

FALL 2020

EMBA

Executive Master of Business Administration



SFU BEEDIE SCHOOL OF BUSINESS
SEGAL GRADUATE SCHOOL

ABOUT SFU BEEDIE

Simon Fraser University's Beedie School of Business has a heritage of innovation. We offered the first Executive MBA in Canada and the first Management of Technology MBA in the country. We are among the top 1% of business schools worldwide with dual accreditation by AACSB and EQUIS, and ranked in the top 10 schools to study business in Canada by Maclean's Magazine in 2017. Today, SFU Beedie has more than 25,000 alumni in 83 countries. SFU Beedie's Segal Graduate School offers nine graduate programs delivered through the Segal campus in downtown Vancouver and the state-of-the-art SFU campus in Surrey, in the heart of Metro Vancouver.

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

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

THE FIRST EMBA IN CANADA THE OBVIOUS FIRST CHOICE

THIS ISN'T JUST ABOUT ENHANCING YOUR CAREER - THIS IS ABOUT ENHANCING YOURSELF

SFU Beedie's Executive MBA (EMBA) program goes beyond an MBA. It is designed for executives like you who have extensive leadership experience. In this program, you'll unlock your full leadership capacity, decision-making confidence, and strategic know-how.

Your cohort is of the highest calibre. On average, they have 18 years of work experience, 10 of which is in management. They come from every industry. They're thought leaders. In fact, they're a lot like you.

The SFU Beedie EMBA is designed for the stage you're at in your career:

- It's delivered in a part-time format over the course of 20 months so you don't need to step away from your leadership duties.
- Classes take place in downtown Vancouver on alternate weekends in a retreat format: full day Friday and Saturday.
- The curriculum is intensive, yet created to be manageable for those operating in peak leadership roles.



“I am so impressed with how family-friendly SFU Beedie is. They made it possible for me to continue my studies and to also be fully available to my family. It was incredible the amount of support everybody—staff, faculty, my fellow students—gave me.”

– Jennifer Killam, EMBA Alumnus
Principal Consultant,
Jennifer Killiam Communications

THIS ISN'T YOUR TYPICAL PART-TIME PROGRAM

The SFU EMBA is designed to fit the demanding life of an executive.

We use a cohort model where you'll push yourself alongside 40 experienced business professionals, many of whom have families, fast-paced careers and lives as full as yours.

Our flexible format ensures you can maintain the equilibrium between work, life and pursuing an EMBA.

**LIVE FULL-TIME
STUDY PART-TIME**

WHAT 20 LIFE-CHANGING MONTHS LOOK LIKE

In the first year, the entire cohort pursues course topics that are critical to business, including leadership, financial analysis, and ethics.

Then, in the second year, you can choose to stay in Vancouver, or join the optional Americas MBA for Executives stream.

YEAR 1

The first year starts with a required executive weekend retreat in Whistler, where you'll establish your network of faculty, staff and fellow EMBA candidates. Then in class, you'll spend the year

enhancing your leadership skills and developing effective analyses across all functional areas.

FALL	SPRING	SUMMER
<ul style="list-style-type: none"> • Orientation Weekend • Leadership and Teamwork • Accounting for Decision Making • Business Ethics 	<ul style="list-style-type: none"> • Managerial Economics • Finance • Structure and Change in Organizations 	<ul style="list-style-type: none"> • Marketing • Information Technology and Organizational Transformation • Operations Management



YEAR 2

In the final two terms, you'll sharpen your strategic thinking by applying strategy models to changing environments, both globally and locally. The program ends with second executive retreat in Whistler.

Students who choose the Americas MBA for Executives stream will take classes with their SFU Beedie cohort in the first year and then pursue different courses across the Americas.

Students who choose to stay in Vancouver will focus on:

FALL	SPRING
<ul style="list-style-type: none"> • International Competitive Strategy • Strategy • Negotiations* • Cross Cultural Management 	<ul style="list-style-type: none"> • Entrepreneurship and Innovation • Special Topics • Indigenous Business and Communities • Corporate Responsibility • Capstone

* Takes place in December.

Americas MBA for Executives stream

AUGUST:	OCTOBER:	JANUARY:	APRIL:
SFU Beedie, Vancouver, Canada <ul style="list-style-type: none"> • Strategy (Global) • Cross-Cultural Management 	FIA Business School, Sao Paulo, Brazil <ul style="list-style-type: none"> • Ethics and Corporate Social Responsibility • Emerging Markets 	ITAM, Mexico City, Mexico <ul style="list-style-type: none"> • International Competitiveness • Family Business 	Vanderbilt University, Nashville, USA <ul style="list-style-type: none"> • New Ventures • Innovation

ACROSS ALL RESIDENCIES: Capstone

Find more detail at: beedie.sfu.ca/graduate/Executive-MBA/emba/about/curriculum

ALL THE UPSIDES OF BEING DOWNTOWN

At the heart of downtown Vancouver is SFU Beedie's Segal Graduate School campus, a heritage bank reimagined as a 60,000 square-foot landmark housing classrooms, meeting rooms and breakout spaces.

