



# BEEDIE EXECUTIVE EDUCATION

Simon Fraser University's Beedie School of Business Executive Education division provides customized, high-impact learning opportunities for individuals and organizations to build capacity for leadership, innovation and digital transformation. We develop innovative and socially responsible leaders with an entrepreneurial spirit and a digital mindset—our team partners with industry leaders across Canada to deliver innovative business solutions to pressing needs.

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SCHOOL OF BUSINESS



# EXECUTIVE EDUCATION

## ABOUT SFU BEEDIE

We believe in the power of business to spark new ideas, fuel social innovations, and advance society. Taking business education beyond the walls of academia, we strive to empower people from diverse backgrounds and perspectives to reimagine the role of business in tackling society's most significant challenges. At SFU Beedie, you will be immersed in a classroom fueled by world-class research, meaningful community engagement, and a global outlook.

Recognized in the top 1% of accredited business schools worldwide, we provide custom programming by taking an interdisciplinary approach to innovative education that has local impact and global reach. In our immersive and experiential programming, you will be challenged to think differently and develop new skills to address the most pressing needs of your organization.

## ABOUT EXECUTIVE EDUCATION

The Executive Education unit at the Beedie School of Business provides high-quality customized and open enrolment programs for senior business leaders. The school has a distinct approach to analyzing and addressing the unique upskilling needs of organizations toward meeting their challenges and moving their organizations forward with immediate results.

We believe in long-term cooperation and sustainable partnerships, with a common purpose of developing mindsets and making an impact. We excel through our needs-based approach to customized programming, integrating resources across disciplines to address each of our client's needs and make change happen.

We create for our clients unique opportunities to ladder their professional development programs into academic credit-based degrees, allowing busy professionals to work at their own pace with multiple exit points and continued educational pathways. Relying on world-renowned faculty base, our programs are proudly inspired by research and grounded in practice.



# FOR ORGANIZATIONS

We develop innovative and socially responsible leaders with an entrepreneurial spirit and a digital mindset—our teams work in partnership with industry leaders across Canada to deliver customized, high-impact programs and opportunities.

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# KPMG DIGITAL ACADEMY

## ABOUT KPMG DIGITAL ACADEMY

KPMG Digital Academy Program participants can pursue education at several levels: Data Analytics and Visualization Micro-credentials, Graduate Certificate in Accounting with Digital Analytics and Master of Science in Accounting with Cognitive Analytics.

The programs can ladder into one another, allowing participants to craft their educational journeys and work at their own pace.

Recognizing non-credit professional development micro-credentials in credit-based programs provides a unique edge to participants to ultimately walk away with a globally accredited degree in their areas of the profession.

## PROGRAM OVERVIEW

KPMG's Digital Academy is an industry-leading program that provides audit professionals in KPMG the opportunity to build their skills for the future through specialized courses on the latest advancements in technology and data analytics and prepares them for an era of machine learning, artificial intelligence, and other advances in digital technology and transformation.

SFU Beedie has partnered with KPMG to become the provider of all programs offered through its Digital Academy. The partnership exemplifies a successful educational initiative tailored towards the specific needs of one of the top corporations worldwide, looking to upskill their growing workforce in a rapidly changing business environment.

The partnership started in Canada and is now global, extending to KPMG subsidiaries beyond Canada. Beedie has successfully graduated over 3600 individuals across the KPMG partnership programs.

## WHAT WILL YOU LEARN?

With a clear need to develop and maintain leading data and analytics capabilities within accounting and other professions, the design of these programs focuses on creating the next generation of auditors who will be:

- knowledgeable about how the profession has evolved and will evolve;
- accomplished best practices in accounting, auditing, tax, and financial reporting;
- empowered with data and able to use advanced D&A technologies; and
- prepared to collaborate and innovate with teams of business professionals.

## KPMG DIGITAL ACADEMY PROGRAM PROFILES

### GRADUATE CERTIFICATE IN ACCOUNTING WITH DIGITAL ANALYTICS

As institutions and their audit committees are increasingly concerned with technology and data analysis, providing instruction in the form of a certificate in accounting with digital analytics delivers the data analysis knowledge expected of professional financial services employees to advance professionally. Through educational programs that support the development of data analysis skills, financial service professionals will be prepared to embrace the changes coming to the accounting profession and obtain the skills they need to play a vital role in helping client organizations create value.

