



# Canada Summer Institute



## Canada Summer Institute at the University of Toronto

17 July to 13 August 2016

### Programme Overview

This program is a four-week course offered by the Rotman School of Management, the University of Toronto.

Lectures are conducted by professors from the University of Toronto and focus on International Business Law and Legal Studies. Each week consists of a different tailored theme to cover a wide range of popular international business topics.

Accommodation will be in student dormitories of the University of Toronto. From Monday to Friday, participants will have half-day lectures with the second half of each day consisting of various activities with local students or business office visits. Day trips will be organized within the surrounding Toronto area for weekends.

After completion of the program, participants will be issued a certificate and transcript by the Rotman School of Management, the University of Toronto.

### Course Outlines

#### I. Business part

- Strategy

This course is to build a set of basic strategy tools and practice their use on prepared cases. It is also designed to give students a leadership experience in creating value for all stakeholders. Students will learn industry forces of value & benefit disruption, and a set of choices across disruptive, sustaining, and commercial innovations. Students will also be able to lead development of a robust innovation strategy to grow significant value for their current or future organizations.

- Marketing

This course is to build a foundation of marketing fundamentals and core concepts that will enable students to engage in an informed discussion of the opportunities and challenges faced by marketers and their organizations. The course will explain how the marketing is



# Canada Summer Institute



central to the goal of creating customer value for organizations. Students will look at the challenges of identifying and satisfying customer needs and monetizing those solutions. The course will focus on core marketing strategy concepts such as branding, segmentation, targeting and positioning. Students will also look at how companies translate their marketing strategies into action and the documentation of the strategies into a marketing plan.

- **Operations Management**

The course develops a general management perspective on the role of operations management in service and manufacturing organizations. The course aims to sharpen skills in problem solving and decision making in situations marked by complexity and uncertainty, and to understand the managerial issues surrounding technology in operations. Students will be asked to take the roles of practicing managers and apply a systems approach to balancing the conflicting demands of people, technology and economics. Statistics is an important component to the effective management of operations.

- **Financial Management**

Students will learn the technical knowledge for preparing financial statements and will also learn how to read and interpret financial statement, both what the statements tell and, even more importantly, what they don't. This course will also emphasizes the financial decisions made by firms and investors, and equip students with concepts and intuition to enable one to extract key managerial issues from readings, problems and classroom discussion.

- **Other possible topics**

Macro-economics, Micro-economics, Econometrics, Corporate Governance, Leadership, Organizational Behavior, Business Conduct and Legal, Brand Management, Advertising Strategy, Consumer Behavior, Customer Relationship Management, Financial Statement Analysis, Investment, Securities analysis and portfolio management, Risk Management, etc.



## 2. Law part

- **Legal Research and Writing for International Students**

This course focuses on the development of graduate-level skills in legal research, analysis and communication for international students. This course is divided into three sections, Part I will provide students intensive instruction in the language of the common law and necessary study skills, such as note-taking, case-briefing and memo-writing, and will also provide students with an overview of key areas of Canadian common law, including contract law and company law. Part II will provide students with the basic techniques of legal research and the skills to identify, and locate legal materials relevant to business scenarios around the world. Part III focuses on the development of analytical and legal writing skills. The ultimate goal of the course is to teach students to research and write the kinds of legal materials that are needed in graduate level law courses and the practice of business law in a global environment.

- **Foundations of Canadian Law and Canadian Constitutional Law**

The first part of the course is to provide students with an overview of Canada's legal system and the role of law in Canadian society. Topics will include the overarching legal framework, sources of legal authority, separation of powers, the role of international law, the nature and function of common law reasoning and judicial review, and other selected issues relating to law.

The second part will address the nature and sources of Constitution, the distribution of legislative powers, principles of interpretation, specific powers (including property and civil rights, trade and commerce, peace, order and good government, and criminal law), and the rights and freedoms outlined in the Canadian Constitution, including freedom of expression, freedom of conscience and religion, life, liberty and security of the person, equality rights, language rights, and Aboriginal rights.



- **Business Law and International Commercial Arbitration**

The course emphasizes on the law of tort, law of contract, and legal forms of business and organization. The course also examines the specific topics of law such as bailment and sale of goods.

The course provides an in-depth introduction to the law and practice of international commercial arbitration that will familiarize students with the legal framework, the role of the courts and arbitral institutions, the main elements of effective arbitration agreements, the selection of the tribunal and challenges to members of the tribunal, jurisdictional issues, interim measures, pre-hearing procedure and the conduct of the evidentiary hearing, the award and how it may be challenged or enforced.

- **Intellectual Property Law**

This course provides a survey of intellectual property, a class of legally-created assets that are of increasing importance to businesses world-wide. The first part introduces the core forms of intellectual property – patents, trade-marks and copyright - focusing on their underlying policy justifications and characterization as business assets. The discussion focuses upon aspects of intellectual property that are common to national systems around the world, although examples are often drawn from Canadian and United States national laws. The second part considers business and international issues, including licensing and valuation of IP, international supply chains and transfer pricing, counterfeits, border controls, competition law and intellectual property and development.

