

FALL 2019

# MOT MBA

Management of Technology MBA



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

# AT THE CUTTING-EDGE

## SINCE THE VERY BEGINNING

The first of its kind in Canada, SFU Beedie's Management of Technology MBA (MOT MBA) is rigorous business training designed specifically for tech. The curriculum is shaped by the needs of the technology sector, for the needs of the technology sector.

In it, you'll get first-hand industry experience and build a deep network of industry leaders. You'll learn how to use technology to drive business—and vice versa.

The MOT MBA is designed for industry professionals who are employed full-time:

- The program is delivered in a part-time format over the course of 24 months so you don't need to step away from your career
- Classes take place in downtown Vancouver on Monday and Thursday evenings, plus occasional weekends
- The curriculum is intensive, yet created to be manageable for those with demanding careers and busy schedules

Where does it lead? Some of our MOT MBA graduates go on to launch their own ventures, others step into a more advanced role in their organization. Every single one is changing the game in their own way.

*"I have an advantage in my understanding of how to pool resources, build strong teams, and find external stakeholders and funding partners. I have a much broader picture of how to expand into new markets using new technologies."*

– Bill Lakeland, MOT MBA Alumnus  
Co-Owner, Vice-President,  
Spexi Geospatial



## 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.

# FLEXIBLE BY DESIGN



*“The MBA gave me confidence, self-assurance, and drive. I think bigger now. I really do believe I can do anything and I am in control of my own happiness at work and what I choose to do. You know your worth after doing something like this.”*

– Allison McFarland, MOT MBA Alumnus  
Senior Immunology Sales Specialist, Janssen

Our MOT MBA is part-time so you can keep working throughout the program. Which means you can take what you learn in the classroom today to work tomorrow and, at the same time, bring a business challenge you’re facing today into the classroom discourse. In short: bring school to work and bring work to school—ultimately, making you more effective now and more valuable in the future.

Classes run two nights per week, plus occasional weekends. Which leaves most of your evenings and weekends free. So work/life balance isn’t elusive after all.

In our MOT MBA program you will:

- Use customer-based research to inform product development strategy and processes
- Develop project and people management skills
- Use financial analysis to make a business case for your projects
- Use information to support decision-making
- Understand global and inter-cultural business challenges

# AN MBA AND SO MUCH MORE



## 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 study 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.

*"I wanted to fast track my career. The MOT program really fit the direction 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 Alumnus  
Director, Portfolio and Programs, Océ

In our MOT MBA program, you'll get the core business and management training you'd expect from an MBA, plus specialized courses unique to tech.

During the first five semesters you'll build on your skills as you acquire them. Then, in your final semester, you'll bring everything together in an Entrepreneurship class, Experiential Industry Project and final Capstone.

## YEAR 1

### FALL

- Leadership for the Technology Driven Enterprise\*
- Financial and Managerial Accounting
- Managing Technological Innovation

### SPRING

- Managerial Economics for Technology Firms
- Strategic Use of Information and Knowledge
- Business Ethics\*

### SUMMER

- Business Operations Design
- Entrepreneurship

### OPTIONAL BIOTECH STREAM

The optional biotech stream will take place in either your first or second year and replace either Strategic Use of Information and Technology, or Project Management depending on which year it is being offered. Courses include:

- Regulatory Affairs
- The Business of Biotech\*

\* These courses are offered as intensives, generally delivered on weekends. Dates will be provided well in advance.

## YEAR 2

### FALL

- Negotiations\*
- Marketing Technology Based Products and Services
- Financing the Organization

### SPRING

- Strategic Management of Technology Based Firms
- Project Management
- Managing Self and Others\*

### SUMMER

- Capstone
- International Management
- Special Topics: Experiential Industry Project

# LEARN BY DOING

Where do you see yourself after you graduate? You could get there sooner than you think.

During your Experiential Industry Project, you'll have the opportunity to visit and work with Vancouver's tech game-changers to learn about their corporate culture and hear firsthand from their senior representatives.

