

A man in a dark pinstriped suit, white shirt, and dark tie stands on the right side of the frame. The background features a suspension bridge with green towers and cables, set against a twilight sky with soft purple and blue hues. Lush green trees are visible on the right side of the bridge.

THERE'S A  
LEADER  
INSIDE OF YOU  
WAITING TO BE  
PROMOTED.

**MOT MBA**

MANAGEMENT OF  
TECHNOLOGY MBA

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 GMAT: 630  
Average work experience: 8 years  
Average age: 33

## DEGREES:

Engineering, computer science, business, the sciences

## COMMON BACKGROUNDS:

Project management, R&D, product and design engineering, software engineering



# MOT. 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.**

This truly unique program has been designed to prepare high potential technology industry professionals to handle the business problems faced by their companies.

The first of its kind in Canada, and developed in partnership with industry leaders, the MOT MBA has a strongly applied approach. Every case study, every assignment, every project, in every class, addresses business decisions in technology companies.

To accommodate working students, our MOT is structured as a part-time commitment. This in-depth, stimulating experience will be completed in just 24 months.

When you graduate, you'll be ready to take that next step toward fulfilling your leadership potential.



**While our MOT 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 two evenings a week (Mondays and Wednesdays).**

Class sizes are small to encourage participation, discussion and direct feedback from instructors and classmates in your cohort. Working in teams on group projects and assignments, students benefit from the knowledge and experience of classmates from a variety of tech sectors and functional roles.

## APPLIED LEARNING

Cases and projects bring leading edge business theory 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 in technology firms. This enables you to apply what you learn to your own working life. Professors orchestrate the classroom experience to build on the expertise of the students in the room. Team-work brings together complementary skills and diverse backgrounds to develop creative solutions to complex problems.

Students are brought together in the first week of September for a five-day orientation and immersion. This includes the course, "Leadership for the Technology-Driven Enterprise." This three-day workshop creates a framework for understanding effective leadership in technology firms. During the orientation week, students are also introduced to our career management program.

## INTENSIVES

Throughout the program, intensives are scheduled to cover topics of particular relevance to technology leaders and managers. Often featuring guest speakers from industry, subjects include areas such as negotiation, ethics and managing relationships in the organization.

Career development workshops are scheduled throughout the program.



"I wanted to fast track my career. The MOT program really fit the direction that I wanted to move in. It allowed me to focus on the business of product delivery, rather than the technology creation side."

**Darren Rafferty, MOT MBA '09**  
**Before: Manager, Electrical Engineering, Océ Display Graphics Systems**  
**After: Portfolio Director, Strategic Planning, Océ Display Graphics Systems**



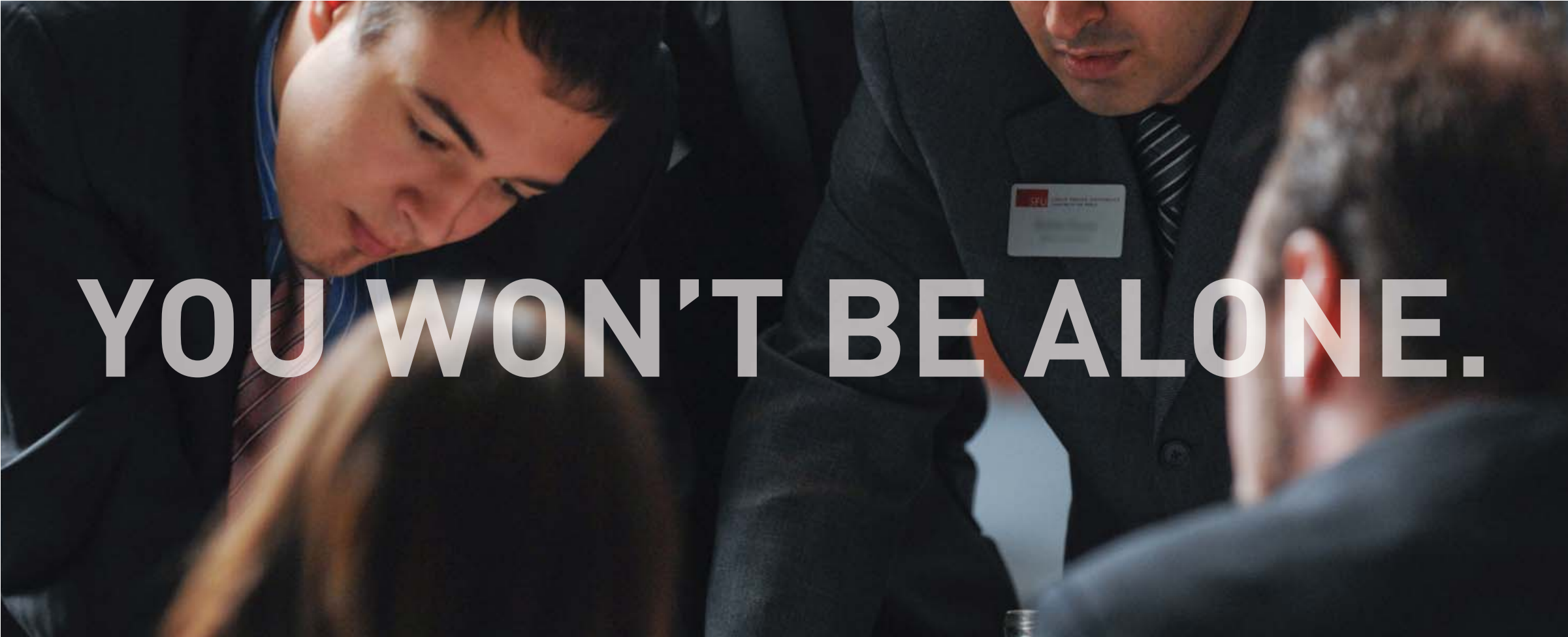
"I loved the MOT program. It was crafted for folks like me who are interested in both technology and business. It was a natural choice for me because it's focused on applied business training."

