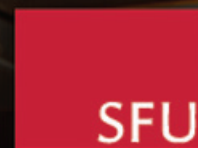


**SOMEONE IS GOING
TO MOVE UP.
WITH ONLINE LEARNING,
THERE'S NO REASON
WHY THAT SOMEONE
CAN'T BE YOU.**

GDBA

GRADUATE DIPLOMA IN
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 emerging 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.



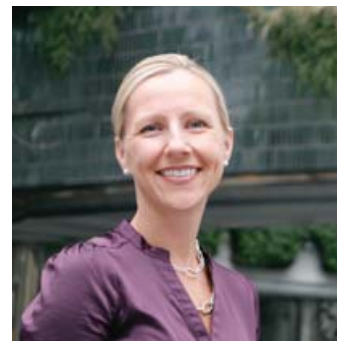
"The GDBA is a great program. The online learning environment is user-friendly and a great way to learn on your own time, so you can continue to work full-time. You can achieve anything you put your mind to. Hard work does pay off."

Dulce Feliciano, GDBA '05, Quality Assurance and Regulatory Affairs Coordinator



"The GDBA is a great way to expose yourself to a business education. It's geared to those who'd like to improve themselves in their roles at work or in their small businesses, or for those who eventually wish to leap into a full master's degree."

Kenneth Li, GDBA '10, Technical Product Manager



"Don't pass up the chance to empower yourself and fulfill your potential. This program will enhance your abilities and enable your success. The MOT MBA was a natural fit for me after completing the GDBA."

Michelle Angeline Jones, GDBA '09, Manager, Clinical Trials Support, CIHR Canadian HIV Trials Network & Centre for Health Evaluation & Outcome Sciences

A woman with dark hair tied back, wearing a dark blazer over a white top, is sitting on a yellow couch. She is looking down at a newspaper she is holding open. The background is a light-colored, textured wall. The text 'GDBA. A PROGRAM LIKE NO OTHER.' is overlaid in large, white, sans-serif font across the top half of the image.

GDBA. A 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 emerging leaders. Each unique program has been customized to best prepare students for real-world success.

Using a strongly applied approach, our Graduate Diploma in Business Administration combines theory and application to provide students with a grounding in the fundamentals of business.

Designed for those who can't commit to a set class schedule, our GDBA program is experienced primarily through the online environment.

While it's designed to be completed in three semesters, the duration can be accelerated or extended depending on your personal circumstances.

So there's no reason why you can't move forward in your career.

THE COURSES YOU'LL TAKE.

The following is a brief overview of our GDBA curriculum.

SEMESTER I

Financial Accounting/Managerial Accounting - This course combines basic accounting fundamentals and processes, enabling students to make business decisions based on analyzing financial information and organizational objectives.

Human Resource Management/Organizational Behaviour - The course focuses on understanding how individuals and teams effectively function in work situations. Emphasis is placed on organizational behaviour themes such as emotions, motivation, and group dynamics and how they are related to functional issues such as job design, salary structures, and recruitment.

SEMESTER II

Quantitative Business Methods - This introduction to the key concepts of probability and statistics provides the basic tools to approach statistics critically. Students focus on the use of quantitative or statistical techniques in managerial decision-making and learn to apply them in business settings.

Management Information Systems - The role of information systems ranges from providing support for daily operations to creating strategic opportunities for organizational growth. Learn to understand the choices managers need to make to improve efficiencies. Issues such as aligning business strategies, organizational structure and culture and information systems strategy will be discussed.

Managerial Economics - Students are introduced to basic concepts in economics and explore the relevance of economic reasoning to managerial decision-making, both tactical and strategic. The importance of economic concepts, economic models and quantitative applications are emphasized and applied to problems regularly encountered by managers.

SEMESTER III

Marketing Management - This course provides an overview of the marketing process. Decisions on pricing, product design, promotion and distribution are analyzed and marketing plans developed.