- **Courses Include** – 4 core courses plus a capstone course, completed in 8 months.

### MASTER OF SCIENCE IN ACCOUNTING WITH COGNITIVE ANALYTICS

The Master of Science in accounting with cognitive analytics develops accounting with data analytics capabilities. With a curriculum integrating advanced accounting techniques, data and visualization skills, statistical and analytical capabilities, and agile teaming skills, accounting industry professionals will learn to contribute and lead analytical teams in organizational projects. Students are challenged in a team environment to demonstrate significant benefits that could accrue from real-world analytic projects in accounting, enabling graduates to excel as participants and business leaders in complex data and analytical projects.

- **Courses Include** – All of the Graduate Certificate in Accounting with Digital Analytics + 4 core courses plus a capstone course. After the certificate, this program is completed in 12 months.

### DATA ANALYTICS AND VISUALIZATION MICRO-CREDENTIAL PROGRAM

In fall 2021, KPMG and Simon Fraser University's (SFU) Beedie School of Business co-created and launched a new data analytics and visualization micro-credential program. Its mission is to help people within the KPMG firm to develop the skills in data collection, cleansing, analyzing, forecasting, and visualizations; and to understand how digital transformation and innovation are needed to bring data-derived insights to life for their clients and remain at the forefront of their respective fields.

- **Courses Include** – 4 core courses plus a capstone course, completed in 8 months.

## WHAT TO EXPECT

Each of the six courses is a unique and flexible industry-leading learning opportunity and can be completed in 15-20 hours over six to eight weeks.

The curriculum and teaching styles are tailored to the various employees' unique roles and designed to accelerate the desired data skills capabilities across the entire KPMG organization with minimal time investment.



# TECK GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

*"The courses allowed me the opportunity to think of new and innovative ways to organize project work. I learned a lot more about Teck's technologies and business units and I have already implemented a change in my business unit and improved efficiencies."*

*"There is an excellent discussion on processes and systems that impact us daily. I have enjoyed the use of many techniques to deliver materials: group work, individual work, lectures, movies, simulations, and cases which have directly applied to Teck."*

*"The program has had real benefits for me. I have gotten more involved in business decision-making rather than only technical. Not only do I contribute more effectively with units that previously I was not very familiar with, I am now involved in projects because of skills that I have developed because of this program."*

The Teck Graduate Business Program is a unique collaboration between Simon Fraser University's (SFU) Beedie School of Business and Teck Resources to offer Teck leaders with relevant and specific graduate level learning. The Graduate Diploma in Business Administration (GDBA) is a competitive credential that offers the rigour of MBA-level courses. A solid grounding in a broad spectrum of business theory and practice enables you to network and collaborate with colleagues across business units and deepen your understanding of the organization.

## ABOUT SFU BEEDIE SCHOOL OF BUSINESS

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## ESTEEMED FACULTY



[Dr. Ian McCarthy](#)



[Dr. Stephanie Bertels](#)



[Chris Derrickson](#)



[Dr. Eric Werker](#)

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# GRADUATE-LEVEL PROGRAM FOR PROFESSIONAL STAFF

## ABOUT THE PROGRAM

Teck Resources has been collaborating with the Beedie School of Business at Simon Fraser University to deliver graduate-level business education for their professional staff since 1998. As a cutting-edge business group at Simon Fraser University, we recognized early on that there was a need for organizations to draw upon top thinkers from academic institutions and industry experts.

## MANAGERIAL & FINANCIAL ACCOUNTING

This course provides business managers and finance professionals with enhanced accounting and financial knowledge to strengthen insights and decision-making. Decisions concerning resource allocation have implications for value creation. Financial data and analysis are critical inputs that inform the overall management approach to decision-making.

## MANAGERIAL ECONOMICS

This course offers an overview of the broader environment in which natural resource-intensive businesses operate. Focus is at the political and economic level and introduces what resource industry leaders need to know about macroeconomics and the political economy of regulation and business-government relations.

