

FALL 2024

EMBA

Executive Master of Business Administration



SFU **BEEDIE SCHOOL OF BUSINESS**
SEGAL GRADUATE SCHOOL



THE FIRST EMBA IN CANADA THE OBVIOUS FIRST CHOICE

INVEST IN YOUR CAREER AND PERSONAL GROWTH

SFU Beedie's Executive Master of Business Administration (EMBA) program is specifically designed for experienced executives like you who are looking to unlock your full potential as a leader. This program offers more than a traditional MBA by providing you with the tools to enhance your skills in decision-making, strategic thinking and leadership.

The SFU EMBA is designed to fit the demanding lifestyle of executives, using a cohort model that enables you to collaborate and learn from 50 experienced business professionals, many of whom will be balancing work, studies, and family life. The program is structured with classes every two weeks on Fridays and Saturdays, enabling you to achieve a healthy work-life balance.

One of the greatest assets along your EMBA journey will be your peers. Your cohort will be made up of high calibre professionals with an average of 18 years of work experience, including 11 years in management. Your cohort colleagues will come from a wide range of industries throughout Metro Vancouver, making this program an ideal place to network and build relationships with other thought leaders.

ABOUT SFU BEEDIE

SFU's Beedie School of Business is a dynamic institution delivering cutting-edge research and education programs across three British Columbia campuses. We pioneered Canada's first Executive MBA and the first Indigenous Business Leadership EMBA in North America. Accredited by AACSB and EQUIS, our reputation for innovation, social responsibility, and global perspective is recognized worldwide. Our alumni network spans 80 countries and comprises more than 30,000 successful graduates.

