

Fall 2026

LINC ASIA

Leading Innovation and Capacity in Asia

dial

founded by
SFU BEEDIE
SCHOOL OF BUSINESS





PREPARE FOR WHAT'S NEXT

OVERVIEW

Asia is not a future market, it's the center of global growth today. For Canadian companies, the ability to operate confidently in this region is quickly becoming essential to long-term success. However, most organizations still rely on limited expertise or external advisors to navigate Asia's political, economic, and cultural complexity. This creates missed opportunities, constrained strategy, and growing vulnerability in supply chains and partnerships.

If your workforce lacks the knowledge to engage with Asia directly, your organization will be forced to follow rather than lead. Building in-house capability isn't optional. It's how you stay competitive, resilient, and future-ready. LINC Asia is an innovative program designed to close this gap, building the strategic insight, regional knowledge, and leadership capacity your team needs to succeed in Asian markets.

[SUBMIT YOUR APPLICATION](#)

PROGRAM STRUCTURE

The Leading Innovation and Capacity (LINC) in Asia is a 10-week program designed to deliver a flexible and comprehensive learning experience. All sessions feature faculty and industry-led content, case studies, discussions, and applied activities to help participants build practical innovation and capacity-building skills they can apply immediately in their organizations and communities.

ONLINE PEER LEARNING SESSIONS SEPTEMBER 16 - NOVEMBER 25, 2026

Title	Date	Time
• Week 1: Opening China's Geopolitical Landscape	• Wednesday, September 16	• 5:00 - 7:00 PM PT
• Week 2: Culture and Relationships in China	• Wednesday, September 23	• 5:00 - 6:30 PM PT
• Week 3: Doing Business in China — Case Study	• Wednesday, September 30	• 5:00 - 6:30 PM PT
• Week 4: India's Geopolitical Landscape	• Wednesday, October 7	• 5:00 - 6:30 PM PT
• Week 5: Culture and Communication in India	• Wednesday, October 14	• 5:00 - 6:30 PM PT
• Week 6: Business Strategy in India — Case Study	• Wednesday, October 21	• 5:00 - 6:30 PM PT
• Week 7: Strategic Environments in Southeast Asia	• Wednesday, October 28	• 5:00 - 6:30 PM PT
• Week 8: Culture and Consumer Insights in SEA	• Wednesday, November 4	• 5:00 - 6:30 PM PT
• Week 9: Doing Business in SEA — Case Study	• Wednesday, November 11	• 5:00 - 6:30 PM PT
• Week 10: Capstone Project and Expert Feedback	• Wednesday, November 25	• 5:00 - 7:00 PM PT



FLEXIBLE ONLINE LEARNING

10 weeks of on-demand content available through Canvas, allowing you to study at your own pace each week.



INTERACTIVE LIVE SESSIONS

Opening and Closing 2-hour sessions and weekly 1.5-hour peer learning sessions held via Zoom for collaborative discussions and networking.



TIME COMMITMENT

Recommended 4 to 6 hours per week, making it manageable alongside your professional and personal commitments.



CONTINUED ACCESS

Access to all course materials for a limited time after the program concludes, enabling you to revisit and reinforce your learning.



STRATEGIC INSIGHT GLOBAL READINESS

YOUR TRANSFORMATIVE JOURNEY

DEVELOP STRATEGIC LITERACY FOR ASIAN MARKET ENGAGEMENT

Gain the knowledge to analyze geopolitical, economic, and regulatory environments in key Asian markets. Learn to identify opportunities for innovation, assess risks, and make sound, independent decisions that support your organization's strategic goals.

BUILD CROSS-CULTURAL COMPETENCE FOR BUSINESS COMMUNICATION AND MANAGEMENT

Strengthen your ability to work across cultures. Learn how to adapt communication styles, build lasting partnerships, and lead effectively in complex intercultural business environments.

PREPARE AND EVALUATE INNOVATIVE ASIA-INTEGRATED GROWTH STRATEGIES

Create multi-market strategies that align with your organization's objectives. Use real-world insights to diversify market access, strengthen supply chains, and position your organization for long-term success in Asia.

After completing this program, you will walk away with a clear understanding of Asia's economic and political landscapes, the cultural intelligence to build strong regional relationships, and the strategic insight to navigate your organization in complex, fast-evolving markets.

A CERTIFICATE OF COMPLETION WILL BE AWARDED WITH THE SUCCESSFUL COMPLETION OF THE PROGRAM.

UNPARALLELED FACULTY EXPERTISE

Learn from our renowned faculty, bringing their deep, on-the-ground experience in China, India, and Southeast Asia. Through their guidance, you'll engage with tailored content and participate in immersive sessions through a mix of interactive live sessions and self-paced learning modules, all aimed to help you focus on real-world Asian market engagement through case studies, applied strategy, and cross-cultural business challenges.



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ABOUT SFU BEEDIE

SFU's Beedie School of Business is a dynamic institution delivering cutting-edge research and education programs across three British Columbia campuses. We pioneered Canada's first Executive MBA and the first Indigenous Business Leadership EMBA in North America.

Accredited by AACSB and EQUIS, our reputation for innovation, social responsibility, and global perspective is recognized worldwide. Our alumni network spans 80 countries and comprises more than 30,000 successful graduates.

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**COMPREHENSIVE
UNIVERSITY IN CANADA**
14 out of the last 15 years
(as of 2023), according to
Maclean's Magazine

1%

OF BUSINESS SCHOOLS
worldwide have
AACSB and EQUIS
accreditation



dial founded by
**SFU BEEDIE
SCHOOL OF BUSINESS**

DIGITAL INNOVATION AND LEADERSHIP (DIAL)

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Simon Fraser University respectfully acknowledges the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səliłwətaʔ4 (Tsleil-Waututh), qíćəy̓ (Katzie), kwikʷəłəm (Kwkwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.