## MARKETING

This course considers the functions and responsibilities of general managers in formulating, cooperating with, and implementing corporate marketing strategies and policies. In this course, you will learn to think like a marketer. You will learn the fundamentals of marketing for managers—and then you can spend time perfecting those skills later!

## LEADERSHIP

This course focuses on three central questions critical to exploring leadership: What role do managers and organizations have in managing, improving, and regulating relationships among their employees? What are your strengths and challenges as a leader? And how does organizational design, and the designing of organizations, influence the success of an organization?

## BUSINESS, COMMUNITY & GOVERNMENT

This course focuses on good decision-making concerning building the relationships that are key to managing successful projects. It will introduce a framework for decision-making in complex contexts and explore some factors that cause different groups of people to see the world differently and behave differently from what may seem 'normal' to some but not others.

## COMMERCIAL LAW

This course examines special topics that affect business organizations in British Columbia and Canada, with references to other legal systems from time to time. This course intends to cover issues and pitfalls faced by managers and entrepreneurs in the Canadian constitution, common law and court system, and contract law and its consequences.

## HOW TO APPLY

Participants are selected by nomination for the TECK Graduate Diploma in Business Administration (GDBA). Interested employees should contact their supervisor or HR manager for details on how to be nominated.

Once nominated by TECK, nominees are invited to formally apply to the GDBA program at Simon Fraser University. To apply, nominees are required to complete the online application, submit official copies of all post-secondary transcripts, and include a letter of reference from an immediate supervisor, local or HR manager.

## CONTACT US

**Francisco Le Roy**

Senior Advisor, Learning and Development

Teck Resources Limited

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# TECK EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

*“First and foremost is the network of leaders you develop—I cannot understate this value. Secondly, the technical skills you pick up from the courses. The third is the evolution of thinking approach from tactical to more strategic, and lastly, the confidence you develop helps you mature as a leader.”*

*“The courses on sustainability and community content have benefitted my understanding of Indigenous cultures and knowledge, which has helped with some of the relationships I have made with Indigenous communities in Canada when planning and executing remote exploration programs.”*

*“This program has increased my understanding of how businesses operate, which allows you to understand how you can add value to the business from your current role. It also helps you understand how you can better support those who work around you.”*

The mining industry is dynamic, and successful managers must be able to adapt to an increasingly complex global context.

You have the commitment, vision, and passion for success. You are focused on improving your management skills, have recently completed significant graduate-level business education through the Teck Graduate Diploma in Business Administration (GDBA) program, and through the development planning process, you determined that you have the skills and potential to benefit from this program.

The Teck Executive MBA program will inspire, stimulate, and transform you. In 3 years of part-time study, you'll acquire the leadership skills needed to advance your career to new levels while earning an MBA from one of Canada's top business schools.

## ABOUT SFU BEEDIE SCHOOL OF BUSINESS

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## ESTEEMED FACULTY



[Dr. Ian McCarthy](#)



[Dr. Stephanie Bertels](#)



[Chris Derrickson](#)



[Dr. Michael Parent](#)



### **BUS 606 – MANAGERIAL FINANCE**

Successful acquisition and deployment of capital resources require a firm understanding of principles, concepts, and techniques of financial management and financial markets. This course combines basic business principles with techniques for managing investments, expenditures, acquisitions, setting dividends, financing, and capital budgeting. Through analysis of business decisions, microeconomics and environmental risks, you will acquire the tools for financial decision-making under uncertainty.

### **BUS 607 – BUSINESS STRATEGY**

This course will give you the opportunity to synthesize and apply concepts and insights distilled from previous courses by focusing on the critical business skills of planning and managing strategic activities. The elements of strategic thinking, the methods of strategic analysis, the tasks and processes associated with strategy formulation and implementation are all examined in detail.

### **BUS 616 - PHILOSOPHY OF MANAGEMENT & BUS 648 - INDIGENOUS BUSINESS RELATIONS**

These courses will focus on business ethics as a significant part of decision-making in a corporate context. The combined lessons will address both the value and the limitations of philosophical principles that have become cultural norms in business, and discuss the role of emotions, intuition, and identity in shaping good decision-making in a corporate context.