#1

COMPREHENSIVE UNIVERSITY IN CANADA

14 out of the last 15 years
(as of 2023), according to
Maclean's Magazine

#1

UNIVERSITY IN CANADA FOR SUSTAINABLE CITIES AND COMMUNITIES

by Times Higher Education
(THE) 2023 rankings

#1

UNIVERSITY IN CANADA FOR ENTREPRENEURIAL SPIRIT AND INNOVATION

according to the
2023 World University
Rankings for Innovation

1%

OF BUSINESS SCHOOLS

worldwide have
AACSB and EQUIS
accreditation



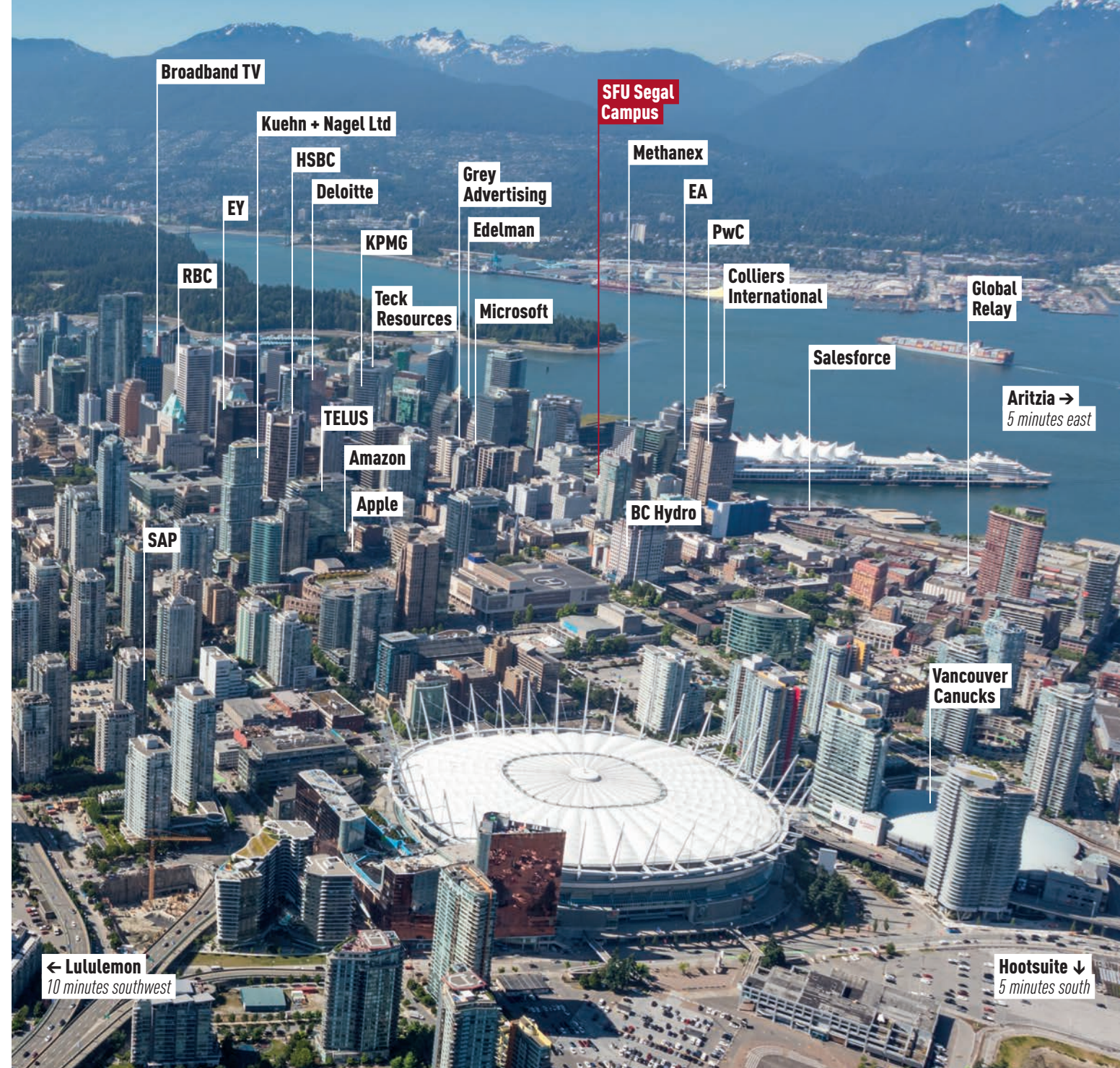
STUDY IN THE HEART OF THE CITY

The EMBA program takes place at SFU Beedie's Segal Graduate School in the heart of downtown Vancouver. The 60,000 sq. ft. space boasts state-of-the-art classroom and meeting room facilities. The campus's central location makes commuting convenient and helps integrate you into the local business community. Moreover, Vancouver's vibrant dining and entertainment scene offers ample opportunities for after-class socials. With access to mountains, beaches, and parks, you can enjoy a diverse range of outdoor activities and retreats just a short drive away from campus.



LAND ACKNOWLEDGEMENT

Simon Fraser University respectfully acknowledges the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səliłwətaʔ (Tsleil-Waututh), qíçəy̓ (Katzie), kwikwəłəm (Kwikwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.



240+

HEAD OFFICES IN VANCOUVER

5000+

RESTAURANTS AND CAFES IN THE METRO VANCOUVER AREA

200+

TECH COMPANIES GENERATING \$23 BILLION IN REVENUE

(Vancouver Economic Commission 2022)

MORE THAN JUST A CREDENTIAL



A TRANSFORMATIVE EXPERIENCE

COHORT LEARNING

Your cohort will be made up of senior professionals who have, on average, almost two decades of experience. Unlike any schooling you've experienced in the past, our program uses an interactive and applied approach to learning. Our faculty members are skilled facilitators, leveraging the wealth of knowledge and experience in the room to create a dynamic and collaborative learning environment.

SIMULATED LEADERSHIP TEAMS

During the first year of the program, we divide the cohort into diverse teams of professionals who complement each other's expertise and skill sets. This creates a learning experience that emulates a real leadership team, with every member taking turns leading the team. Your team will become a personal board of directors, providing a supportive network and sounding board that you can rely on throughout your career.

INTERACTIVE LEARNING ENVIRONMENT

In our interactive learning environment, no two courses are alike. Each course is filled with interactive lectures, cases, presentations and more. You'll work collaboratively with your simulated leadership team, sharing business and life experience to develop creative solutions to complex problems.

