAM INCLUDES

The program consists of three modules that promote task-based, discovery and experiential-based learning opportunities:

- Medical French (French for Specific & Professional Purposes classes)
- Workshops from subject-matter experts
- Site visits, and shadowing of doctors, nurses or healthcare administrators at local healthcare-related facilities

**Courses are non-credit transcript courses. A McGill certificate of attestation will be issued for those completing this program.*

FEES

→ Please contact us for more information regarding fees.

QUESTIONS? WE CAN HELP!

→ McGill University
School of Continuing Studies
688 Sherbrooke Street West, suite 1181
Montreal, Quebec, Canada, H3A 3R1

→ E-mail
effie.dracopoulos@mcgill.ca

→ Website
mcgill.ca/scs-languages

→ Hours
Monday–Friday
9:00 am to 5:00 pm (GMT-5)

→ Tel
+1 (514) 398-1201

QUESTIONS?

WE CAN HELP!

MCGILL UNIVERSITY SCHOOL OF CONTINUING STUDIES

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

E-MAIL

summer.studies@mcgill.ca

WEBSITE

summer.scs.mcgill.ca

HOURS

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

TEL

+1 (514) 398-5212







McGill

School of
Continuing Studies

École
d'éducation permanente

LEARN MORE ABOUT SHORT PROGRAMS
summer.scs.mcgill.ca

