

**ONE RULE OF
BUSINESS IS NEVER
GOING TO CHANGE.
THERE'S ALWAYS
A BIGGER JOB.**



EMBA

EXECUTIVE MASTER OF
BUSINESS ADMINISTRATION

SEGAL GRADUATE SCHOOL



BEEDIE SCHOOL OF BUSINESS
SIMON FRASER UNIVERSITY

WHY WE'RE HERE

Our goal is to inspire the development of people who will create, manage and lead innovative, competitive and sustainable companies. To this end, we seek to address critical issues such as globalization, technological change and ethical, social and environmental challenges. Through the constant evolution of our programs, we provide business leaders with the tools needed to help shape the future.

DUAL ACCREDITATION

We are one of very few business schools to be accredited by both AACSB and EQUIS. This is a reflection of our outstanding classroom experience, world class research and strong connections with industry. Fewer than 5% of business schools worldwide share this honour.

COHORT PROFILE:

SECTORS:

Financial services, Technology, Real Estate development, Professional services, Business and consumer products, Resource sector, Public service, Transportation and logistics.

FUNCTIONAL ROLES:

Accounting, Sales and Marketing, General management, HR, Operations, R&D, Finance, and Legal.

SHARED CHARACTERISTICS:

Experienced managers

Average age: 41

Average work experience: 18 years



AN EXECUTIVE MBA PROGRAM LIKE NO OTHER.

Most business schools offer a single MBA for all types of students. SFU's Beedie School of Business, however, has developed individual programs designed for specific categories of leaders.

The Executive MBA focuses on producing graduates with the confidence and ability to drive a business strategically at the senior management level with the most current and innovative management practices.

Most importantly, this program provides a dynamic exchange of ideas with Faculty who are thought leaders in their fields and classmates experienced in different industries and functional areas.

A part-time program designed for working professionals, students take what they learn on Saturday and apply it on Monday. This transformative experience will be completed in just 20 months.



LEARN BY DOING.

While our curriculum moves quickly, the workload is intended to be manageable for someone who is also working at a demanding full-time job.

Beginning in September, classes are held on alternate weekends (Fridays and Saturdays) with an overnight stay at a downtown hotel.

Hotel accommodation is provided so that students stay immersed in their studies.

The only face-to-face executive MBA program in Vancouver, class sizes are small to encourage participation, discussion and direct feedback from instructors and your cohort.

Students begin their executive MBA experience with a three-day intensive orientation weekend held in Whistler. You will get to know your classmates and begin building strong relationships with the team that you will work with throughout the program.

APPLIED LEARNING

Cases and projects bring leading business knowledge to life. Cases are descriptions of real business scenarios that put you in the role of the decision maker. Assignments and class discussions mirror the challenging situations students encounter. This environment encourages the group to learn from one another by sharing perspectives from their diverse industry and function areas.

Course work is assigned on both an individual and team basis. Individual work allows you to apply the knowledge to your work projects. Team work brings together the complementary skills and diverse backgrounds of your cohort to develop creative solutions to complex problems.

The final individual project allows you to explore the strategic challenges and opportunities of your organization or a potential new venture you are considering. Working one-on-one with a professor, you will apply everything you have learned throughout the program.

COHORT LEARNING

Cohort learning is an integral part of our program. You will learn from one another as you form lifelong business connections. Your Executive MBA cohort will experience the entire EMBA program together and participate in a set schedule of classes and learning experiences.

Study groups, designed to emulate an executive leadership group, collaborate on projects and presentations. In this diverse group, team members take turns being the project leader and learn how to capitalize on each others' strengths.



"There is never a "good time" to challenge yourself. Take control of your career and invest in the tools that will distinguish you from others who want success but are afraid to take concrete steps to make it a reality."

**Peter Xotta, EMBA '10, Vice President,
Planning and Operations, Port of Vancouver**



"It was amazing to have the opportunity to meet and work with other executives from different companies and industry sectors. With such a higher performing and dedicated cohort, we each learned more and delivered great team results."

**Cindy Taylor, EMBA '08, Vice President,
Sustainable Wealth Management, Vancity**



"My cohort made the experience very special. Don't underestimate the intangibles of professional relationships. Looking back, the course in leadership has been extraordinarily valuable. Be sure to apply yourself every second. It passes quickly."