EXPERIENTIAL LEARNING

We bring cutting-edge business knowledge to life through real-world cases, projects, and class discussions that mirror the complex challenges you face as a decision maker in your career. Our program is designed to provide you with practical solutions to the most pressing problems faced by modern businesses. You'll be able to bring your work experience to the classroom and vice versa, creating a synergistic learning experience that prepares you for success in your career.

SUPPORTIVE ENVIRONMENT

We provide students with a supportive environment where it's safe to make mistakes and learn from them. You'll complement the skills and expertise of your cohort to develop innovative solutions that prepare you for the next step in your career.



"I benefited from working with experienced professionals from diverse backgrounds outside of the industry I was involved with, which was compounded by the Americas MBA for Executives program. It gave me a more worldly education and an expanded network of like-minded professionals."

– Geoff Teoli, EMBA Alumnus
Senior Manager, Film and Special Events Branch,
City of Vancouver

Watch now: SFU EMBA alumnus
Adil Lahrizi discusses the skills he
gained from the program and how
they benefit his company.



**THE COMPANY
YOU'LL KEEP**

The transformative experience of our program goes beyond the classroom. You'll gain invaluable insights from your peers, and together you'll challenge each other to think critically and creatively about complex business problems. By the end of the program, you'll have developed lasting relationships with your cohort that will continue to benefit you long after graduation.

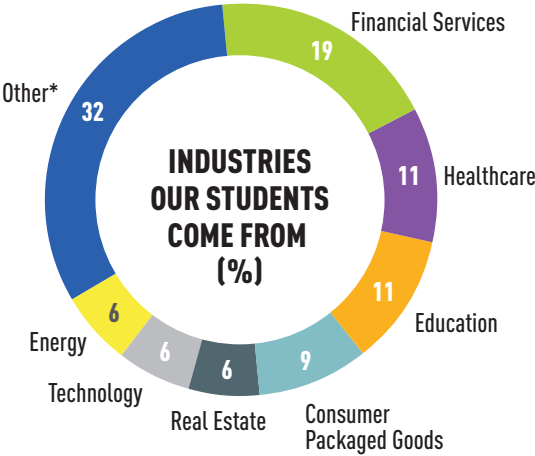
SAMPLE FUNCTIONAL AREAS:

Finance/ Accounting	Management Information Systems	Human Resources	Operations/ Logistics/Project Management
Technology		Marketing/Sales	

AVERAGE CLASS DEMOGRAPHICS*

Women 52%	Men 48%	Class size 47
Average age 42	Average amount of work experience 18 Years	Average amount of management experience 11 Years

**Average class profile from fall 2022 Intake*



** Includes Government, Manufacturing, Retail, Hospitality, Transportation/Logistics, Consulting, Media/Entertainment*



FLEXIBLE TO FIT YOUR SCHEDULE

"One of my key takeaways from the program was managing a tight schedule, knowing what to prioritize and how to prioritize it. While it's not easy to balance work, school, and family, I've also learned strategies to stay at the top of my game. I've leveraged my EMBA network to form a weekly study group that keeps all of us accountable with academic and project work."

*– Bobby Dhillon, EMBA Alumnus
Senior Vice President, Marketing & Planning
G&F Financial Group*



TWENTY LIFE-CHANGING MONTHS

SFU Beedie’s EMBA program provides a comprehensive 360-degree view of leadership, strategic analysis, and change management over a 20-month period. The first four terms follow a logical progression, allowing you to grow your skills and apply them as you learn. In the final spring term, you will bring together everything you’ve learned in a final capstone project and a closing retreat.

PRE-PROGRAM

To help you prepare for the program, SFU Beedie offers self-paced online preparatory courses in subjects such as Excel and financial accounting. These courses start before the beginning of the academic year in September, allowing you to learn at your own pace and ease your transition into the EMBA program.

ORIENTATION

The program begins in early September with a three-day mandatory intensive orientation weekend in Whistler, B.C. This team-building opportunity kicks off the program and introduces you to the faculty, staff, and members of your cohort and provides you with a solid foundation for cohort-based learning.