The lessons will also introduce some key considerations in understanding the importance of Indigenous relations, learning from some of the expensive failures and successes of companies operating in an Indigenous territory and the practical means by which successful relationships can be developed and maintained.

### **BUS 660 – STRATEGIES FOR SUSTAINABILITY**

This course will develop your understanding of how businesses are realigning and reinventing their corporate strategies toward more sustainable business models. You will survey current developments in a wide range of management fields that have the potential to enable managers to reduce their firms' negative environmental and social impacts while increasing profits and competitive advantage. You will learn about sustainability frameworks and organizational strategies for improving the sustainability performance of organizations and the business system.

### **BUS 662 – OPERATIONS MANAGEMENT**

This course will help you to develop an understanding of the operations function within an organization. The lessons will introduce a range of quantitative and qualitative methods to analyze and design an organization at the operational level and thus improve its performance in terms of productivity and quality. The course involves a number of group exercises and presentations to examine how the theory, methods, and tools presented relate to practice and problems in organizations.

### **BUS 663 – CREATING VALUE THROUGH INNOVATION**

This course will introduce you to the theory and practice of managing innovation, from ideas to commercialization of new products and services. You will apply course concepts to an innovation project of potential relevance to Teck Resources.

### **BUS 696 – APPLIED STRATEGIC ANALYSIS**

In this course, you will undertake a strategic firm or public policy analysis for your final project. Your project will be company and industry-specific analyses of company strengths and weaknesses and evaluate available strategic and operational alternatives to address an issue of importance to the employer. Other types of projects may be possible with the permission of the program director.

## **PROGRAM FOCUS**

As an aspiring senior leader, you need a 360-degree view of the organization and a strategic mindset. The Teck Executive Master of Business Administration (EMBA) program applies a strategic perspective to an environment that is changing globally and locally. It's a comprehensive program that equips you to develop analyses while clarifying business processes and implementation.

## **FORMAT AND LENGTH**

The program duration is typically 36 months (2 classes per year). Class schedules may vary, but a 6-day course is usually taught in 2 Thursday/Friday/Saturday synchronous sessions, with 4 or 5 weeks between sessions for reading, reflection, group work and projects.

## **CONTACT INFORMATION**

### **Francisco Le Roy**

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# FOR INDIVIDUALS

Explore our open enrollment program offerings—from immersive peer learning experiences to longer modular programs leading to a certificate.

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# DIGITAL INNOVATION AND LEADERSHIP (DIAL)

## FOUNDED BY SFU BEEDIE SCHOOL OF BUSINESS

Top 1% of business schools worldwide and #1 in Canada for innovation.

Leading Canada's Digital Supercluster's largest strategic capacity building initiative.

## DTM START DATES

June 12, 2023

September 11, 2023

## DTL START DATES

September 18, 2023

November 20, 2023

## APPLY TODAY

Space is limited.

Funding support is available.



## CONTACT US

Website: [beedie.sfu.ca/dial](https://beedie.sfu.ca/dial)

Email: [sfudial@sfu.ca](mailto:sfudial@sfu.ca)

Phone: (778) 782-3193

## TURN UP THE DIAL ON DIGITAL TRANSFORMATION

Canadian companies need access to new talent or to upskill their current employees to keep up and be successful.

CEOs know digital is the future. They also know that people – their people – are behind in their technology ambitions. Without skilled talent, no company can successfully drive their growth plans forward. While it is tempting to pause or cut back, this is not the time.

Join the **Digital Innovation and Leadership (DIAL)** initiative, founded by Simon Fraser University's Beedie School of Business and a national consortium of partners helping people and companies build capacity for digital transformation. This initiative is the largest investment by the Digital Supercluster in a capacity building strategic project and features two responsive training programs.

## DIGITAL TRANSFORMATION MANAGEMENT (DTM)

DTM is for early to mid-career individuals who want to develop a digital innovation mindset along with the skills and capabilities to generate digital innovation ideas and put them into action in their daily work. Ideal for project managers, analysts, developers, and both internal and external consultants.

