

FALL 2019

# GDBA

Graduate Diploma in Business Administration



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

# GET A SOLID FOUNDATION IN BUSINESS

## AND A SOLID FOUNDATION FOR AN MBA.

The SFU Graduate Diploma in Business Administration (GDBA) is a competitive credential that offers the rigour of MBA-level courses with greater flexibility.

It's delivered 100% online, which means it's valuable now: you can pursue it while you work and immediately apply your heightened business acumen. And it's valuable later: you can put your GDBA toward a future MBA at SFU Beedie.

The GDBA is your first step toward the next step.

*"The immediate impact of the GDBA has been a change in the way I approach my day professionally. I am equipped to make better decisions. My confidence level has been elevated significantly, and I am enjoying a new sense of optimism in my career."*

– Percival Chang, GDBA Alumnus  
Manager & Investment Funds Advisor,  
PH&N Investment Services

## 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. SFU Beedie's graduate programs are housed in two campuses: the Segal Graduate School in downtown Vancouver and SFU's state-of-the-art campus in Surrey, in the heart of Metro Vancouver. Today, SFU Beedie has more than 26,000 alumni in 81 countries.





*“The GDBA program was a perfect fit for me, as I was curious about a business education but was uncertain if it was the right path. Starting with an online program was a great way to test the waters.”*

– Katherine Cowley, GDBA Alumnus  
Dance Rehearsal Director, Arts Umbrella

# A VALUABLE QUALIFICATION IN ITS OWN RIGHT

Whether the GDBA is your starting point or end goal, it will boost your career by giving you solid grounding in a broad spectrum of business theory and practice, deepening your understanding of the different functional areas of a company and enabling you to collaborate with colleagues across every discipline.

Just how rigorous are courses in our GDBA program? They are equivalent to those in our three MBAs. In fact, many are taught by the same professors and instructors.

Here’s how the GDBA works:

- Begin when you like: in January, May, or September
- Attend GDBA Boot Camp, a 10-day online orientation before classes begin
- Complete the program in 24 months (six semesters) by taking one course per semester while working full-time—or take more or less time as your schedule allows
- Each course is delivered online in weekly or bi-weekly modules
- Each course in the program ends with a final exam/paper

## CURRICULUM

Before classes begin you’ll attend a 10-day GDBA Boot Camp that will prepare you, and your entire cohort, for learning in an online graduate-level business program.

## FOUNDATIONS FOR LEADERSHIP

To level up your leadership skills you’ll take these required courses, designed to introduce you to leadership and teamwork fundamentals as well as the case analysis process.

- Managing Peoples and Organizations ★◇
- Business Ethics ★◇
- Financial and Managerial Accounting ★◇

## BUILD TOWARDS YOUR MBA

Want to work toward one of our three MBAs? These courses will help get you there. Even if you don’t choose to continue on to an MBA, they’ll help you work toward the head seat at the boardroom table.

- Business Analytics ★◇
- Managerial Economics ★◇
- Financial Management ★◇
- Marketing Management ◇

## CUSTOMIZE FOR YOUR CAREER

Based on your own career goals, you can choose which areas you’d like to specialize in. Set yourself apart from other job candidates and, if you like, ladder to other designations like the Certified Associate in Project Management (CAPM) or Project Management Professional (PMP).

- Project Management ◇
- Managing Information Systems ◇
- Special Topics ◇

Course credits are eligible to be transferred into the following MBA programs.

★ FT MBA ◇ PT MBA ◇ MOT MBA

# BUILD TOWARD AN MBA



By pursuing a GDBA, you'll understand your company and colleagues better and you build a solid base for an SFU MBA at the same time.

Not only will the GDBA boost your chances of getting into an SFU MBA program, but it could significantly reduce your workload once you're there; you will not have to repeat classes that are eligible for waiver in our MBA programs if you score a grade of at least a B or a 3.0 GPA.

*"It's easy to fit the program into your life, and it made the transition to the MBA easier, especially into some of the more intimidating courses like accounting and finance. There is overlap in courses that strengthen your knowledge by examining subjects from different perspectives."*

–Alecsandra, GDBA Alumnus  
Senior Vice President, Marketing & Planning, G&F Financial Group

## WHY PURSUE A GDBA FIRST?

Even if you're fairly certain you'd like to pursue an MBA, there are several advantages to pursuing a GDBA first.