It's centrally located with easy access to public transit, which makes getting to and from class exceptionally convenient.

Plus, you're surrounded by cafes, shops and restaurants. It's a neighbourhood as vibrant as any.

AMERICAS MBA FOR EXECUTIVES

BROADEN YOUR HORIZONS

If you choose to pursue the optional Americas MBA for Executives stream, you'll have the opportunity to study management issues with EMBA candidates from the largest economies in North and South America: Brazil, Mexico, the United States and Canada.

In the second year of the program, you and your international cohort will go on four nine-day intensive residencies at each of the participating schools. You'll meet on each campus to expand your knowledge, connect with the local business community, attend cultural events and collaborate on a year-long global capstone strategy project.



Vanderbilt University,
Owen Graduate School of Management

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, U.S. News & World Report, 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)

ASSOCIATE PROFESSOR, INTERNATIONAL BUSINESS
(SIMON FRASER UNIVERSITY)

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

Dr. 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, Professor Burcham is a lynchpin in Vanderbilt's and Nashville's startup communities. Michael teaches Health Innovation and Launching the Venture for MBA and Executive MBA students.



“My key lessons from the program were learning how to effectively frame and structure a problem or situation, manage a tight schedule, know what to prioritize and how to prioritize it, and identify core problems quickly and addressing them.”

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

MUCH MORE THAN THE CREDENTIAL

A TRANSFORMATIVE EXPERIENCE

COHORT LEARNING

Your cohort will be made up of senior professionals who have, on average, nearly two decades of experience. Vastly different from any schooling you’ve pursued in the past, our EMBA utilizes an applied, interactive approach.

In fact, our faculty are skilled at acting like facilitators to leverage the wealth of experience in the room.

SIMULATED LEADERSHIP TEAMS

During the first year of the program we divide the cohort into teams made up of professionals with expertise in finance, marketing, operations and other functional areas. The result? A learning experience that simulates a real leadership team, except this time everyone takes a turn at the helm.

In all likelihood your team will become like your own personal board of directors, acting as a network and sounding board that you can turn to throughout your career.

INTERACTIVE LEARNING ENVIRONMENT

No two classes are alike. Each is filled with interactive lectures, cases, presentations and more. Throughout the program you’ll work in your simulated leadership team, collaborating on projects and sharing your business and life experience.

EXPERIENTIAL LEARNING

We bring leading business knowledge to life through cases, projects and class discussions designed to mirror the challenging situations you encounter throughout your career as the decision maker. In cases, for instance, you’ll consider real-world business scenarios.

Because the EMBA is part-time and designed for working professionals, you’ll be able to bring your work to school and vice versa.

SUPPORTIVE ENVIRONMENT

This is a safe place to make – and learn from – mistakes. You’ll bring your skills and expertise to complement that of your cohort and together, develop creative solutions to complex problems.

THE COMPANY YOU’LL KEEP

You’ll go through a lot together with your cohort. They’ll expand your network, deepen your experience, and transform the way you think about their areas of expertise.

SAMPLE INDUSTRY SECTORS

Consumer Products, Financial Services, Government, Health Services, Manufacturing, Media/Entertainment, Non-Profit, Professional Services/Consulting, Technology, Transportation/Energy

SAMPLE FUNCTIONAL AREAS

Finance/Accounting, General Management, Marketing/Sales, Management Information Systems, Operations/Logistics

54% male

40 class size

18 average amount of work experience years

46% female

43 average age

Typical class profile.

WORLD-CLASS FACULTY



"For me, good teaching is about creating an environment where students want to learn and have fun learning – and that is something our faculty does really well."

– Andrew Gemino

Andrew Gemino, PhD (University of British Columbia)

ASSOCIATE DEAN, GRADUATE PROGRAMS

Dr. Gemino is an award-winning teacher who has twice received the Canada Trust Distinguished Teacher award from SFU Beedie. Andrew holds a National Sciences and Research Council of Canada (NSERC) grant to study the effective communication of information system requirements.

He is also the co-founder of a software company that develops commercial software for professional sports teams in the NHL and NBA, as well as automated employee scheduling for sports and entertainment companies. Andrew also provides his expertise to the Surgeon Information System Working Group for the Provincial Surgical Oncology Council which is affiliated with the BC Cancer Agency.

Renowned worldwide, our faculty is known for their cutting-edge research. But it's not all ivory tower around here. Our professors and instructors have extensive industry experience to help you prepare for your own.



Karel Hrazdil, PhD
(University of Alberta)

ACADEMIC DIRECTOR,
EMBA

Karel Hrazdil is an accounting professor and the academic director of the EMBA program at SFU Beedie. Originally from the Czech Republic, Karel moved to Canada in 1997 to complete his education. He graduated with a PhD in accounting from the University of Alberta in 2007. He enjoys teaching as well as researching financial accounting and reporting quality in capital markets.