Managerial Finance (Pre-requisite: Financial/Managerial Accounting) - Building upon the principles taught in Financial/Managerial Accounting, students gain a practical understanding of managerial finance and the role of the financial manager. This course explores a wide variety of subjects that include maximizing shareholder wealth, agency conflicts and ethical corporate behaviour. Students learn to apply a variety of financial tools such as financial statement analysis, valuation techniques, capital budgeting, and project analysis.

FACULTY PROFILES

THE ONLINE EXPERIENCE

Offering the same core content as the first semester of our MBA, the GDBA maintains rigorous standards yet allows students the flexibility of time and place.

The program begins with an in-person orientation. This will introduce you to classmates, instructors and staff. Here you'll also receive training on how to use the online learning tools.

In addition to live and recorded streaming sessions with your professor and other students, you'll also participate in online study groups. With a mix of group and individual assignments, you actually have the chance to get to know your classmates by working together with them.

Our goal is to keep you on track and connected to this very real class experience.



Dr. Cyr is the author of five books and over 40 research articles, she leads a government-funded project titled "Managing E-loyalty through Design." Dr. Cyr teaches Human Resource Management/Organizational Behaviour in the GDBA.

Dianne Cyr, PhD



Dr. Moore has conducted research on monetary policy, international portfolios, direct investment flows and options pricing methods for the Bank of Canada. He teaches Managerial Economics in the GDBA program.

Mark A. Moore, PhD



Ms. Edwards earned the Canada Trust Teaching Award, which recognizes her commitment to teaching quality through online courses that utilize case studies and teams. Within the GDBA program, she teaches Financial and Managerial Accounting.

Barb Edwards, D.Ed



A STEP TOWARD YOUR MBA.

Students can use our GDBA program as a first step toward an MBA.

GDBA graduates may receive course waivers for the first semester of the full-time MBA, two courses in the MOT MBA, or one course in the EMBA. Please contact one of our advisors for more information.

MASTER OF BUSINESS ADMINISTRATION

Using a strongly applied approach, our full-time MBA combines theory and application to provide students with a grounding in the fundamentals of business, such as finance, marketing and managing people. Designed for students without a business degree, courses also explore such current topics as sustainability, entrepreneurship and innovation in business. This exhilarating, immersive experience will be completed in just 12 months. beedie.sfu.ca/mba

MANAGEMENT OF TECHNOLOGY MBA

Our MOT MBA program enables students to immerse themselves in a business curriculum tailored to the technology sector. This truly unique program has been designed to prepare high potential technology industry professionals to handle the business problems faced by their companies. To accommodate working students, our MOT is structured as a part-time commitment. beedie.sfu.ca/mot

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

Our executive MBA program enables mid-senior level professionals to develop the core capabilities to drive a business strategically at the senior management level. This program provides a dynamic exchange of ideas with Faculty who are thought leaders in their fields and classmates who are 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. beedie.sfu.ca/emba

HOW TO APPLY.

If you have any questions it's a good idea to connect with an advisor.
Simply call 778.782.5256 or email gdba@sfu.ca

ADMISSION REQUIREMENTS:

- Undergraduate degree: min 2.5 CGPA
- Completion of university level course in mathematics or statistics
- Proficiency in English for ESL candidates:
TOEFL 88+ or IELTS 7+

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

COSTS:

- Tuition: \$14,500*
- Plus approx \$2,500 for textbooks and student fees

Potential sources of funding include student loans and lines of credit.

*Subject to senate approval and course changes.

APPLICATION PROCESS:

- Complete the online application form
- Send supporting documents:
 - Official transcripts
 - A self-evaluation
 - Resume
 - 3 letters of reference from supervisors or former professors
 - If applicable, language scores
- Deadlines:
 - Application deadline is Nov 1 for Jan start
 - Application deadline is March 1 for May start
 - Application deadline is July 1 for Sept start



SIMON FRASER UNIVERSITY
SEGAL GRADUATE SCHOOL OF BUSINESS

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