- Learn MBA-level business concepts you can apply immediately at work
- Maintain balance between work, life and studies

Experience graduate-level business education before entering an intensive MBA program

## LAY THE GROUNDWORK FOR AN MBA

In our GDBA program you'll have the opportunity to tailor your specialty, whether that's for your own personal preferences or your future MBA goals. In fact, you'll create a customized study plan that will help you reach your own personalized goals.

Your GDBA could lead you to one of our three MBA programs.

## FULL-TIME MBA

In our Full-Time MBA, you will learn theory and application in business fundamentals. This internationally diverse program based in downtown Vancouver is designed to take your career to the next level.

## MANAGEMENT OF TECHNOLOGY MBA (MOT MBA)

The MOT MBA offers the rigorous business education you'd expect from an MBA program with theories and practices tailored specifically to the tech sector.

## PART-TIME MBA

Because our Part-Time MBA program is designed for working professionals, you can pursue this designation without stepping away from your career. In effect you can bring your learnings to the office and bring your business challenges to the classroom.

## MBA PROGRAMS AT-A-GLANCE

	FULL-TIME MBA	MANAGEMENT OF TECHNOLOGY MBA	PART-TIME MBA
Duration	12 months	24 months	24 months
Format	full-time	part-time	part-time
Campus	Vancouver	Vancouver	Surrey
Cohort size	50 students	45 students	50 students
Average work experience	5 years	11 years	12 years
Average age	29 years	36 years	35 years



# FLEXIBLE TO FIT YOUR SCHEDULE

Because our GDBA is offered 100% online, you'll have complete control over your studies; you can expect to spend 10 to 15 hours per week on your courses – how you divide that up is up to you.

To deepen your connections to your colleagues and keep everyone on pace, your cohort will move through modules together, meeting the same dates for individual and team assignments.

What you study is up to you as well. Based on your passions or your professional goals, you can decide which direction you take your designation.

The GDBA has three different start dates during the year: January, May and September. So you won't have to wait long to get started.

For most students, the GDBA takes two years to complete, but you can move through the program faster or slower if you prefer. Gearing up for an especially busy time in your personal or professional life? You can opt to take a semester off and pick things up again next round.

*"Every course has its weekly assignments and deadlines, but within that you have a lot of freedom to work on your own timetable. I never found the workload unmanageable, and I was always able to maintain my family commitments and meet my other responsibilities during the program."*

– Michael Millard,  
Videographer,  
SFU Beedie School of Business

# AN ONLINE PROGRAM

Interaction is key to the GDBA program – not just with a computer screen, but with your cohort and professors. Its format is entirely different from a MOOC (Massive Open Online Courses) or traditional distance-learning courses.

Here, discussions are designed to encourage everyone to take part. As a result, GDBA candidates and instructors connect more closely than they do in face-to-face classes where discussions can be dominated by a few students.

Never participated in an online program before? Don't worry – our GDBA program is intuitive and user-friendly.

## YOUR COHORT. YOUR KEY CONTACTS.

Admissions to our GDBA program are competitive, which means you'll be part of a high-calibre cohort that will bring to the equation their diverse experience and expertise. Many of them will become lifelong friends and invaluable contacts.

## REAL BUSINESS EDUCATION FOR THE REAL BUSINESS WORLD

Our curriculum is built on real-world business problems with conceptual frameworks woven throughout. You and your cohort will have the opportunity to bring business challenges you're facing into the discussion, where you, your peers and your instructors can collaborate on solutions, learning from each other in the process.

## LEARN THROUGH AN ENGAGING FORMAT

Interactive learning is key to the GDBA. You, your fellow candidates and your instructors have countless opportunities to collaborate through team projects and online study groups. The online format allows instructors to bring the course materials to life through innovative methods like multimedia learning and virtual seminars.



# UNLIKE ANY OTHER

**54%** Men **46%** Women

**7** Average years of work experience

**32** average age



# WORLD-CLASS FACULTY



*Online delivery programs such as the GDBA program at SFU offer students maximum flexibility, as well as opportunities for intensive interaction and feedback from both other students and the instructor. Students receive ongoing support as they master concepts and undergo experiences that will enable them to be thought leaders of the future.*

– Dianne Cyr

## **Dianne Cyr, PhD**

(University of British Columbia)

PROFESSOR, MANAGEMENT INFORMATION SYSTEMS

Dr. Cyr focusses her research on the design of websites and explores how design elements result in user trust, satisfaction, and e-loyalty in an e-commerce context. Unique aspects of this research explore between culture differences and differences with respect to gender.