*"SFU Beedie's MOT MBA students who worked on our Digital Pathology and SaaS Transformation projects impressed us with their quick grasp of these complex topics. They were able to demonstrate an in-depth understanding of these topics within a very short timeframe. Their analysis included not only the issues and challenges in these areas for us, but valuable suggestions for us to pursue further."*

*Their presentations exceeded our expectations in all areas; not only the market situation but also technical implications, business processes and outcomes. Based on this positive experience, we are looking forward to further collaborations with this program and its students in the future."*

Ashish Sant,  
SVP & General Manager,  
Enterprise Imaging, Change  
Healthcare

## TO WATCH THESE VIDEOS POINT YOUR PHONE CAMERA OVER THE QR CODES

The MOT MBA program gives entrepreneurs or those looking to transition from technical positions the tools to move their ideas and organizations forward. Watch Kody Baker's story.



MOT MBA Alumnus:  
Veemo/VeloMetro video



Put what you learn to the test by working on consulting projects with local and international companies to help them overcome business challenges. See what our students gained from their experience with SAP.



MOT MBA Consulting Project:  
SAP Labs Canada video



Travel and learn outside of the classroom. Visit a technology hub to interact with various organizations at different stages of innovation. Discover their culture, find out how they operate, and make lasting career connections. Follow our students as they make their way through Silicon Valley.



MOT MBA Tech Tour:  
Silicon Valley video



What you learn in the classroom could change your thinking. What you learn outside the classroom could change your life. That's why we encourage and support our students participation in the countless co-curricular activities offered at SFU Beedie.

### NETWORKING OPPORTUNITIES

It's who you know. From classmates to professors to industry leaders, you'll tap into a vibrant network when you take advantage of the countless opportunities available.

### CASE COMPETITIONS

Bring out your competitive side. Solve real-world business challenges as you compete with other MBAs. SFU Beedie helps fund student participation and provide valuable resources.

### MBA GAMES

Step up your game. Each year, up to 40 SFU Beedie students compete in the MBA games in finance, marketing, strategy and more. SFU Beedie provides support – financial and otherwise.

### GUEST SPEAKERS AND EVENTS

Listen closely. Our deep industry connections mean you'll have the opportunity to hear from industry experts as guest speakers in the classroom and at exclusive events.

Get the complete picture of student life at [www.afewgoodminds.ca](http://www.afewgoodminds.ca).

# CO-CURRICULARS THAT GO THE EXTRA MILE

# WORLD-CLASS FACULTY



*“Our small class size enables you to get to know your instructors well. They have the real-world experience in a range of roles and industries needed to help MOT MBA students emerge as leaders in technology.”*

— Elicia Maine

**Elicia Maine, PhD** (University of Cambridge)

PROFESSOR, TECHNOLOGY AND OPERATIONS MANAGEMENT

With a background in materials engineering and technology management, Dr. Maine’s research focuses on science-based ventures and commercialization of advanced materials. In addition to being instrumental in the commercialization of a novel polymer composite

material, she holds a Social Sciences and Humanities Research Council (SSHRC) Innovations in the New Economy (INE) grant to investigate the growth processes of early stage technology firms in the evolving advanced materials and fuel cell industries.

Renowned worldwide, our faculty members are 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.



**Ian McCarthy, PhD and MSc**  
(University of Sheffield)

PROFESSOR, TECHNOLOGY AND OPERATIONS MANAGEMENT / STRATEGY

Dr. McCarthy is the Canada Research Chair in Management of Technology at SFU. His work considers technology and operations management issues such as managing operational complexity, mass customization, modeling decision-making in new product development, and classifying drug discovery strategies. He is a qualified chartered engineer and a director of the Complexity Society.



**Andrew Harries, MBA**  
(Simon Fraser University)

TOM FOORD PROFESSOR OF PRACTICE IN ENTREPRENEURSHIP AND INNOVATION

Mr. 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.