- **Other possible topics**

The structure and characteristics of the two legal systems, History of International Commercial Law, International Commercial Origin, Commercial Law philosophy and spirit, Commercial features, principles and basic problems, Courts and court proceedings, Commercial Crime and tort, Government business regulations, Contract attributes and categories, Offer and acceptance, Flaws contract, Contractual capacity, Illegal Contract, Consumer Protection, International Business Law Cases, etc.



# Canada Summer Institute



## 3. Faculty



### Walid Hejazi

Associate Professor of International Business

Degrees: PhD, University of Toronto

MA, University of Toronto

HBA, University of Western Ontario

Walid Hejazi is a Professor of Business Economics at the Rotman School of Management at the University of Toronto where he regularly teaches Canada's current and future business leaders in the MBA and EMBA programs.

He has published extensively in more than forty business journals and publications. In keeping with the spirit of Rotman, Walid balances his research activities by helping many of Canada's leading organizations leverage research to develop and deploy new strategies and initiatives. Recently, he has assisted several large retail chains find new ways to understand their market data, providing them with perspectives that have allowed them to optimize their marketing activities, reduce their inventory holdings, and develop criteria that ensures successful location selection.

Walid has also consulted for several branches of Canadian government, on diverse themes such as the competitiveness of the Canadian economy and international trade. He has appeared several times before parliamentary committees on topics related to Canadian competitiveness, foreign investment, competition in the Canadian economy, and international tax. He has taught internationally including many times in China, the Middle East and the Caribbean.



### Pankaj Aggarwal

Professor of Marketing, Department of Management,

Degrees: PhD, University of Chicago

MBA, University of Chicago

MBA, Indian Institute of Management

BA in Economics, St. Stephen's College, Delhi University



# Canada Summer Institute



Pankaj Aggarwal is a Professor of Marketing in the Department of Management, with a cross-appointment to the Marketing area at Rotman. He sits on the editorial boards of the Journal of Consumer Research and the Journal of Consumer Psychology, and former Associate Chair of the Department of Management.

His articles have appeared in the Journal of Consumer Research and Psychological Science. His research uses the metaphor of brands-as-people, and examines consumer behaviour in the context of consumer-brand relationships, including anthropomorphism. He teaches Integrated Marketing Communications, Marketing Strategy and Principles of Marketing, and a PhD seminar, Judgment and Decision Making.



## Opher Baron

Area Coordinator, Operations Management

Professor of Operations Management

Degrees: PhD, Massachusetts Institute of Technology (MIT)

MBA, Technion, Israel Institute of Technology

BSc, Technion, Israel Institute of Technology

Opher Baron is a Professor of Operations Management and the area coordinator for Operations Management and Statistics at the Rotman School of Management, the University of Toronto. He has a PhD in Operations Management from the Sloan school at the Massachusetts Institute of Technology along with an MBA and BSc in Industrial Engineering and Management from the Technion.

On the teaching front, Opher is especially proud of the "The Art of Modeling with Spreadsheet" MBA elective course he introduced and teach at Rotman. His research interest include queuing, applied probability, facility location, service operations (such as healthcare and call centers), inventory planning, and revenue management.

Opher's published at leading journals such as Operations Research, and Manufacturing & Service Operations Management, and he has won several research awards and grants. Opher is active in the operations research and operations management community. He has chaired several conferences, clusters, and sessions and currently serves at the editorial board of both the Mathematical Methods of Operations Research and the Manufacturing & Service Operations Management journals.



# Canada Summer Institute



## Wendy Rotenberg

Professor of Accounting and Finance

Degrees: PhD, University of Toronto  
MBA, University of Toronto  
BA, University of Toronto

Wendy Rotenberg is a Professor of Finance and Accounting at Rotman. Her research interests include international financial management and accounting and corporate restructuring (IPO's, LBO's, Bankruptcy).

She teaches courses in Financial Management, International Finance and Advanced Financial Accounting. Wendy's research has been published in Review of Financial Studies, Contemporary Accounting Research, Journal of Financial and Quantitative Analysis and Journal of International Financial Management and Accounting, among others.



## Michael Trebilcock

Professor of Law and Economics

LL.B. - University of Canterbury, New Zealand (1962)  
LL.M. - University of Adelaide, South Australia (1965)

Professor Trebilcock specializes in Law and Economics, International Trade Law, Competition Law, Economic and Social Regulation, and Contract Law and Theory.

He was a Fellow in Law and Economics at the University of Chicago Law School in 1976, a Visiting Professor of Law at Yale Law School in 1985 and 2005, and a Global Law Professor at New York University Law School in 1997 and 1999. He will be a Visiting Professor at Harvard Law School in 2011-2012. In 1987 he was elected a Fellow of the Royal Society of Canada. In 1999, Professor Trebilcock received an Honorary Doctorate in Laws from McGill University and was awarded the Canada Council Molson Prize in the Humanities and Social Sciences. In the same year (1999) he was elected an Honorary Foreign Fellow of the American Academy of Arts and Sciences. In 2002 Professor Trebilcock was elected President of the American Law and Economics Association. In 2007 he was the recipient of the Ontario Attorney General's Mundell



# Canada Summer Institute



Medal for contributions to Law and Letters. In 2010, he was the recipient of the Ontario Premier's Discovery Award for the Social Sciences.