## DIGITAL TRANSFORMATION LEADERSHIP (DTL)

DTL is for leaders who manage teams that are driving digital transformation in their organizations. This program will help them to understand where they are on their digital journey, assess an idea for change and create a pitch to communicate that vision to their team, peers and senior leadership. Ideal for any leader who is engaged in a digital initiative.

## PRIORITIZING INCLUSIVITY

DIAL supports *Canada's 50-30 Challenge* and by working with its partners aims to be inclusive, accelerate diversity and adopt practices to improve organizational equity.

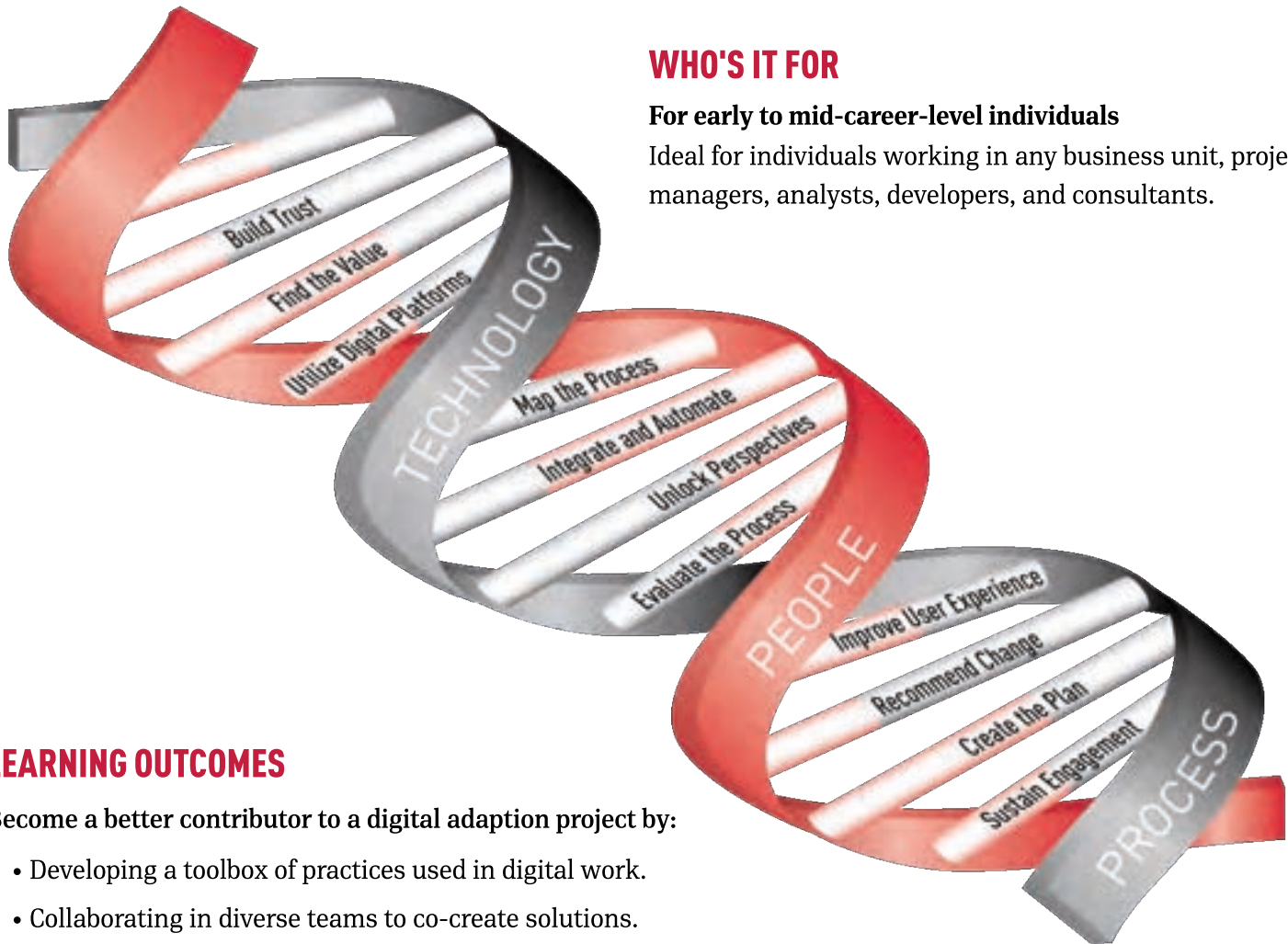
**dial**  
founded by  
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# DIGITAL TRANSFORMATION MANAGEMENT (DTM)

Turn your digital change ideas into action. Learn how to speak to business needs and technology requirements and use *ChatGPT* to implement solutions.



