

YOUR CURRENT
BUSINESS CARD
GREATLY UNDER-
ESTIMATES
YOU.

MBA

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 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.

CANDIDATE STATISTICS:

Average age: 27
60% men, 40% women
Average GMAT: 630
Average work experience: 4.5 years

MOST COMMON BACKGROUNDS:

Technology, marketing, not-for-profit, engineering, banking, arts, science, crown corps

TYPICAL COUNTRIES OF ORIGIN:

Canada, India, China, USA, Mexico, Iran, Brazil, Peru, Greece, Pakistan, Lebanon, Malaysia



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

Using a strongly applied approach, our full-time MBA combines theory and application to provide students with a grounding in the fundamentals of business.

Designed for students without a business degree, courses explore such relevant topics as sustainability, new ventures and international business.

This exhilarating, immersive experience will be completed in just 12 months. Which means you can get back to work.

From there, well, you'll be able to go just about anywhere.



LEARN BY DOING.

While our curriculum moves quickly, the workload is comparable to a full-time job. Class sizes are small to encourage participation, discussion and direct feedback from instructors.

What separates our program from other MBAs is an emphasis on applied learning. This means you'll spend more time discussing real-world problems and developing your communication skills.

BUSINESS SIMULATION

Our strategic management course is taught through the simulation of running a real business.

This simulation gives your management team the opportunity to analyze situations, respond to realistic challenges and see real-time results.

INTERNATIONAL TRIP

Each year students have the opportunity to participate in an optional international trip.

During this experience, you'll be immersed in an unfamiliar business culture and meet senior business people across a variety of industries. Previous groups have travelled to Argentina, Chile, China and Japan.

INTERNSHIP

Scheduled after the completion of course work, our internships allow you to accept full-time employment, should it be offered.

Students will have access to the Career Management Centre resources to help secure their position. Internships generally range from two to eight months and typically include compensation at market rates.



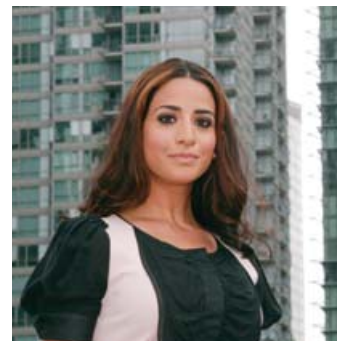
"Success means loving what you do. Keep raising your personal bar and building meaningful relationships with the people around you. Sometimes you need a little bit of help getting there. That's what this program will do for you."

Audrey Plaskacz, MBA '09
Before: Personal Trainer and Exercise Physiologist
After: Employee Communications and Engagement Specialist, Peer 1 Hosting



"The students and teachers made it an exceptional experience. It is tremendously rewarding to be a part of a strong, well functioning team. Every day, this program pushes you forward and has the potential to fundamentally change your career path."

Robert Yelavich, MBA '09
Before: Sales and Project Manager, Altech Security Systems
After: Junior Analyst, CIBC Global Asset Management



"An MBA is a strategic investment that opens doors for more opportunities and enables graduates to shape the future. The program is one of a kind, as it is designed for individuals with a non-business degree. It provides students from all disciplines the right framework for business management and a leadership approach for finding innovative ways to solve problems."

Negar Ghavami, MBA '08
Before: Various roles in customer service, operations, compliance and research
After: Regulatory Policy Manager, FortisBC



YOU WON'T BE ALONE.

Cohort learning is an integral part of our program.

A cohort is the small group of students who experience the entire MBA program together. Your group will participate in a set schedule of the same classes and learning experiences.

Together, you'll collaborate with this diverse group on projects and, inevitably, learn from one another as you form lifelong business connections.

DAY IN THE LIFE OF AN SFU MBA STUDENT

- 08:00 - SkyTrain to Segal Graduate School
- 08:30 - Coffee at boutique coffee shop/read Financial Post online
- 09:30 - Leadership and Teamwork class
- 13:00 - Sushi for lunch
- 14:00 - Attend group meeting for YouTube spoof video assignment
- 16:00 - Spin class at a nearby gym
- 17:30 - Net Impact chapter meeting to organize approaching sustainability speaker
- 18:15 - Travel home via SkyTrain
- 19:00 - Make dinner
- 20:00 - Respond to emails
- 20:30 - Read case study for MIS and formulate some points to discuss in class
- 21:30 - Catch up on readings for Managerial Accounting
- 22:30 - Skype family/friends

YOU'LL ALSO BE PART OF A LARGER COMMUNITY.

As a student at SFU Beedie School of Business, you'll also have the opportunity to participate in a host of extra-curricular events and activities to enrich your educational experience.

GBSA EVENTS

The Graduate Business Student Association is the voice of MBA students at the Beedie School of Business. This group also hosts activities such as boat cruises, hikes, dinners, bowling nights, pub nights and barbeques.

CASE COMPETITIONS

Case competitions provide MBA students with an opportunity to sharpen their case development and presentation skills in front of current business leaders. Our students compete against other top MBA programs in leading competitions, such as the Tata Cup. This will give you the chance to expand your professional network across Canada and around the world.

MBA GAMES

This past year, 40 of our students travelled to Toronto to compete against other major MBA programs from across Canada in this Olympiad-style competition of academics, athletics and spirit. SFU's Beedie School of Business placed 4th overall.

NET IMPACT

The SFU Chapter of this international organization is housed at the Segal Graduate School. This group promotes and engages in social and environmental sustainability through projects, speaker series, film nights, discussion and networking opportunities.

THE COURSES YOU'LL TAKE.