BRAVE CONVERSATIONS

At the start of each term, you participate in a series of workshops designed to build trust and collaboration with your EMBA peers and in your organizations. These workshops facilitate trust-based, collaborative, and honest conversations that address the core concerns of individuals and organizations. The first series of conversations will begin during your EMBA orientation weekend.

YEAR ONE

During your first year, you’ll begin by establishing your network of faculty, staff and fellow EMBA candidates at the orientation weekend in Whistler, B.C. Once in class, you’ll spend the year sharpening your leadership skills and honing your ability to conduct effective analyses across all functional areas. Courses will include topics in the following areas:

(SEPTEMBER–AUGUST)

- Business Ethics
- Accounting for Decision Making
- Leadership and Teamwork
- Managerial Economics
- Finance
- Marketing
- Structure & Change in Organizations
- Information Technology and Organizational Transformation
- Operations Management

YEAR TWO

During your second year, you’ll spend your time enhancing your strategic thinking and decision-making skills. The program concludes with a second executive retreat in Whistler, B.C.

Students who opt for the Americas MBA for Executives stream will take classes with their SFU Beedie cohort in the first year. In the second year, they will have the opportunity to pursue different courses across the Americas. Students who choose to stay in Vancouver will be assigned new teams in year two and will work collaboratively throughout the fall and spring courses.

Students who choose to stay in Vancouver will focus on topics in the following areas:

(SEPTEMBER–APRIL)

- Strategy
- Cross Cultural Management
- International Competitive Strategy
- Negotiations*
- Entrepreneurship and Innovation
- Indigenous Business and Communities
- Special Topics: TBA
- Corporate Responsibility
- Capstone Simulation

AMERICAS MBA FOR EXECUTIVES STREAM (DETAILS ON PAGE 8)

Global Capstone 1

AUGUST
SFU BEEDIE, VANCOUVER,
CANADA

- Global Strategy
- Cross-Cultural Management

OCTOBER:
FIA BUSINESS SCHOOL,
SAO PAULO, BRAZIL

- Ethics and Corporate Social Responsibility
- Marketing in Emerging Markets
- Negotiations*

Global Capstone 2

JANUARY
ITAM, MEXICO CITY,
MEXICO

- International Competitiveness
- Family Business

APRIL
VANDERBILT UNIVERSITY,
NASHVILLE, USA

- New Ventures
- Innovation

** Takes place at SFU in December for both Americas MBA for Executives and Vancouver-based cohorts.*

AMERICAS MBA FOR EXECUTIVES



BROADEN YOUR HORIZONS

If you choose to pursue the optional Americas MBA for Executives stream, you'll have the chance to delve into management issues alongside fellow EMBA candidates hailing from the largest economies in North and South America: Brazil, Mexico, the United States, and Canada.

During the second year of the program, you and your international cohort will embark on four nine-day intensive residencies at each of the participating schools. At each campus, you'll have the opportunity to broaden your knowledge, network with the local business community, attend cultural events, and collaborate on an eight-month global capstone strategy project.



Watch now:
Americas MBA for Executives Student Experience.

A WORLD OF EXPERIENCE

Each of the four partner schools offers programming that draws on its core strengths.



SFU's Beedie School of Business is home to Canada's first Executive MBA program, founded in 1968. Accredited by AACSB and EQUIS, the school is a global leader in international business teaching and research.



FIA Business School created the first Executive MBA in Brazil in 1993 and has the only fully Brazilian Executive MBA ranked among the best in the world by the Financial Times. Accredited by the London-based Association of MBAs (AMBA), FIA was chosen in December 2010 as "the Most Innovative Business School in South America," by European CEO magazine.



ITAM, Instituto Tecnológico Autónomo de México, was the first Latin American business school accredited by AACSB and is one of fewer than 50 schools also to have accreditation from EQUIS and AMBA. With a world-class research institute in finance and economics, it is among the best business schools in Latin America as ranked by America Economía and has been a leading player in Mexico's executive education space for more than three decades.



The Vanderbilt Owen Graduate School of Management is ranked as a top institution by Bloomberg Businessweek, the Wall Street Journal, the U.S. News & World Report, the Financial Times, and Forbes. Accredited by AACSB and SACS, Vanderbilt's 60-credit, two-year EMBA Program started in 1978.



