



# 2021 SFU BEEDIE INTERNATIONAL SUMMER PROGRAM

SFU

**BEEDIE**  
SCHOOL OF BUSINESS

# THE PROGRAM

Study this summer virtually at the SFU Beedie School of Business – Canada's Engaged University! SFU Beedie is pleased to provide international students an online offering of the 2021 SFU Beedie International Summer Program, for those who want an international experience while studying at home.

Students will take two non-credit courses online, gaining insight into critical elements of Canadian business environments.

Weekly virtual corporate visits provide industry connections and an inside look at popular businesses based in Vancouver. There are many opportunities for students to experience Canadian and Vancouver culture through various events planned throughout the program.

## ***BUS XX1: Introduction to Entrepreneurship and Innovation***

Entrepreneurship & Innovation, features internationally-recognized curriculum. Students will build the collaborative and creative skills necessary to become effective innovators through hands-on application via interdisciplinary teamwork. Entrepreneurship and innovation of all types will be addressed including social, commercial, creative, sustainable and technological perspectives. Guest lectures will focus on sustainability in the Vancouver Film Industry, and the opportunities and challenges COVID-19 has created for Hollywood North.

## ***BUS XX2- Business Communications***

Business Communications is a subject area that is relevant across the globe, and is of special importance in the world which we currently live. Students will examine and review today's global economy through critical analysis of differing perspectives and further develop and improve their critical thinking and communication skills, as appropriate to the business environment.

Both courses will feature synchronous and asynchronous communication in an immersive and engaging online environment.





**EMILY TREEN**

**Innovation and Entrepreneurship**

Ms. Emily Treen is a sessional instructor at SFU Beedie, where her research focuses on the interface between marketing strategy and entrepreneurship, as well as Entrepreneurial Mindset development in children and adolescents. She recognizes the importance of intercultural communication, and thus is fluent in French and German while currently studying Latin. In 2019, Ms. Treen was part of the Canadian Young Leaders Delegation in Taiwan where she met with government and citizen leaders to discuss social and economic progress in business and innovation.



**DARELLE ODO**

**Business Communications**

Ms. Darelle Odo is a sessional lecturer at SFU Beedie, having taught both Business Communications and Critical Thinking in Business. By day, Ms. Odo manages the undergraduate Career Management Centre, where she works with a small team to provide career education for undergraduate students. Before joining SFU, Ms. Odo worked in industry for six years in various HR and recruitment capacities. Ms. Odo holds a BCom degree from UVic, a CPHR designation from CPHRBC & Yukon, and an MBA from UBC.

# INSTRUCTORS



**FARHAN UMEDALY**

**Guest Lecturer**

Mr. Farhan Umedaly is an award-winning filmmaker and Founder and Principal of VoVo Productions. Mr. Umedaly has a diverse background in neurobiology and renewable energy, and established VoVo Productions in 2009 with the goal of helping clean energy companies realize their goals. Since then, Mr. Umedaly and VoVo Productions has diversified, creating films that highlight social and environmental causes, with special focus on marginalized communities' rights.

# SAMPLE SCHEDULE

## JULY & AUGUST 2021

### Schedule Information

Class 1: Entrepreneurship & Innovation

Class 2: BUS Communications

### Class Times\*

Class 1: 8 am - 10 am (GMT +8) | 5 pm - 7 pm (PST)

Class 2: 11 am - 1 pm (GMT +8) | 8 pm - 10 pm (PST)

*\*Blend of synchronous and asynchronous teaching*

Corporate sessions, intercultural/social programming are typically no longer than 2 hours in length.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				JULY 1	2	3
				<i>Canada Day</i>	<i>Program Start: Orientation</i>	
4	5	6	7	8	9	10
	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	<i>Corporate visit</i>	<i>Intercultural/ social programming</i>	
11	12	13	14	15	16	17
	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	<i>Corporate visit</i>	<i>Intercultural/ social programming</i>	
18	19	20	21	22	23	24
	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	<i>Corporate visit</i>	<i>Intercultural/ social programming</i>	
25	26	27	28	29	30	31
	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	<i>Corporate visit</i>	<i>Intercultural/ social programming</i>	
<b>AUGUST 1</b>	2	3	4	5	6	7
	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	Class 1: 2 hrs <i>Break</i> Class 2: 2 hrs	<i>Program End: Farewell Event</i>	

# PROGRAM FEES

The 2021 program fees are \$3500.00 (CAD), plus \$175 GST.

The program fee covers:

- Tuition and course material
- Industry connections
- Up to 4 corporate visits
- Up to 4 social/intercultural activities
- Orientation and Farewell
- Certificate of Completion



# APPLICATION REQUIREMENTS

- Be an undergraduate or graduate student
- Be currently enrolled in, and recommended by, an officially recognized university/college
- Recommended minimum TOEFL iBT score of 60 or an equivalent proof of English language ability (IELTS, etc.). Students must complete the self-assessment student language skills with their application.
- Must have access to internet and own device.

## HOW TO APPLY

1. Complete the Application Form (online) and email with a headshot-style photo to **bsb\_isp@sfu.ca**
2. Receive confirmation of application and admission to the program

**Application and fee deadline: April 1, 2021**

# CONTACT US

For more information, contact [bsb\\_isp@sfu.ca](mailto:bsb_isp@sfu.ca) or visit:  
[beedie.sfu.ca/programs/international/summer-programs](https://beedie.sfu.ca/programs/international/summer-programs)

 [@sfubeedieabroad](https://www.instagram.com/sfubeedieabroad)

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