## WHO'S IT FOR

**For early to mid-career-level individuals**

Ideal for individuals working in any business unit, project managers, analysts, developers, and consultants.

## LEARNING OUTCOMES

Become a better contributor to a digital adaption project by:

- Developing a toolbox of practices used in digital work.
- Collaborating in diverse teams to co-create solutions.
- Creating compelling visuals to align and communicate effectively.

## PROGRAM STRUCTURE

This program is custom designed and delivered in an 11-week format. The time commitment is approximately 4-6 hours per week. Participants complete the program in cohorts and collectively attend two faculty-led 2-hour synchronous sessions (opening and closing sessions) and weekly 1.5-hour Peer Learning sessions. Synchronous sessions include small group activities and guest speakers from various industries.

Participants will apply program learning through independent and group assignments and develop new techniques to implement digital transformation. Asynchronous sessions include faculty and industry-led content, case studies, discussion boards, and applied learning activities.

# DIGITAL TRANSFORMATION LEADERSHIP (DTL)

Start your digital transformation journey today. Align your team to a strategic vision and create your roadmap for digital change solutions.



## WHO'S IT FOR

For middle to senior-level leaders and high-potential individuals leading or part of a team driving digital transformation decisions.

## LEARNING OUTCOMES

At the end of the program, participants will be able to:

- Understand the current state of digital platform technology and critical areas of focus for digital transformation, including new business models, customer experience and operational excellence.
- Expand perspectives on digital opportunities – from products to platforms.
- Increase leadership capabilities, including vision, engagement, governance and inclusion.
- Apply the steps to enable digital transformation in their organization.
- Engage in the design of a digital change project.

## PROGRAM STRUCTURE

This program is an 11-week virtual format with weekly synchronous sessions. Participation requires 4-6 hours per week to learn and complete the asynchronous course material and engage in the faculty-led peer learning sessions. Each module is led by a senior SFU faculty member and accompanied by industry-led content, case studies, discussions, and applied learning activities. Participants will work on their digital change project and receive feedback from peers, industry professionals and experienced professors.



# DIRECTORS EDUCATION PROGRAM

DEP is Canada's leading educational program for senior board directors, offered in partnership with the Rotman School of Management, University of Toronto. This program helps experienced directors build on their expertise, fine-tune their skills around the boardroom table, and strengthen their capacity to create and protect value for organizations. The program prepares participants to pursue the prestigious ICD.D designation. The program has graduated over 900 senior Board Directors, fully equipped to transform their organizations with a more effective strategic outlook

## APPLY TODAY

Apply now for the next cohort starting **on January 15, 2024.**

For inquiries about the program, contact: [education@icd.ca](mailto:education@icd.ca).

## PROGRAM OVERVIEW

The Directors Education Program (DEP), jointly developed by the Institute of Corporate Directors and the University of Toronto's Rotman School of Management, helps experienced directors build on their expertise, fine-tune their skills around the boardroom table, and strengthen their capacity to create and protect value for organizations.

As a participant, you can expect an interactive 12-day program of roundtable discussions, real-time case studies and on-point insights from leading governance experts. Taught in four three-day modules over the course of 6 months, participants will build an extended network of leading directors who are bringing better governance to Canada and its communities.

The program is delivered in person at SFU's award-winning Segal building at the heart of downtown Vancouver. The program targets experienced directors from public and private companies, crown corporations, public institutions, cooperatives, and not-for-profits.

Over 900 senior Board Directors have graduated from this program, fully prepared to pursue the prestigious ICD.D designation. Upon graduation, participants obtain a certificate of completion in addition to being featured in a Globe and Mail ad for public recognition.