Mila Lazarova, PhD and MS (Rutgers) International Business Masters (Univ. Nat'l & World Econ., Bulgaria)

ASSOCIATE PROFESSOR, INTERNATIONAL BUSINESS
(SIMON FRASER UNIVERSITY)

DIRECTOR, CENTRE FOR GLOBAL WORKFORCE STRATEGY
CANADA RESEARCH CHAIR IN GLOBAL WORKFORCE
MANAGEMENT

Dr. Mila Lazarova received her PhD from Rutgers and has continued to focus her research on expatriate management, global and boundaryless careers, international mobility practices, and comparative human resource management. She has been recognized with the Canada Research Chair which promotes scholarship excellence, the creation of world-class centres of research, and the enhancement of Canada's competitiveness in the global economy.



Michael R. Burcham, PhD (University of South Carolina)

CLINICAL PROFESSOR OF ENTREPRENEURSHIP;
PRESIDENT, NASHVILLE ENTREPRENEUR CENTER
(VANDERBILT)

With over 20 years of extensive experience in healthcare innovation, entrepreneurship, and startup venture coaching, Dr. Michael Burcham is a lynchpin in Vanderbilt's and Nashville's start-up communities. Michael teaches Health Innovation and Launching the Venture for MBA and EMBA students.

WORLD-CLASS FACULTY

LEARN FROM THE BEST IN BUSINESS

Our EMBA program is powered by our world-class faculty, who are leading researchers and experienced instructors. They use real-world examples and case studies to bring the business world to life in the classroom, helping students understand complex concepts and develop practical solutions to business challenges.

With small class sizes, faculty members get to know each student and their professional goals, providing tailored instruction to meet individual needs. By leveraging the wealth of experience in the room, faculty members equip students with the skills and knowledge to succeed in the ever-changing landscape of the global business world.



Rosalie Tung, PhD, MBA (UBC), BA (York)

PROFESSOR,
INTERNATIONAL BUSINESS
ASSOCIATE DEAN, RESEARCH
AND INTERNATIONAL

Dr. Rosalie Tung holds the Ming and Stella Wong Chaired Professorship and has had a distinguished career serving on faculties around the world such as the Wharton School, University of Oregon, and as a visiting professor at Harvard University, University of California-Los Angeles, the University of Manchester Institute of Science and Technology, the Copenhagen Business School, the Chinese University of Hong Kong, Peking University, and China Europe International Business School.

Rosalie was awarded the 2020 Academy of Management, International Management Division Outstanding Service to the Global Community Award and the 2021 Academy of Management, International Management Division Eminent Scholar Award. In the same year, she was awarded the John H. Dunning Academy of International Business President's Award in recognition of "outstanding service to AIB and the field of international business."



Sudheer Gupta, PhD and MBA (McGill), BE (India)

PROFESSOR AND AREA COORDINATOR, TECHNOLOGY AND OPERATIONS MANAGEMENT

Dr. Sudheer Gupta is an award-winning teacher, accomplished researcher, and an avid believer in the power of business education and practice to drive positive societal change. His recent research has focused on social entrepreneurship, and environmental and social responsibility in global supply chains. He previously served as the Director of the Jack Austin Centre for Asia Pacific Business Studies and has been a visiting scholar at several universities around the world. Sudheer has advised over 150 graduate student projects with industry and has consulted for Fortune 500 companies.



Andrew Harries, MBA (SFU)

TOM FOORD PROFESSOR OF PRACTICE IN ENTREPRENEURSHIP AND INNOVATION

Andrew Harries, an SFU Beedie MBA graduate, is the Tom Foord Professor of Practice in Innovation and Entrepreneurship. He has founded multiple ventures, including Sierra Wireless, a wireless Internet of Things (IoT) solutions vendor. Andrew chairs the board and is a founder of Hailo Data, which is delivering a digital and economic transformation of the independent hospitality supply chain. Andrew helps connect Vancouver's dynamic entrepreneurial community with SFU's burgeoning entrepreneurship and innovation ecosystem.



Andrew Von Nordenflycht, PhD

(MASSACHUSETTS INSTITUTE OF TECHNOLOGY, CAMBRIDGE, MA); BA, (STANFORD UNIVERSITY, STANFORD, CA.)