Professor Trebilcock has published on many subjects and has won awards for his work, including in 1989 the Owen Prize by the Foundation for Legal Research for his book, *The Common Law of Restraint of Trade*, which was chosen as the best law book in English published in Canada in the past two years. Since 1989, he has authored *The Limits of Freedom of Contract* and co-authored *The Regulation of International Trade; Exploring the Domain of Accident Law: Taking the Facts Seriously; The Making of the Mosaic: A History of Canadian Immigration Policy; Economic Shocks: Defining a Role for Government; The Law and Economics of Canadian Competition Policy; and Rule of Law Reform and Development: Charting the Fragile Path of Progress* (co-authored with Ron Daniels). In 2008, he undertook a review of the Legal Aid Program in Ontario for the Attorney-General.



David Schneiderman

Professor of Law and Political Science

B.A (McGill) 1980, LL.B. (Windsor) 1983, LL.M. (Queen's) 1993

Professor Schneiderman was called to the Bar of British Columbia in 1984 where he practiced law and then served as Research Director of the Canadian Civil Liberties Association in Toronto from 1986-89. He was Executive Director of the Centre for Constitutional Studies, an interdisciplinary research institute, at the University of Alberta from 1989-99. Professor Schneiderman has authored numerous articles on Canadian federalism, the Charter of Rights, Canadian constitutional history, and constitutionalism and globalization. He has authored *Constitutionalizing Economic Globalization: Investment Rules and Democracy's Promise* (Cambridge University Press, 2008) and co-authored *The Last Word: Media Coverage of the Supreme Court of Canada* with Florian Sauvageau and David Taras (UBC Press, 2006). He also has edited several books, including *The Quebec Decision* (1999); *Charting the Consequences: The Impact of the Charter of Rights on Canadian Law and Politics* (1997) with Kate Sutherland; *Police Powers in Canada: The Police Power in History, Law, and Politics* (1993) with R.C. MacLeod; *Social Justice and the Constitution: Perspectives on a Social Union for Canada* (1992) with Joel Bakan; and *Freedom of Expression and the Charter* (1991). He is founding editor of the quarterly *Constitutional Forum* and founding editor-in-chief of the journal *Review of Constitutional Studies*.





# Canada Summer Institute



## Alexander Stack

B.Sc. (Queen's), M.S.Ch.E. (Purdue), J.D., J.S.D. (Toronto), LL.M. (NYU), of the Bars of Ontario and New York, Registered Patent and Trademark Agent.

Alexander Stack is Patent Counsel at Mylan Inc., one of the world's largest pharmaceutical companies, where he provides strategic advice on all aspects of intellectual property. Before joining Mylan, Alex practiced in Bay Street firms in a broad range of litigation, prosecution and portfolio management and licensing matters, in both the pharmaceutical and hi-tech industries. He played a key role in coordinating technical analysis and advising on strategy for one of Canada's most complicated patent infringement cases, *Data Treasury v. Royal Bank et al.* Alex has a Masters in Chemical Engineering from Purdue University, a Doctorate in Law from the University of Toronto, and was awarded the Flora S. and Jacob L. Newman award for distinction in the Trade Regulation LL.M. program at New York University. His book, *International Patent Law: Cooperation, Harmonization and an Institutional Analysis of WIPO and the WTO* was recently published by Edward Elgar

## Michael Fenrick

Adjunct Professor

Dalhousie Law School, LL.B., 2008; University of British Columbia, M.A., 2005; University of King's College, B.A., 2003

Michael Fenrick has a broad civil litigation practice. He works with clients to help them solve complex problems in areas as diverse as constitutional law, corporate commercial litigation, class actions, professional discipline, and labor and employment law. Michael regularly acts in matters before administrative tribunals and at all levels of court in Ontario, as well as the Supreme Court of Canada.

In addition to his busy practice, Michael is very involved with the Ontario Bar Association. He is an Executive Member of both the constitutional and administrative law practice groups.

Prior to joining the firm in 2009, Michael was Law Clerk to the Honorable Justice Marshall Rothstein of the Supreme Court of Canada. In this role, Michael assisted Justice Rothstein with a number of leading cases in varied fields of law. While at Dalhousie Law School, he received the University Medal in Law, in addition to numerous other academic and advocacy prizes.



# Canada Summer Institute



## **Certificate and Academic Transcript**

Participants who successfully complete the program will receive a certificate and academic transcript signed by Rotman School of Management, the University of Toronto.

## **Fees**

12,000 C\$

Including:

- Tuition fee
- Accommodation
- Weekend trip
- Company visit fee
- International air ticket (from Beijing, Shanghai or Guangzhou)
- Visa service fee
- Insurance

For further information please contact:

John Huang

Phone: +86 13817006325

Email: [john@asi-education.com](mailto:john@asi-education.com)