**Rhonda Wideman, MOT MBA '10**  
**Before: Post-Doctoral Fellow, University of British Columbia**  
**After: Senior Biomarker Development Fellow, Prevention of Organ Failure Centre of Excellence**



"It was a very focused program that complemented my work experience. It allowed me to develop a solid theoretical background and the practical tools for management and product commercialization in the technology sector."

**Mari Nurminen, MOT MBA '06**  
**Before: HRD, Oy Teboil AB**  
**After: Senior Advisor, Strategic Planning, Powertech Labs**



# 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 MOT 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, building a life long network of business connections and friends.

## **MOT BUSINESS CONNECTIONS**

A dozen of Canada's leading companies worked with SFU's Beedie School of Business to design and develop this program based on their requirements for technology leaders. The MOT MBA program remains tightly connected with a variety of technology related sectors.

Just a small sampling of companies where our MOT graduates are employed:

BC Cancer Research Centre  
BC Hydro  
Bell Canada  
CHC Helicopter  
Electronic Arts  
Fluor Canada  
MDA

Sage Software  
Sierra Wireless  
SNC-Lavalin  
SAP Canada  
Telus  
Westport Innovations

# 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.

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## 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 & MBA GAMES

Case competitions provide MBA students with an opportunity to sharpen their case development and presentation skills in front of current business leaders. This past year, 40 of our students travelled to Toronto to compete against other major MBA programs from across Canada in an Olympiad-style competition of academics, athletics and spirit

## BUSINESS PLAN COMPETITIONS

In their second year, MOT MBA students develop business plans to commercialize a technology, product or service. Students often choose to further develop this business plan through their final capstone project or through competing in the BCIC New Ventures competition. One of our MOT MBA teams won the province-wide New Ventures competition and is currently a successful cleantech startup firm.

## GUEST SPEAKERS & INDUSTRY EVENTS

Students receive real-world industry exposure from visiting speakers and have the opportunity to attend relevant industry association events.

# THE COURSES YOU'LL TAKE.

The MOT MBA program provides all the core MBA knowledge, but focuses on issues relevant to tech companies and specialized courses unique to technology.

**Strategy** - This course explores the strategic management of organizations that depend on innovation and the commercialization of intangible assets. Students will learn various tools and techniques for the development and implementation of strategy in this unique environment.

**Innovation** - This course examines successful product and process innovations in industry, as well as the effective organization and management of the technological change process in new ventures, multi-divisional and multinational enterprises.

**Marketing** - Marketing in high-tech environments strives to reduce uncertainty by understanding the needs of an organization's customers in order to create, communicate, capture and sustain value for both parties. Students create the marketing section of a business plan.

**Entrepreneurial Finance** - This course gives students an understanding of how venture capital and private equity work, both from the perspective of an entrepreneur and an investor. Topics covered include business plans, opportunity assessments, valuations, and structuring. Students create the financial section of a business plan.

**Leadership for the Technology-Driven Enterprise** - This course teaches you how to develop critical management competencies at the individual, interpersonal, team and organizational levels. Focus is on effective organization, motivation and leadership.

**Managing Yourself and Others** - This is an intensive three-day experience where students discover what they would actually do when confronted with the reality of working in a complex and changing company with multiple interdependencies, financial and geographical constraints.

**Negotiation & Conflict Resolution** - 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 exercises.

**Project Management** - This course demonstrates how complex projects can be managed to increase the probability of success. You'll look at ways to manage the introduction of new products or services, information systems and other forms of business change.

**Business Operations Design** - Focusing on technology-based firms, students will explore the strategic role of operations and understand its impact on business performance. They will learn about using operations to create innovations and how to innovate to create new operational capabilities.