ACADEMIC DIRECTOR, EMBA

ASSOCIATE PROFESSOR, STRATEGY / BUSINESS AND SOCIETY

With a BA in history and six years of work experience as a software product manager and management consultant, Dr. Andrew von Nordenflycht brings an interesting perspective to his teaching and research in the field of corporate governance. He joined SFU Beedie in 2004 after earning his PhD at the Massachusetts Institute of Technology (MIT).

WORLD-CHANGING IDEAS



GET PERSONALIZED CAREER SUPPORT

“My EMBA Career Consultant, Wendy, created a valuable neutral space for me to re-evaluate my career path and provided guidance on a potential opportunity that ultimately was not the best fit. She coached me through the process of applying for and successfully obtaining a different position that allowed me to apply the skills I learned during the EMBA program and grow professionally. I am extremely grateful for her support and guidance.”

– Susanne Stockdill, EMBA Alumnus
Senior Director, Faculty Operations and Planning,
Faculty of Science, SFU

At SFU Beedie, we understand that career growth is a key priority for our students. That’s why our graduate Career Management Centre (CMC) is dedicated to providing personalized support to help you achieve your career goals. With a team of experienced professionals, we offer tailored advice, mentorship, networking opportunities, and a range of tools and resources to help you succeed. Our track record speaks for itself, with proven success stories and impressive statistics to demonstrate our commitment to your career advancement.

CAREER ADVANCEMENT SERVICES

EMBA career coaching

Our professional career consultants specialize in working with senior and executive-level professionals on internal and external career changes. They offer assistance with a wide range of needs, including strengths assessments, LinkedIn profile refinement, and interview preparation.

One-on-one executive coaching

In your second year of the program, you’ll have access to Logan HR’s one-on-one executive coaching to refine your leadership skills and prepare for executive and C-suite level transitions. Their coaches provide guidance on coaching your team, navigating internal politics, and enhancing your executive presence.

FOCUSED CAREER MANAGEMENT WORKSHOPS

How can you position your strengths relative to your career objectives? How should you fine-tune your resume? How can you better negotiate your salary? We run workshops and host panels that specialize in all of the above.

ONLINE RESOURCES

Access to our online career-planning resources starts with your EMBA. These resources include career guides, job search tools, and networking opportunities, helping you to develop a clear plan for achieving your professional goals.

GUEST SPEAKERS AND EVENTS

Gain valuable insights and perspectives from industry experts who have faced diverse challenges in their careers. Our guest speakers and events offer opportunities to learn from real-world experiences, perspectives and strategies for navigating complex challenges across a broad range of organizations.

MENTORS IN BUSINESS

Mentors in Business is the largest business mentorship program in Western Canada. Get paired with a senior executive mentor who will provide guidance and mentorship for six months, helping you prepare for your next leadership role.

63% promoted within the same company

44% promoted into a new Company

10% moved to a new functional area and industry

Source: EMBA Graduating class of 2022

NOTABLE ALUMNI

JC Fraser is at the top of his game. Former general manager of the Vancouver Canadians, he boasts impressive leadership stats—record-setting attendance, three Northwest League titles, receipt of the Northwest League Executive of the Year award, and a place on the 2016 Business in Vancouver's 40 Under 40 list. JC chose the EMBA to broaden his knowledge and his professional connections beyond the business of baseball and to prepare for a successful transition from the sports industry. Today he leverages his EMBA skills, strategic mindset, and network at EY in Advisory Services.

JC FRASER EMBA ALUMNUS

SENIOR MANAGER, WORKFORCE ADVISORY, EY

"The EMBA was an opportunity to open doors and meet other people in similar circumstances, in my geographic region, who are all going to be the future movers and shakers of the world."



KAT NEWEL EMBA ALUMNUS

VP BUSINESS INNOVATION,
REAL ESTATE BOARD OF GREATER VANCOUVER

"I was pleased that my cohort was a more mature crowd with similar experience levels. It was easy to connect with classmates and learn from their experiences. Show up and use your personality as a strength. Not everyone works or thinks the same way, so use your unique point of view to benefit your team."

