SOMEONE IS GOING TO MOVE UP. WITH ONLINE LEARNING, THERE’S NO REASON WHY THAT SOMEONE CAN’T BE YOU.
WHY WE’RE HERE
Our goal is to inspire the development of people who will create, manage and lead innovative, competitive and sustainable organizations. 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 1% 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, Nordion

“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
Senior Product Manager, SAP Lumira

“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
SFU’s Beedie School of Business has developed individual programs designed for specific categories of emerging leaders. The GDBA program has been customized to create the greatest flexibility to your schedule and your career.

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

Designed for those who value flexibility, our GDBA program is experienced 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 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 online orientation. This will introduce you to your classmates and instructors. 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 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.

FACULTY PROFILES

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

Dr. Brown is the Academic Director of the online Graduate Diploma in Business Administration program and teaches business ethics at the graduate and undergraduate level. Tom has an academic and practical background in communications, program development and instructional design. He has held a variety of senior administrative positions in the Beedie School of Business at Simon Fraser University since 1998.

Tom Brown, MBA, D.Ed

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

Barb Edwards, D.Ed
THE COURSES YOU’LL TAKE.

Online Orientation -- All GDBA students complete the Online Orientation before the start of their first semester of classes. The orientation is designed to prepare you for learning in an online, graduate-level business program. During the orientation you will meet fellow classmates, develop a personal study plan, and become familiar with the university’s Learning Management System (Canvas) and other online learning resources. You may post questions or concerns to the discussion forum where they will be answered by program staff, or you may prefer to talk personally with your instructor via the Bb Collaborate synchronous learning platform during virtual office hours.

The orientation is a hands-on, academically rigorous introduction to graduate education. Like other courses in the GDBA program, you can work on the orientation at times that are convenient to you, while moving through the modules at the same pace as your classmates. You will complete individual and team learning activities using the same tools and techniques you will use in your GDBA courses. In short, the orientation ensures that all students will be equipped with a similar set of foundational learning skills so everyone is ready to start working and learning together on the first day of classes.

The following is a brief overview of our GDBA curriculum.

Managing People and Organizations - 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.

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.

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.

Business Analytics - 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.

Professional Decision Making - The essence of professional decision making is moving from complexity and ambiguity to action. This course will equip student with an integrated set of ethical and analytical reasoning tools for addressing the challenges that arise in real-world decisions.

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.

Marketing Management - This course provides an overview of the marketing process. Students will learn to analyze data and make decisions on pricing, product design, promotion and distribution as part of developing a comprehensive marketing plan. The course concludes with a collaborative online marketing simulation.
A STEP TOWARDS YOUR MBA.

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

GDBA graduates may receive course waivers for equivalent classes in the full-time MBA, the part-time MBA and the MOT MBA. 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 foundation in the business fundamentals such as finance, marketing and managing people.

beedie.sfu.ca/mba

PART-TIME MASTER OF BUSINESS ADMINISTRATION

A part-time program designed for working professionals, students take what they learn on Tuesday and apply it on Wednesday. This transformative experience prepares graduates to succeed in roles that require knowledge and decision making across the functional areas of business, and the ability to adapt to a changing environment. Classes in our part-time MBA program is currently hosted in our Surrey Campus.

beedie.sfu.ca/MBA-Part-Time/

MANAGEMENT OF TECHNOLOGY MBA

Our MOT MBA program immerses students 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

beedie.sfu.ca/gdba
HOW TO APPLY.

To connect with an advisor, register for an information session, connect with Beedie alumni, please contact us at 778.782.3552 or email gdba@sfu.ca.

ADMISSION REQUIREMENTS:
• Undergraduate degree: min 2.5 CGPA
• Work experience: 2 years or more preferred
• Proficiency in English for ESL candidates:
  TOEFL 93+ or IELTS 7+

**A small number of applicants with extensive experience may be considered without an undergraduate degree

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

TUITION & FEES:
• Tuition: $16,000*
• Tuition is paid each term dependent on credits taken
• Student fees (approx. $1,500)

APPLICATION PROCESS:
• Complete the online application form
• Send supporting documents:
  - Official transcripts
  - A self-evaluation
  - Resume
  - 2 letters of reference from supervisors or former professors
  - If applicable, English language scores
• Application Deadlines:
  - April 4 (summer)
  - July 18 (Fall)

*Subject to Board of Governors approval.