**Strategic Use of Information and Knowledge** - This course will demonstrate how information can be used to support decision making, monitor operations and enable global communications. Topics include knowledge management and information technology to support a learning organization.

## FACULTY PROFILES

Our instructors have the real-world experience needed to help students emerge as leaders in technology. Faculty education and experience includes business, engineering, psychology, law and IT.

**Ethics** - Learn how to navigate the moral issues and debates raised by direct participants and stakeholders in the high-tech economy. Topics include character-building practices, moral stages in the high-tech career, corporate social responsibility and the role of reputational capital.

**International Management** - Technology firms are increasingly global in terms of their markets, production and research and development. Topics include cultural intelligence, comparative management and international business.

**Economics** - Students are introduced to basic concepts in microeconomics and explore the relevance of economic reasoning to managerial decision making. The importance of economic concepts, models and quantitative applications will be emphasized and applied to problems encountered by technology managers.

**Financial & Managerial Accounting** - This course explores concepts and principles in financial accounting from the user perspective and how to use accounting information to make managerial decisions.

**MBA Applied Project** - In this project, students use all the knowledge and skills they've acquired during the program to tackle real business issues for client organizations. Students analyze an actual challenge and develop optimal solutions.



Dr. Maine teaches innovation. With a background in materials engineering and technology management, Elicia's research focuses on science-based ventures and commercialization of advanced materials. Dr. Maine was instrumental in the commercialization of a novel polymer composite material.

Background: Materials Engineer  
Consulting: Monitor, Magna, Owens-Corning, Inco, PSAC, Pivot Acquisition Corp.

Elicia Maine, BEng (Queen's), BA (Queen's), Masters in Technology & Policy (MIT), Masters in Materials Engineering (MIT), PhD in Technology Management (Cambridge)



Dr. McCarthy teaches technology and operations management. A Fullbright New Century Scholar, Ian is the Canada Research Chair in Management of Technology at SFU. Dr. McCarthy's research is focused on technology and operations management issues.

Background: Manufacturing Engineer at Alcan, Project and Design Engineer for Philips  
Consulting: Teck, Cameco, Coast Capital Savings

Ian McCarthy, BEng (Kingston Polytechnic), MSc (University of Sheffield), PhD in Operations & Technology Mgmt (University of Sheffield), CEng, IMechE



Dr. Reich teaches Project Management. An RBC Professor of Technology and Innovation, Blaize currently holds a prestigious Social Sciences and Humanities Research Council grant to investigate how knowledge management theory might improve IT project success.

Background: Information Technology Corporate Data Administrator at BC Hydro  
Consulting: Principal of Strategic Data Planning Inc., Financial Services and Utilities sector in Canada and Asia.

Blaize Reich, BA Economics, MSc, PhD in Information Systems (UBC), CMC, ISP



# SUPPORT FOR YOUR CAREER.

**Not everyone that enrolls in our school has a clear idea of what they'd like to do afterward. Students in Segal Graduate Programs have access to a comprehensive set of career resources through our Career Management Centre, to assist with career strategy and planning.**

Our team of career professionals is here to connect you with job opportunities, an extensive array of online resources, skill-building workshops and professional career counseling. Even after you've graduated, our advisors are available to provide career development support.

## CAREER MANAGEMENT CENTRE:

- Professional, one-on-one career advice
- Self-assessment tools and resources
- Connections to the corporate community through networking events
- Personalized introductions
- Resume review and interview coaching
- Seminars and workshops on career development topics
- Mentorship programs
- Extensive job postings

**MOT GRADUATES WHO CHANGED JOBS BETWEEN START OF THE PROGRAM AND CONVOCATION: 65%**

**OF THOSE THAT CHANGED JOBS, THOSE MOT GRADUATES WHO CHANGED FROM A PRIMARILY TECHNICAL ROLE TO A PRIMARILY BUSINESS-RELATED OR STRATEGIC ROLE: 90%**

**AVERAGE SALARY INCREASE AT CONVOCATION: 20%**

# HOW TO APPLY.

If you have any questions it's a good idea to connect with an advisor.  
Simply call 778.782.5259 or email [motmba@sfu.ca](mailto:motmba@sfu.ca)

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## ADMISSION REQUIREMENTS:

- Undergraduate degree: min CGPA of 3.0
- Work experience: 4 years or more, preferably in tech or biotech
- Min GMAT: 550 (average is 630)
- Proficiency in English for ESL candidates: TOEFL 88+ or IELTS 7+

## COSTS:

- Tuition: \$32,500\* (domestic and international)
- Student fees and textbooks: approx. \$2500

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

\*Subject to change.

## APPLICATION PROCESS:

- Complete the SFU graduate studies application
- 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 application deadline July 1

## 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.



SIMON FRASER UNIVERSITY  
SEGAL GRADUATE SCHOOL OF BUSINESS

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