Andrew Harries, MBA
(Simon Fraser University)

TOM FOORD PROFESSOR
OF PRACTICE IN
ENTREPRENEURSHIP AND
INNOVATION

Andrew Harries, an SFU Beedie MBA graduate, is the founder of multiple ventures, including Sierra Wireless, a wireless Internet of Things (IoT) solutions vendor. He is also the board chair of Bsquare, an IoT software solutions provider. Mr. Harries helps connect Vancouver's dynamic entrepreneurial community with SFU's burgeoning entrepreneurship and innovation ecosystem.



Blaize Horner Reich, PhD (UBC)

RBC PROFESSOR OF TECHNOLOGY
AND INNOVATION

SFU Beedie professor Blaize Horner Reich served as the dean for the school from 2014 to 2015. Blaize's research group have been awarded several national SSHRC grants to explore ways to improve the success of IT-enabled business projects. She currently serves as the advisory board chair for RADIUS SFU as well as the national advisory board for SFU Beedie's Business Technology Management program, where she is its founding academic leader.

WORLD-CHANGING IDEAS

GET PERSONALIZED SUPPORT



CAREER MANAGEMENT CENTRE

While pursuing your EMBA you'll have a dedicated career advisor at the Career Management Centre. For the remainder of your career, you'll have access to the CMC's key tools.

CAREER ADVANCEMENT SERVICES

EMBA Career Coaching

Our professional career coaches specialize in working with senior and executive-level MBAs on internal and external career changes, helping with everything from strengths assessments to LinkedIn profile refinement to interview assistance.

One-on-one Executive Coaching

In your second year of the program you'll have access to our one-on-one executive coaching where our team can help you hone your leadership voice and prepare for C-suite transitions. Our coaches can also help you to coach your own team, navigate internal politics and elevate your executive presence.

FOCUSED CAREER MANAGEMENT WORKSHOPS

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

ONLINE RESOURCES

Access to our online career-planning resources starts when your EMBA starts. You'll find industry and company information and databases, job search tools and networking opportunities. All of which are free for life.

GUEST SPEAKERS AND EVENTS

Hear directly from those who've experienced challenges within a broad range of organizations, their strategies to manage these realities and how it's shifted their perspectives on their industries and professions.

NETWORKING OPPORTUNITIES

As an EMBA candidate, you'll have the chance to network with graduate students across every program at SFU Beedie. Noteworthy clubs and councils include:

Mentors in Business, with more than 300 members, is the largest business mentorship program in Western Canada. Over the course of six months, receive guidance and mentorship from a senior executive mentee who will help prepare you for your next leadership role.

Net Impact Executive Club, comprised of students who want to make a positive environmental, social and economic impact.

Graduate Business Women's Council, comprised of students who believe that knowledge-sharing and networking with executive women can lead to enhanced careers and greater diversity in leadership.

ONE OF MANY 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 Top 40 under 40 list.

JC chose the EMBA to broaden his knowledge and his professional connections beyond the business of baseball, and to prep for a successful transition from the sports industry. Today he leverages his EMBA skills, strategic mindset, and network at EY in Advisory Services.

"It 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."

– JC Fraser, EMBA Alumnus
Manager, Advisory Services, EY



PROGRAM REQUIREMENTS

When you graduate from our EMBA program, you'll understand the myriad facets of business better than you ever thought possible. You'll be armed with a personalized career plan and have the skills to achieve it. Plus, you'll establish an invaluable network of industry leaders.

Here's what it takes to get into the program.

APPLICATION PROCESS

- Complete the online application form
- Required supporting documents:
 - Essays
 - Resume
 - Letters of Reference
 - English language score (if applicable)
 - Organizational Chart
 - Official transcripts
- Interview for shortlisted candidates

ADMISSION REQUIREMENTS

- Business experience: minimum 10 years overall and 4 in management (Competitive recommendation 18 years with 10 or more years of management experience)
- Academic achievements: An undergrad degree in any discipline. A two-year diploma and outstanding grades will be considered. A limited number of people who lack a formal degree or professional designation, but have other outstanding qualifications may be admitted.
- Proficiency in English for ESL candidates: TOEFL 93+ or IELTS 7+

In some cases, the Executive Assessment may be requested to strengthen a candidate's application

FALL 2020 APPLICATION DEADLINES

- Round 1: February 21, 2020
- Round 2: April 24, 2020
- Final Round: June 26, 2020

TUITION

Tuition for 2020-2021 academic year: \$57,300* and includes all course materials, off-site orientation and workshops

**Subject to Board of Governors approval*

FEES

Students who take the optional Americas MBA for Executives during Year 2 can expect additional costs for transportation, food and accommodation when visiting the partnering schools (approx. \$8,000).

CONNECT

To connect with an advisor, register for an information session, connect with SFU Beedie alumni, or arrange to visit a class, please contact us at 778.782.3552 or emba@sfu.ca.





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: emba@sfu.ca

beedie.sfu.ca/emba
[blog: afewgoodminds.com](http://blog.afewgoodminds.com)
facebook.com/SFUBeedie
twitter.com/sfubeedie