# WORLD-CHANGING IDEAS



# GET PERSONALIZED SUPPORT

You're not alone. Our Career Management Centre provides our MOT MBA candidates with personalized career guidance and support. With a dedicated career advisor, countless networking opportunities and invaluable resources, you'll get all the support you need to level up.

## **PERSONALIZED CAREER PLANNING**

How can you capitalize on opportunities for advancement? Through a process of self-evaluation, reflection and planning, all of which are key elements of our MOT MBA. Among the skills you'll hone are:

- Networking
- Employment search techniques
- Interviewing skills

## **NETWORK WITH INDUSTRY PROFESSIONALS**

Every semester, distinguished speakers like CEOs and senior managers visit our MOT MBA classrooms to share their experiences and advice.

## **MENTORS IN BUSINESS**

With more than 300 members, ours is the largest business mentorship program in Western Canada. Tap into their network and expand your own.



*"The comprehensive simulations provided the greatest learning for me. They helped change my mindset and connect the different areas of learning into a comprehensive view of how an organization runs."*

– Matthew Grunert, MOT MBA Alumnus  
Director, IT, Avigilon

## **ONE OF MANY NOTABLE ALUMNI**

Matthew Grunert will tell you that to maximize IT efficiency you've got to break silos. In their place, you build bridges to help departments communicate their IT needs.

As an MOT student, Matthew examined IT leadership through a business lens. He deepened his understanding of how departments use IT-driven

data in their decision-making and the pressures these departments face in executing their mandates.

In his current role as Director of IT for Avigilon, a Motorola Solutions company, Matthew works at the executive level to align the business needs of the company with its IT functions.

# OUR COHORT METHOD

## PLAY YOUR PART IN BC'S GROWING TECH SECTOR

The number one reason we keep our class size small? So you can develop a supportive network that will benefit you during the program and long after you graduate.

In our MOT MBA, you'll have countless opportunities to work in teams, engage with your cohort and build relationships that will last throughout your entire career.

## SAMPLE DEGREES

Engineering, Computer Science, Business, Science, Arts

## SAMPLE BACKGROUNDS

Engineering, information technology, research and development, supply chain, technology sales, marketing, applied science and biotechnology



**45** average class size

**11** Average years of work experience

**36** average age

**4** Average years of management experience

# PROGRAM REQUIREMENTS

When you graduate from our MOT MBA, you'll be equipped with a better understanding of how technology and business intersect and interact. You'll be armed with a personalized career plan and have the skills to achieve it. And, 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:
  - Official transcripts
  - Self-evaluation
  - Resume
  - Three letters of reference
  - English language score (if applicable)
- Interview for shortlisted candidates

## ADMISSION REQUIREMENTS

- Undergraduate degree with a 3.0 CGPA
- Work experience: minimum 4 years post graduate
- GMAT may be recommended for some candidates
- Proficiency in English for ESL candidates: TOEFL 93+ or IELTS 7+

## FALL 2019 APPLICATION DEADLINES

- Round 1: January 18th
- Round 2: March 22nd
- Final Round: May 24th

## TUITION

Domestic Students (Citizens & Permanent Residents of Canada): \$37,100\*

*\*Subject to Board of Governors approval*

*If you are applying as an international student, please reach out to us at [motmba@sfu.ca](mailto:motmba@sfu.ca) before starting an application.*

## FEES AND OTHER COSTS

Student fees per year (health insurance, transit pass, recreational/athletic facility pass, etc.): approximately \$3,000

Textbooks and materials: approximately \$2,500

## MOT MBA EXPERIENTIAL INDUSTRY PROJECT

An additional course cost of approximately \$600 is expected for the Experiential Industry Project. Additional costs for transportation, food and accommodations may apply.

## 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 email [motmba@sfu.ca](mailto:motmba@sfu.ca).





**SFU BEEDIE SCHOOL OF BUSINESS**

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