**Rob Campbell, EMBA '09, Principal,
Greenfield Management Inc.**



A GLOBAL PERSPECTIVE.

Since 1968, more than 1500 EMBA graduates have risen to leadership positions across a range of sectors in organizations locally, nationally and internationally. Uniquely suited for experienced professionals, our internationally recognized faculty combine exceptional academic credentials with real-world business experiences to provide engaging, dynamic instruction.

INTERNATIONAL BUSINESS TRIP (OPTIONAL)

Each year, faculty members lead an international business trip for Executive MBA students. This optional study tour examines the significant cultural, political, legal and economic differences between BC firms and their international counterparts. The agenda includes lectures by professors from both SFU and the host university. These sessions are complemented by site tours of participating business organizations.

AMERICAS EMBA

The Americas MBA for Executives is an optional stream that gives 60 students from Canada, US, Mexico and Brazil the opportunity to work together and study management issues in the four largest economies in the Americas.

A response to the growing trend among global businesses of aligning North, Central and South American operations, this program provides business instruction focused on issues specific to the Americas.

Those participating in this stream take first year courses with the rest of their cohort. Then, during the second year, students from all four schools will be grouped together and take their final courses in four, 8 1/2 day intensive residencies at the four participating schools. The teams rotate together to each campus to complete course work, observe local business practices, cultural events and spend time together for project work.

This unique opportunity is limited to 15 students from each participating school.

- Simon Fraser University, Beedie School of Business, Vancouver, Canada
- Vanderbilt University, Owen Graduate School of Management, Nashville, USA
- ITAM, Instituto Tecnológico Autónomo de México, Mexico City, Mexico
- FIA Business School, Fundação Instituto De Administração, São Paulo, Brazil

EMBA IN ABORIGINAL BUSINESS & LEADERSHIP

SFU's Beedie School of Business has a long history of customizing MBA programs to meet the needs of specific audiences. With appropriate partnerships and the support of Aboriginal leaders, our EMBA has been adapted to meet the interests of First Nations communities and Aboriginal leaders.

The cohort covers core MBA concepts and knowledge in the context of contemporary issues relevant to Aboriginal business. Respectful of tradition, this cohort also recognizes that approaches and ways of understanding the world are growing and changing as new generations assume responsibility for the future.

Many participants in this program will have developed leadership experience as members or senior administrators for band councils. There will also be participants who come from businesses that are associated with their nation's economic interests, or who do business with First Nations.

Prospective participants should have a minimum of 10 years work experience, with a minimum of 4 years in management or leadership. A broad range of educational backgrounds and experience will be considered.

- An Aboriginal community leader (elected or staff)
- Running an Aboriginal business or organization (including health and education service delivery organizations)
- Board or senior staff of Aboriginal economic development corp
- Working for business in Aboriginal relations
- Managing large scale projects that require significant interaction with First Nations communities and businesses

THE COURSES YOU'LL TAKE.

The following is a brief overview of our EMBA curriculum.

FALL 2012

Orientation Weekend - Students begin their executive MBA experience with a three-day intensive orientation weekend held at Whistler in early September. This team-building opportunity is designed to introduce faculty, staff and students and provide an overview of business case analysis.

Leadership - Explore the management of relationships and how to work effectively in teams. Learn how leadership can impact an organization in the face of competition, power, controversy and conflict.

Managerial Economics - Facilitate decision-making in the presence of risk, uncertainty and missing information by applying economic concepts to analyze supply and demand, costs and productivity, and industries.

Negotiations - This course will help you learn how to become a better negotiator. Students will plan for various negotiation situations and improve their ability to negotiate through negotiation exercises.

SPRING 2013

Accounting - Provides theoretical and practical knowledge to interpret and use accounting reports for strategic decision-making.

Organizational Theory - Applies contemporary organizational theory to the managerial challenges associated with organizational structure and change, adapting organizations to a changing environment and articulating plans for organizational survival and growth.

Marketing - Understand the importance of the formulation and execution of effective marketing plans. Learn how to analyze diverse elements of the market environment, including market opportunities, demand and firm capabilities.

SUMMER 2013

Information Technology - Focuses on the strategic role information can play in organizations. This course will assist you in making the choices required to plan, acquire and manage information technology.

Financial Management - This course gives participants a thorough understanding of how financial management works. Topics discussed include a variety of issues such as financial analysis, diagnosis of short-term funding needs, financial structure, cost of capital and valuation.