The following is a brief overview of our MBA curriculum.*

FALL 2012

Professional Decision Making: Ethical and Analytical Perspectives -

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

Managerial Economics - Managerial Economics aims to give an understanding of how economic concepts can help with tactical and strategic decision-making. This course emphasizes the practical application of economic ideas to help you become a better manager.

Managing People - Focusing on organizational behaviour and human resources management, you develop an understanding of how organizations can build an engaged, committed, motivated and productive workforce.

Finance - This course provides an understanding of how financial management works. The course discusses issues such as financial analysis, diagnosis of short-term funding needs, financial structure, cost of capital and valuation.

Accounting - An analysis of financial statements and their role in organizational life. You'll also learn concepts and principles in financial accounting and how to use accounting information for managerial decisions.

Simulation - This course provides a truly unique experience. An intensive 2.5 day behavioural simulation, you will be divided into groups and assume leadership positions. This simulation provides an integrated experience to conclude the semester.

SPRING 2013

Marketing - You'll learn the fundamentals of marketing through product planning, channel selection, price and promotion. You'll have the opportunity to work through simulations and develop an understanding of what creates successful products and campaigns.

MIS - An introduction to the theories and practices of managing information technology. Through case studies, you will learn how to analyze complex situations and develop the skills necessary to select, deploy and use information systems.

Leadership & Groups - You'll learn to observe and understand team dynamics and increase your skills for leading and contributing to successful teams.

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

Managing a Globalized Workforce - You'll learn about the opportunities and dilemmas that exist within a global and multi-cultural work environment. Emphasis will be placed on the management of people and groups in international organizations.

Managing Global Enterprises - An exploration of the strategic and organizational approaches that multinational enterprises use to manage uncertainty, transfer knowledge and span boundaries.

*Subject to change.

FACULTY PROFILES

SUMMER 2013

Operations - You'll explore the strategic role of operations and understand its impact on business performance and society. You'll learn about service and manufacturing operations, including the various competitive drivers.

Sustainability - You'll develop a practical understanding of the tools and resources available to help businesses deliver on current environmental and social commitments and improve their sustainability performance in the future.

New Ventures - This course is about the creation of new ventures and looks at their conception, structure, launch, development, financing, growth, sustainability and shareholder value realization.

Innovation and Creativity in Business - This workshop introduces methods to help you understand complex problems and use creative thinking to develop solutions. You'll have the chance to evaluate your own problem-solving techniques and learn how to improve upon them.

Business Strategy - This final course experience brings it all together. Here you'll have the chance to put all aspects of your education to work as you solve complex strategic problems and engage in a simulation that allows you to run a real company with your classmates.



Dr. Hannah teaches negotiations in our MBA, MOT and EMBA graduate programs. A recipient of the 2005 TD-Canada Trust Teaching Award, David is a highly sought after speaker and regularly conducts workshops for organizations such as B.C. Hydro, PMC-Sierra and the Beijing Media Group.

David Hannah, PhD (University of Texas, Austin)



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. Parent is an expert on the strategy and management of information systems. In addition to receiving numerous research grants and awards, Michael has written over 30 teaching case studies and co-authored three case teaching books. He has taught workshops in both the private and public sectors.

Michael Parent, PhD (Queen's University)

A man in a dark suit, blue striped shirt, and patterned tie is looking down at a document he is holding. In the background, another man in a suit is partially visible. The overall scene is a professional office setting.

SUPPORT FOR YOUR CAREER.

Not everyone that enrolls in our school has a clear idea of what they'd like to do afterward. Luckily, students in Segal Graduate Programs have access to a comprehensive set of career resources through our Career Management Centre.

Our team of career professionals is here to connect you with internships and job postings, an extensive array of online resources, skill-building workshops and personal career coaching. Even after you've graduated, you can contact one of our advisors if you'd like some help with your career.

CAREER MANAGEMENT CENTRE:

- Extensive job postings
- Resume and interview coaching
- Career mapping and job search strategies
- Seminars and workshops
- Personal career advice

PERCENT INCREASE IN
PRE/POST MBA BASE SALARY: **44%**

HOW TO APPLY.

If you have any questions it's a good idea to connect with an advisor.
Simply call 778.782.3552 or email mba@sfu.ca

ADMISSION REQUIREMENTS:

- Undergraduate degree: min 3.0 CGPA (non-business undergraduate degree preferred)
- Work experience: 2 years or more preferred
- Min GMAT: 550
- Proficiency in English for ESL candidates: TOEFL 88+ or IELTS 7+
- International applicants need a valid Canadian student visa

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

COSTS:

- Tuition: \$31,500* (domestic and international)
- Student fees and textbooks: \$2500
- Optional International trip: approx. \$3000

Potential sources of funding include entrance scholarships, student loans and lines of credit.

*Subject to senate approval and course changes.

APPLICATION PROCESS:

- Complete the SFU graduate studies application and then tell us more about yourself on the Beedie MBA application website
- Send supporting documents:
 - Official transcripts
 - GMAT scores
 - A self-evaluation
 - Resume
 - 3 letters of reference from supervisors or former professors
 - If applicable, language scores
- Interview, if selected for candidate shortlist
- Deadlines:
 - Early application deadline February 15
 - Final application deadline April 1
 - Late applications will be reviewed based on available space

WHERE:

All classes take place at the Segal Graduate School, located at 500 Granville Street in the heart of Vancouver's business district and just a few steps from Vancouver's SkyTrain line.



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

Tel: 778 782 3552
Fax: 778 782 5123
Email: mba@sfu.ca

beedie.sfu.ca/mba
Blog: afewgoodminds.com
facebook.com/BeedieSchoolofBusiness
twitter.com/SFUMBA
Download our iPhone app

MBA1111



BEEDIE SCHOOL OF BUSINESS
SIMON FRASER UNIVERSITY