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# WHAT DOES IT TAKE TO MOVE ORGANIZATIONS FORWARD?

*"This program is a good 360-degree view of what an IT leader is about, what we need to think of, how we should communicate, the importance of collaboration, driving innovation and more. It also provides material and tools that we can refer to or put in practice every day."*

*"In the context of value for money, the Technology Leadership Program exceeded my expectations. The faculty were excellent, the peer group was diverse, interested and dedicated."*

*"The program provides tools and knowledge to help me grow in my leadership role. More precisely, I feel that I have a better understanding on how to align the IT strategy with the business strategy. I will now feel more comfortable attending strategic meetings with other executives."*

Are you a senior technology leader that is looking to take your career to the next level? The role of the Chief Information Officer is among the most dynamic in the enterprise; beyond technology and systems expertise, you need strategic leadership skills to shape your company's success. Offered in partnership with the CIO Association of Canada, this program is now in its 15th year and will help you gain leadership skills and a strategic perspective. Faculty members and industry experts will guide you through engaging online modules, facilitated discussions, and a self-paced change project. You will gain an invaluable network of peers across industries while taking a program that fits with your busy life.

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# TECHNOLOGY LEADERSHIP PROGRAM

## ABOUT THE PROGRAM

The Technology Leadership Program, designed in partnership with the CIO Association of Canada, features engaging online modules, facilitated discussions, and a self-paced change project. Faculty members and experienced industry experts will guide you through a wide range of topics in an interactive virtual environment.

The program includes the following course topics:

### IT MANAGER TO BUSINESS LEADER

Enhance your leadership and management skills and examine an overall framework for leading change. You will learn how to personalize leadership through matching styles of leadership to specific situations and individuals, using the practice of emotional intelligence (EQ) and deep listening.

### LEADING PROJECTS AND MANAGING CHANGE

Fostering project management skills and practice is key for organizational success. When teamed with the discipline of building business cases, you are more likely to choose the right projects and deliver them effectively. You will learn about the project process, agile methods, business plan development and steps an organization can take to make the best use of their project resources.

### MAKING EXECUTIVE DECISIONS: RATIONAL ACTOR, ORGANIZATIONAL PROCESSES & BUREAUCRATIC POLITICS

All organizational change involves decision making. Whether by intuition, rational analysis, or political action, how we make decisions has significant implications. In this module, you will examine the three main lenses and processes of decision-making with the objective of understanding how such knowledge can be used to improve performance.

### ALIGNING BUSINESS AND IT STRATEGIES

Gain the strategic tools needed to apply the right information with the right technology to the right place in the business. Help create a competitive advantage for your organization by identifying the relationship between core business strategies and the strategic value of information technologies.

### LEADING DIGITAL TRANSFORMATION

For many organizations, IT remains the single-largest capital investment. You will gain an appreciation of the benefits and risks to an organization with the information technology investments, understand the role of executives and directors with regards to governance, and enhance your understanding of how to communicate effectively in order to create value and support strategy implementation.

## ESTEEMED FACULTY



[Dr. Andrew Gemino](#)



[Dr. Blaize Horner Reich](#)



[Dr. Peter Tingling](#)



[Dr. Sandy MacIver](#)

## BEYOND THE CLASSROOM

### NETWORKING AND MENTORSHIP

Within a small cohort, you will build your network with peers, senior CIOCAN members and established CIOs who have “been there” and can play crucial roles in guiding and facilitating your learning and career.

### CIOCAN MEMBERSHIP

Acceptance to the program includes an Associate membership to the CIO Association of Canada for 2023/2024: [www.ciocan.ca/joining](http://www.ciocan.ca/joining)

## IMPORTANT DETAILS

2023-2024 cohort will be delivered virtually to a national audience.

### APPLICATION DEADLINE:

September 7, 2023

### OPENING SESSION:

September 28, 2023

### MODULES:

September 30 - November 10, 2023

### CAPSTONE SESSION:

Mid-point: January 18, 2024

Final: February 29, 2024

### PROGRAM COST:

CIOCAN Members: \$3,850 + 5% GST

Non-Members: \$4,300 + 5% GST

Eligible BC residents can utilize the *StrongerBC Future Skills Grant* to cover all program fees (\$3500+ value).

