



Royal Roads
UNIVERSITY

In response to the COVID-19 crisis, a select number of seats in the following Royal Roads University online graduate courses have been opened to registration under the Western Deans Agreement (WDA). Registration is limited and will be granted on a first-come, first-served basis to qualified students.

The contact person for the WDA at Royal Roads University is Dr. matthew heinz (matthew.heinz@royalroads.ca).

PCOM530: Strategic Digital Communication (3 credits)

May 25 to August 2, 2020 (MA in Professional Communication)

<https://www.royalroads.ca/prospective-students/master-arts-professional-communication/courses>

Introduces students to communication in the digital landscape. Distinguishes between digital and traditional/analog media and how a strong strategic communication must include elements of both to be effective. Helps students identify the advantages, shortcomings and risks of digital communication, and the significance of evaluating and reporting the impact of digital communication. Includes case studies, discussion forums for collaborative learning, an exercise drawn from the corporate world where students must convince cynical senior management about the need for and value of digital communication, and a team effort to develop a well-rationalized digital communication campaign plan.

MGMT 540: Intercultural Studies for International Business (3 credits)

May 25 to August 7, 2020 (Master of Global Management)

<https://www.royalroads.ca/prospective-students/master-global-management/courses>

Using a theoretical and interactive approach, students will discuss key intercultural concepts; develop attitudes and skills that support successful interaction with new cultures; examine values, expectations and assumptions and develop intercultural competences for one's own professional life. Using experiential, problem based learning students will engage with cultures with which they are unfamiliar, and therefore, move toward developing intercultural strategies applicable to international business.

MGMT 561: Political Geography and International Economics (3 credits)

May 25 to August 7, 2020 (Master of Global Management)

Examines the theories, frameworks and tools required to analyze, interpret, predict and respond to the global business environment. Using contemporary examples arising from globalization, students will apply various analytical approaches to interpreting international political and economic relations, as these relate to global management.

<https://www.royalroads.ca/prospective-students/master-global-management/courses>

GBLD 521: Community Development in a Global Context (3 credits)

June 1 to August 9, 2020 (MA in Global Leadership)

<https://www.royalroads.ca/prospective-students/master-arts-global-leadership/courses>

Examines community development from a global perspective as it is practiced in different settings in the world. This includes examining global issues and a spectrum of community-development models, ranging from structured external models to grassroots initiatives originating from within a community (e.g., community movements). Students critically analyze the applicability of various models to specific contexts in different geographic locations; as well as apply their evolving understanding of different community development approaches to real-life contexts. Using current global community challenges and real-world challenges in which they themselves are involved, students explore how different community development approaches can work in a complementary fashion to optimize results at the community level.

IICS 560: Global Communication (3 credits)

June 1 to August 2, 2020 (MA in Intercultural and International Communication)

<https://www.royalroads.ca/prospective-students/master-arts-intercultural-and-international-communication/courses>

Examines communication between divergent cultural value systems, across ethnic, racial, social, economic, and cultural barriers and how differing levels of technological adaptation and unequal power configurations affect intercultural and international communication. Considers the relation between information technology and the growth of global media systems and multinational corporations. Students analyze the role and significance of the rapid growth of multinational communication industries in shaping the modern world, with particular emphasis on the relationship between technology and the structures of power and control.

MGMT 566: Ethics, Law and Corporate Social Responsibility (3 credits)

June 8 to August 14, 2020 (Master of Global Management)

<https://www.royalroads.ca/prospective-students/master-global-management/courses>

Examines theories, models and practices associated with ethical business practices in an international and intercultural context. Issues are examined involving conducting business across different legal contexts and corporate governance systems that exist across national and cultural boundaries. Focuses on the inter-relationships between ethics and business, different legal systems, and systems of corporate governance. Particular attention is paid to the differences that exist across cultures and jurisdictions, recognizing the difficulties and challenges businesses face when operating internationally. Core competencies and strategies required for navigating through these often conflicting and contradictory systems are examined.

BUSA 513: Delivering Customer Value (3 credits)

June 8 to August 9, 2020

<https://www.royalroads.ca/prospective-students/master-business-administration-executive-management/courses>

Takes a management-centered approach to thinking about operations by focusing on performance improvement and how operations can support organization strategy. While the course places a particular emphasis upon the lean management approach, key concepts and

techniques of operations and supply chain management are discussed in the context of solving operational problems and looking for better ways to deliver customer value.

BUSA 522: Creating Customer Value (3 credits)

June 8 to August 9, 2020

<https://www.royalroads.ca/prospective-students/master-business-administration-executive-management/courses>

Examines contemporary marketing theory and practice, building on what students have studied in prior courses, to examine the process of creating value for and capturing value from customers. Adopting a holistic customer-focused marketing process, students will integrate and use various strategic tools and analytical frameworks that assist organizations to choose, provide and communicate value that benefits the organization and its stakeholders.