New Ventures - Through a series of immersive and experiential workshops and projects, participants will experience firsthand the challenges involved in the discovery, evaluation and implementation of entrepreneurial opportunities.

FALL 2013

International Business - Examines the economic, legal, political, socio-cultural and institutional environment of global business and the responses of organizations in terms of strategy, organizational design, managing employees, and social responsibility in a global context.

Strategy - Introduces the principles and frameworks for evaluating threats to an organization's performance and provides opportunities to apply these tools to cases and students' own organizations.

Ethics - Students examine the relevance and importance of business ethics, with attention devoted to corporate social responsibility, professional ethics and reputational capital.

FACULTY PROFILES

SPRING 2014

Project - This assignment is a major learning tool. It's an individual problem-solving report that applies previous learnings to a strategic analysis. Typically, this analysis will consider elements of an organization's strategic position and provide recommendations. Other options for project formats include business plans, specialized topics (in consultation with your supervisor) and analysis of strategy implementation.

Students often choose to focus on an issue of importance to their own companies. This presents an opportunity to provide real value back to the organization in terms of strategic analysis and recommendations. A faculty member provides one-to-one supervision and support during the project.



Dr. Pitt is an internationally renowned marketing expert and consultant. Named Canada's top MBA professor in 2005 by Canadian Business, Leyland has done a substantial amount of international consulting for companies such as British Airways, Unilever and Hong Kong Shanghai Bank.

Leyland Pitt, PhD (University of Pretoria)



Dr. Egri is a pioneer in research related to corporate, environmental and social responsibility. A TD Canada Trust Distinguished Teaching Award recipient, Carolyn provides instruction in the areas of leadership and environmental sustainability.

Carolyn Egri, PhD (University of British Columbia)



Dr. Wexler is President of the Perimeter Group of consultants and trainers. His work appears in over 110 refereed journals and he is the author of eight books. Mark has earned four teaching awards, numerous grants and research funds and was selected as PricewaterhouseCooper's 2004 "Leader in Management Education."

Mark Wexler, PhD York University



SUPPORT FOR YOUR CAREER.

As an Executive MBA student, you have unlimited and lifetime access to all career management resources. Our team of career professionals is here to help you take your career to the next level. Even after you've graduated, you can contact one of our advisors if you'd like some help with your career.

CAREER MANAGEMENT CENTRE:

- Personal career coaching
- Career mapping and strategies
- Resume and cover letter support
- Interview preparation and salary negotiation
- Seminars and workshops

HOW TO APPLY.

If you have any questions it's a good idea to connect with an advisor.
Simply call 778.782.5012 or email emba@sfu.ca

ADMISSION REQUIREMENTS:

- Undergraduate degree with a GPA of 3.0
- Business experience: minimum 10 years overall and 4 in management
- Min GMAT: 550
- Proficiency in English for ESL candidates: TOEFL 88+ or IELTS 7+

Full details are available at beedie.sfu.ca/emba

COSTS:

- Tuition: \$48,500*
- Includes all course materials, Friday night accommodation downtown, meals on class days and annual Whistler workshop

*Subject to senate approval and course changes.

APPLICATION PROCESS:

- Complete online application form
- Send supporting documents:
 - Official transcripts
 - GMAT scores
 - A self-evaluation
 - Resume
 - 3 letters of reference from supervisors or former professors
 - If applicable, organizational chart with your position indicated on it.
 - If applicable, language scores
- Interview, if selected for candidate shortlist
- Deadlines:
 - Early application deadline February 15
 - Final application deadline April 1
 - Late application deadline July 1

FUNDING SOURCES:

- Employer sponsorship
- Entrance scholarships
- Student loans
- Line of credit
- Lifelong Learning plan (borrow from RRSP)



SIMON FRASER UNIVERSITY
SEGAL GRADUATE SCHOOL OF BUSINESS

SFU Beedie School of Business
Segal Graduate School
Simon Fraser University
500 Granville Street
Vancouver, BC Canada
V6C 1W6

Tel: 778 782 5012
Fax: 778 782 5122
Email: emba@sfu.ca

beedie.sfu.ca/emba
facebook.com/BeedieSchoolofBusiness
twitter.com/sfubeedie
Download our iPhone app EMBA1111



BEEDIE SCHOOL OF BUSINESS
SIMON FRASER UNIVERSITY