### CLICK HERE TO APPLY NOW

### CONTACT US

Email: [execed\\_tlp@sfu.ca](mailto:execed_tlp@sfu.ca)

Phone: (778) 782-7744

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**CIO** ASSOCIATION  
OF CANADA



i2I

invention to  
innovation

# INVENTION TO INNOVATION

*“The i2I program gave me the opportunity to learn business and entrepreneurship fundamentals in an approachable format with a diverse network of innovators.”*

– **Matthew Dahabieh, PhD**  
SVP & Head of Green Chemistry  
Solutions for Terramera

*“Through the i2I program, I came to realize that, while I understood pre-clinical drug development and clinical trials, I knew nothing about taking a medication and getting it into market. If this was available when I did my PhD, I would have been an entrepreneur already.”*

– **Anat Feldman, PhD**  
Senior Business Development  
Officer, STEMCELL Technologies

Invention to Innovation (i2I) helps scientists and engineers develop their entrepreneurial mindset so that they can refine their innovation idea, overcome marketplace challenges and commercialize their inventions. The programming uniquely addresses the high uncertainties, costs, challenges and long timeframes that generally face science-based ventures.

You will be exposed to theory and frameworks that are integrated with real-world examples to help you with your decision-making process in prioritizing R&D objectives, initial market selection, and early stage choices to help you manage uncertainty. You'll also have the opportunity to learn skills such as opportunity assessment, innovation management, creating business models, creating financial projections and leadership fundamentals.

Through our cohort model, you will gain a close network of innovators, innovation researchers, as well as experienced marketing, IP, and investment practitioners. In addition, we connect you with mentors and incubators so that you can launch into the innovation ecosystem with confidence.

By the end of your studies, you'll speak the language of business, and have gained the capabilities to unlock value from your invention. Specifically, you'll know how to define your idea in the market, use IP strategically, attract investors, manage under uncertainty, and articulate the value of your innovation.

## WHAT WILL YOU LEARN?

- Gain proficiency in frameworks and skills relevant to science technology commercialization
- Clearly communicate the technology attributes of your innovation idea
- Match your technology to prioritized market opportunities, including backup and growth options
- Articulate a strong value proposition
- Develop an IP Strategy that is consistent with value creation and capture
- Validate your business model – test and retest assumptions & hypotheses
- Develop proficiency in reading, interpreting, and creating financial statements
- Create resourcing plans to make real-world positive impact with your scientific invention

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## WHERE WILL IT TAKE YOU?

### THERE ARE THREE PATHS:

- **Scientist-Entrepreneur** – You want to find well-provisioned science-based spin-offs. By participating in the programming, you can improve your chances of success by learning how to create and capture societal and economic value.
- **Champion of Innovation** – Your aim is to increase science-based innovation in Industry. i2I will empower you to lead new product development initiatives, and serve as a bridge to novel university inventions.
- **Translational Scientist/Knowledge Mobilizer** – You are interested in mobilizing knowledge through meaningful translational research in academia. i2I can help you have increased success in winning the translational grants for meaningful science-based research which are key to a well-funded academic lab.



## PROGRAMMING

Students will begin with the i2I Mitacs Skills Training Program and then have the option to apply for the i2I Graduate Certification in Science and Technology Commercialization.

### i2I SKILLS TRAINING PROGRAM

The non-credit i2I Skills Training Program is an accessible hybrid opportunity that is delivered completely online. It has a synchronous opening, mid-point, and closing session, and all other programming delivered asynchronously online. This program easily fits into your busy life.

### i2I GRADUATE CERTIFICATE IN SCIENCE AND TECHNOLOGY COMMERCIALIZATION

Earn university credit and receive a graduate certificate with the option to ladder into an SFU MBA program in this one-year, part-time cohort program. All courses are offered online.

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**–Elena Groppa**

Postdoctoral Research Fellow  
in the Faculty of Medicine  
University of British Columbia  
Biomedical Research Centre



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