

# INTERNATIONALIZATION THROUGH DUAL (DOUBLE) DEGREE AGREEMENTS

Dr. Charles Krusekopf  
Professor and Director  
Royal Roads University, School of Business



**INTERNATIONAL**



**Royal Roads**  
UNIVERSITY



Royal Roads  
UNIVERSITY

**Context:**

**RRU's core customers are mid-career Canadian learners in their 30s-40s and working full-time.**

**RRU is the only school in Canada that is primarily a graduate school for mid-career learners (75% of students).**



**RRU HAS INTERNATIONAL STUDENTS:**

**BUT THEY ARE PRIMARILY IN ON-CAMPUS PROGRAMS**

- **MASTER OF GLOBAL MANAGEMENT (MGM)**
- MASTER OF INTERNATIONAL AND INTERCULTURAL COMMUNICATION
- BBA, BA GLOBAL TOURISM MANAGEMENT



Royal Roads  
UNIVERSITY

## Key Question to be addressed:

How to “internationalize” programs for mid-career Canadian students who are taking blended programs and working full-time?

## Answers:

- Blended Dual Degree Programs
- Residencies Abroad (Optional specialization or part of program)





Royal Roads  
UNIVERSITY

# Management Center Innsbruck

**the entrepreneurial school®**



## How the partnership was established:

- MCI decided to develop blended learning programs and wanted a partner with experience and a willingness to experiment
- Referral from UGuelph, history of exchanges with RRU tourism school







Royal Roads  
UNIVERSITY

## Core Program: RRU MGM Options

- **19 month blended program**

- Format: Complete first residency (3 weeks in Victoria) in October
- 6 online RRU courses (Nov-Aug)

Second residency overseas (2 weeks in China etc)  
plus completion project

- Or option to do Dual Degree with MCI in place of second residency

- Start MCI MBA with 5 day residency in Innsbruck
- Complete 4 online courses and research project
- Finish 2 degrees in 24 months (12 months MGM + 12months MBA)
- In 2016 – 3 RRU students to MCI; 1 MCI to RRU



## One Morning

- Basic program outline developed in one morning of meetings

## One Year

- Carry program proposal through academic approvals (department and curriculum committee) and Executive approval (business plan)
- Work through each aspect of the program with the relevant departments separately and as a group:
  - Admissions
  - Registrar
  - Finance
  - Marketing
  - Program admin staff





## Rules we followed

- Students had to complete at least 66% of each program (not  $50\% + 50\% = 2$  degrees)
- The dual degree should cost more than one degree
- The costs for students from each side should be similar
- Each institution is responsible for its own program (admissions, curriculum etc.)
- Participants had to meet the minimum entrance requirements of both institutions, plus achieve high standing (B+) before application to the dual degree
- Designed for blended, but open to all students





Royal Roads  
UNIVERSITY

- **Key issues we had to settle:**
- **Curriculum**
  - What courses to include – timing, what is “core”?
  - Overlap of courses – what if you have similar courses?
  - “Missing” courses – what is ok to drop?
  - Taking advantage of specialization areas (entrepreneurship at MCI, sustainability at RRU)
- **Recruitment and Admissions**
  - What to say in marketing – (no joint admissions)
  - Process and timing of applications to dual degree
- **Finance**
  - Decided on pricing of 125% for dual degree (extra credits)
  - Payment of all tuition to home institution
  - Biennial institutional settlement based on student numbers



Royal Roads  
UNIVERSITY

## Issues in practice

- ECTS vs Credits – MCI students take more RRU classes (ECTS classes count more)
- Canadian student visas
- Payment timing
- Students wanting to do the dual degree post-grad (esp. international students)
- Student workload and approach
- Over time – program changes, currency fluctuations, student exchange imbalances, how to add additional partners



## **BENEFITS OF A DUAL DEGREE FORMAT FOR INTERNATIONALIZATION**

- Reciprocal internationalization
- Finding international students who are a good fit for RRU (mid-career working professionals)
- Recruiting and admissions are simplified
- Filling unfilled seats (almost no marginal cost)
- Students are “pre-screened”
- Opens the door to deeper partnerships for both students and RRU
- Potential to build consortia with a group of like-minded institutions



# FINDING THE RIGHT PARTNER

- Partner program delivered in English
- Similar admissions standards
- Similar types of students
- Calendar and timing match
- Tuition costs are similar
- Programs are differentiated (MGM + MBA, not MBA + MBA)
- Partner is at or above your rank (marry up)



# OTHER OPTIONS

- **Blended to on campus or on campus to blended**
- **Graduate certificates (9 credit) exchange – specialization within program**
- **Three or more schools in blended program**
- **One way exchange partners**
- **Cross- discipline dual degrees (Business plus....medicine, disaster management, tourism etc.)**

Questions?

For more program information:  
**[Royal Roads Master of Global Management](#)**

Contact:  
**[Charles.krusekopf@royalroads.ca](mailto:Charles.krusekopf@royalroads.ca)**