Previously Dr. Cyr was the Academic Chair of the Surrey MBA and the Academic Director for the Business Technology Management Program.

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.

The same professors who teach our highly regarded MBA programs teach the GDBA. They have a wealth of professional experience and specific business expertise, and are known for their outstanding teaching.

Your professors will be readily available by email, through the learning management system, and, if you happen to be based in Vancouver: in person.



**Michael Johnson, PhD**  
(University of Windsor)

SENIOR LECTURER, TECHNOLOGY  
AND OPERATIONS MANAGEMENT

Dr. Johnson is passionate about teaching statistics, quantitative methods and operations management courses. He is the recipient of the 2011 Canada Trust Excellence in Teaching Award. Dr. Johnson is a former engineer who improved productivity and operational work flows in high-tech, automotive and process related industries. He has also worked as a consultant on a number of industry and research related projects related to operations research and management science.



**Tom Brown, MBA, EDD**  
(Simon Fraser University)

ACADEMIC DIRECTOR

Mr. Brown is the Academic Director of the GDBA and the Part-Time MBA programs. He teaches business ethics in SFU's GDBA, MBA and undergraduate programs, and has an academic and practical background in communications, program development and instructional design. Tom's research interests are located at the intersection of university teaching and business ethics, with a particular interest in online education.

# WORLD-CHANGING IDEAS

# DON'T WAIT TO ELEVATE YOUR CAREER

Start now. Because you can continue to work full-time while you pursue your GDBA, you can enhance your career as you pursue your studies.

- Gain a competitive edge by developing in-demand business skills
- Demonstrate your commitment to career development and lifelong learning
- Move directly from the GDBA to an MBA through one of three MBA pathways
- Experience for yourself what graduate-level business education is really like
- Gain a valuable designation in the process

## CAREER SERVICES

Maybe you know exactly what type of role you're looking for. Maybe you have only a vague idea what the future holds for your career. Either way, in our GDBA program you'll have access to the online resources every one of our graduates students have. Among these are:

- A Beedie-specific job board with more than 2,000 jobs posted annually
- Online job search resources designed specifically for business students, including career guides developed by the Career Management Centre