The EMBA program broadened Kat's perspective. It allowed her to see the big picture and equipped her with diverse skills and knowledge beyond her previous experience. She gained the confidence to analyze situations and provide valuable insights at a higher level. Through the program, Kat discovered new industries beyond her IT expertise, expanding her horizons and opening up exciting opportunities for exploration.

JOIN SFU BEEDIE'S ALUMNI COMMUNITY

As an SFU Beedie student and future alumnus, you have the privilege of being part of an exceptional community comprising over 30,000 alumni who are working in diverse industries and organizations worldwide. With SFU Beedie Advantage, you can connect with fellow students and alumni, share knowledge and experiences, engage in professional networking, and make meaningful mentorship connections. We encourage you to attend events, stay connected, and explore the lifetime benefits available to you as a part of our alumni community. Learn more at advantage.beedie.sfu.ca.





ARE YOU THE RIGHT FIT?

Excellence is embedded in the core values and culture of SFU Beedie. We seek out students who are ready and willing to rise to the challenge of a robust curriculum and who will emerge as successful graduates of our EMBA program.

DIVERSE BACKGROUNDS

We strive to attract top-tier students from across the globe who possess exceptional skills and are committed to collaborating with their peers to achieve their personal and professional goals. Our goal is to create a community of high achievers who inspire and support each other in their pursuit of excellence.

LEADERSHIP & ENGAGEMENT

At SFU Beedie, our students not only excel academically but also demonstrate a strong commitment to making a positive impact in their communities. Our students have a history of taking leadership roles in various initiatives and programs, and we seek candidates who share this sense of social responsibility and have a track record of innovative thinking.

PROFESSIONAL EXPERIENCE

SFU Beedie students bring a wealth of professional experience, a high level of maturity and advanced professional skills to the classroom. Our students can contribute to meaningful and thought-provoking class discussions by drawing on their unique work experiences. We actively seek students with diverse backgrounds and experiences who can make positive contributions to the networking and learning environment both inside and outside the classroom.

START YOUR APPLICATION

EMBA PROGRAM OVERVIEW

APPLICATION REQUIREMENTS

- Work experience: Minimum 10 years overall and four in management
- Academic achievements: An undergraduate degree in any discipline. A two-year diploma with outstanding grades or a professional designation such as CFA, CPA, or PMP will be considered. A limited number of people who lack a formal degree or credential but have other outstanding qualifications may be admitted.
- Proficiency in English (if applicable): TOEFL 93+ or IELTS 7+ (with no individual score under 6.5) TOEFL at home will also be accepted.

SUPPORTING DOCUMENTS

- Resume
- Three professional references
- Admissions essay
- Organizational chart
- Transcripts*

**Unofficial transcripts and documents are accepted for your application. Official documents will only be required for students who are made offer of admission.*

APPLICATION PROCESS

Step 1: Review the application requirements.

Step 2: Apply online, pay the application fee, and upload supporting documents.

Step 3: Admissions interview, if shortlisted.

For more information on our admission requirements and application process, or to start your application, scan the QR code.



FALL 2024 APPLICATION DEADLINES

- Round 1: November 20, 2023
- Round 2: February 23, 2024
- Round 3: April 26, 2024
- Final round: June 3, 2024

Please keep in mind that we process applications on a rolling basis and admissions decisions are handed out between application deadlines. You do not need to wait for a deadline to apply.

TUITION

- Tuition: \$61,938* and includes all course materials, off-site orientation, and workshops

**Subject to Board of Governors approval*

FEES

Student fees: \$2,997

Students who choose the optional Americas MBA for Executives stream during year two can expect additional costs for transportation, food, and accommodations when visiting the partnering schools (approx. \$8000).

CONNECT WITH OUR TEAM

For further questions and information, please connect with one of our team members at: emba@sfu.ca

SFU BEEDIE SCHOOL OF BUSINESS

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Instagram: [@SFUBeddie_Segal](https://www.instagram.com/SFUBeddie_Segal)

LinkedIn: [@School/SFUBeddie](https://www.linkedin.com/company/School/SFUBeddie)



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