BUSA 531: Environment of Business (3 credits)

June 15 to August 16, 2020 (MBA in Executive Management)

<https://www.royalroads.ca/prospective-students/master-business-administration-executive-management/courses>

Focuses on practical problems that shape the macro-environments of business, from both theoretical and applied perspectives. Discusses ways in which organizations deal with impact of globalization, shifting landscape in national power, and demands of diverse stakeholders. Examines how organizations exercise economic and political powers to shape macro environments, nationally and internationally, in order to achieve strategic goals.

BUSA 632: Understanding Economics Decision Making (3 credits)

June 15 to August 16, 2020 (MBA in Executive Management)

<https://www.royalroads.ca/prospective-students/master-business-administration-executive-management/courses>

Examines the process of decision making through the lens of managerial economics. Students will develop a critical appreciation of how to frame a "problem" or situation from an economic perspective to inform decisions making by organizations and individuals. In addition to the standard economic concepts (demand, supply, price, cost and market structure), students will gain an understanding of how concepts such as asymmetric information, risk and uncertainty influence strategic decision-making.

HUMS 672: Public Images of Justice and Fairness (3 credits)

July 13 to September 13, 2020 (MA in Justice Studies)

<https://www.royalroads.ca/prospective-students/master-arts-conflict-analysis-and-management/courses>

Evaluates a variety of evocative static and moving images of justice (broadly defined) throughout our social history in photos, videos, literature and other media. Draws on concepts of justice that transect theology, philosophy, sociology, criminal justice, the humanities and even popular culture to deconstruct various societal concepts of justice, fairness, culture, and communication.

HUMS 661: Risk and Crisis Communication (3 credits)

July 13 to September 13, 2020 (MA in Disaster and Emergency Management)

<https://www.royalroads.ca/prospective-students/master-arts-disaster-and-emergency-management/courses>

Examines communication needs associated with contexts of heightened concern (e.g., crisis, conflict, disasters). Analyzes theories about perception of risk. Explores theories, principles and practices of risk and crisis communication that support individuals, organizations and communities making effective risk/benefit decisions, managing fear and uncertainty, and responding to crisis.

HUMS 652: Adaptive Management for Complex Humanitarian Problems in the 21st Century

July 13 to September 13, 2020 (MA in Conflict Analysis and Management)

<https://www.royalroads.ca/prospective-students/master-arts-conflict-analysis-and-management/courses>

Examines leadership theory, research, and practices that support resilience and adaptive planning, addressing concerns related to ill-structured, complex, and inter-related problems, and working in a range of threat environments and contexts.

INDS 525: LGBTQ2S+ Global Issues and Community Engagement (3 credits)

July 13 to September 20, 2020 (MA Interdisciplinary Studies)

<https://www.royalroads.ca/prospective-students/master-arts-interdisciplinary-studies/courses>

Introduces students to history and current issues affecting LGBTQ+ individuals and their communities with particular attention to seniors, youth, cultural and linguistic minority groups. Includes discussion of issues affecting lesbian, gay, bisexual, agender, transgender, non-binary, queer and Two-Spirit individuals and communities. Examines ways of creating welcoming and inclusive organizations, public services, and communities and approaches LGBTQ2S+ issues from human rights and cultural identity perspectives.

GBLD 511: Strategic Analysis, Decision Making and Evaluation (3 credits)

July 27 to October 4, 2020 (MA in Global Leadership)

<https://www.royalroads.ca/prospective-students/master-arts-global-leadership/courses>

Develops knowledge and key skills necessary for conducting strategic analysis, decision making, and evaluation in the context of a 'learning organization' that is engaged in planning for complex social change. With donors and communities expecting results, and social-purpose organizations often working with uncertain long-term funding, competent planning is critical. The course will address how to establish innovative goals and processes, and project an ethical and accurate image of the organization, yet manage expectations that align with limited resources. Participants will be introduced to the processes of performance monitoring and evaluation, enabling them to assess the impact of organizational decision making and operations, and to revise decision making accordingly.

BUSA 523: Corporate Finance (3 credits)

August 24 to October 25, 2020 (MBA in Executive Management)

<https://www.royalroads.ca/prospective-students/master-business-administration-executive-management/courses>

This course will develop your competence in important financial management concepts to understand that all business decisions involve some type of financial analysis. Coverage of the underlying principles required for an understanding of finance as it applies to business and corporations will be the focus. Key topics include time value of money, capital market theory, capital structure and capital budgeting.

INDS 515: Global Perspectives on Indigenous Ways of Knowing (3 credits)

Sept. 28 to December 6, 2020 (MA Interdisciplinary Studies)

<https://www.royalroads.ca/prospective-students/master-arts-interdisciplinary-studies/courses>

Critically introduces students to Indigenous ways of knowing within the contexts of colonialism and contemporary challenges. Explores Indigenous perspectives on identity, the environment, knowledge acquisition, and renewed political relationships. This graduate version of INDS 400 Global Perspectives on Indigenous Ways of Knowing requires students to demonstrate graduate-level skills in reading, writing, and critical analysis and to apply these skills in a research review paper.