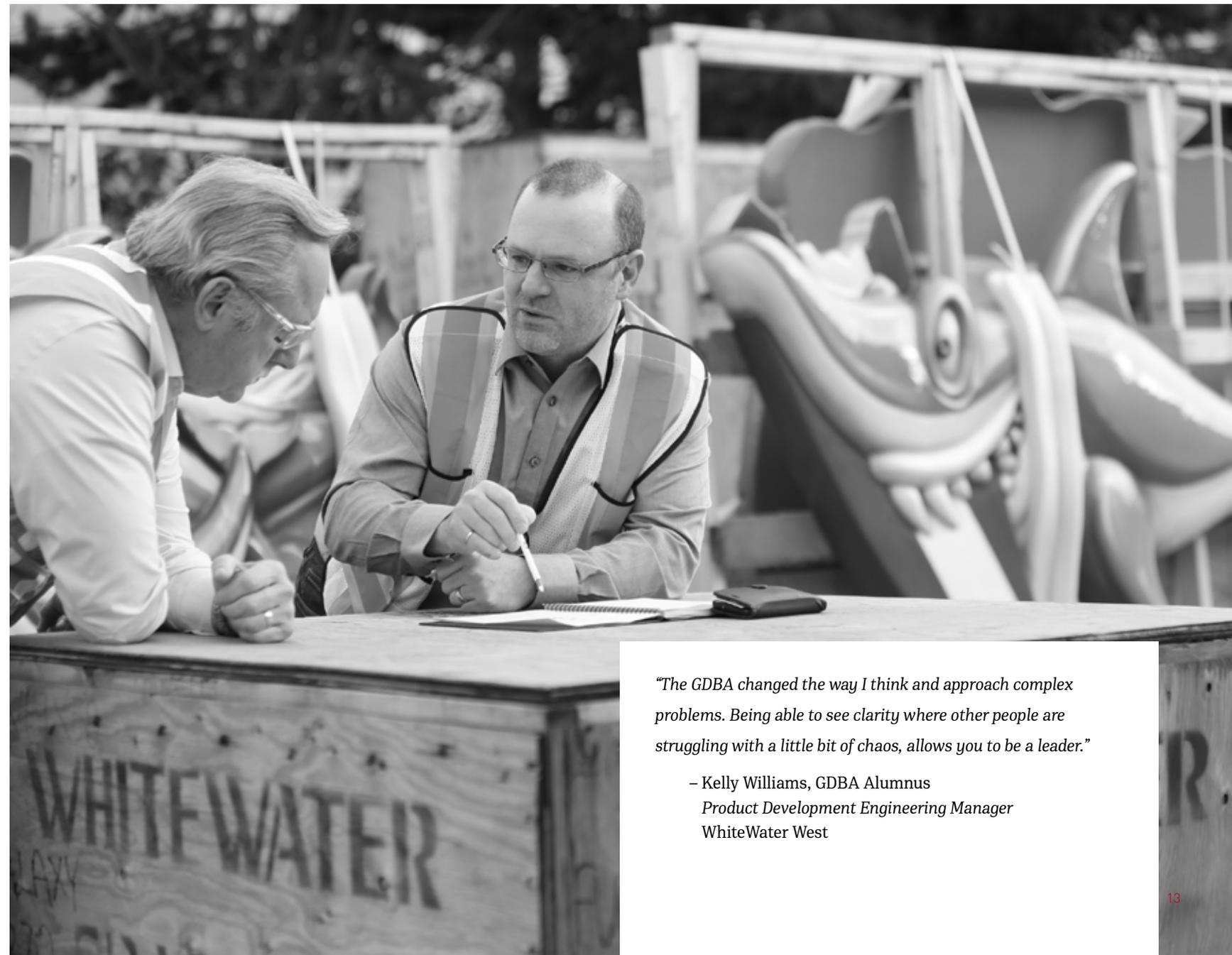


## ONE OF MANY NOTABLE ALUMNI

If you've ever ridden a waterslide, you might have Kelly Williams to thank for making the experience both fun and safe. As Manager of Waterslide Engineering for WhiteWater West Industries Ltd., Kelly and his team are behind some of the best and safest waterslide designs in the world. Skills learned at SFU Beedie help Kelly with the

kinds of complex decisions and problem solving involved in such technical work—a role he calls a “dream job”.

The structure of the GDBA and its potential application to a future MBA sold him on the program, allowing him to add a solid foundation in business theory to his 18 years experience working in manufacturing and high-tech.



*“The GDBA changed the way I think and approach complex problems. Being able to see clarity where other people are struggling with a little bit of chaos, allows you to be a leader.”*

– Kelly Williams, GDBA Alumnus  
Product Development Engineering Manager  
WhiteWater West

# PROGRAM REQUIREMENTS

When you graduate from our GDBA program, you'll understand the essentials of business and you'll have the foundation to put toward an MBA. 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:
  - Official transcripts
  - Self-evaluation
  - Resume
  - Two letters of reference from supervisors or former professors

## ADMISSION REQUIREMENTS

- Undergraduate degree with a 2.5 CGPA (3.0 is preferred)
- Work experience: Two years or more preferred
- Proficiency in English for ESL candidates: TOEFL 93+ or IELTS 7+

A small number of applicants with extensive experience may be considered without an undergraduate degree

## APPLICATION DEADLINES

- Mid November for January start
- Mid March for May start
- Mid July for September start

We have 3 intakes to the GDBA program each year. Please see our website for specific application dates.

## TUITION

- Tuition: \$16,500\*
- Tuition is paid each term dependent on credits taken

*\*Subject to Board of Governors approval*

## FEES

- Additional costs for textbooks and related materials: approximately \$1,500
- Student fees per year (health insurance, transit pass, recreational/athletic facility pass, etc.)

## CONNECT

To connect with an advisor to talk more about the program and application process or connect with SFU Beedie alumni, please contact us at 778.782.5259 or email [gdba@sfu.ca](mailto:gdba@sfu.ca).





**SFU BEEDIE SCHOOL OF BUSINESS**

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