GDBA
Graduate Diploma in Business Administration

SPRING / SUMMER / FALL 2021

BEEDIE SCHOOL OF BUSINESS
SEVAL GRADUATE SCHOOL

SFU
ABOUT SFU BEEDE
Simon Fraser University’s Beedie School of Business has a heritage of innovation. We offered the first Executive MBA and the first Management of Technology MBA in Canada. We are among only 1% of business schools worldwide with dual accreditation by AACSB and EQUIS, and we are ranked among Canada’s leading business schools.

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 a state-of-the-art SFU campus in Surrey.

GET A SOLID FOUNDATION IN BUSINESS

AND A SOLID FOUNDATION FOR AN MBA.

SFU Beedie has more than 20 years of experience in online business education. Our Graduate Diploma in Business Administration program has been delivered entirely online since 1999, and during that time we have developed a sophisticated online learning environment and instructors who are highly skilled in teaching remotely should this be required. We are well-positioned to adapt to the current challenges as needed and provide our students with the best possible business education and learning experience.

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 & MBA Alumnus
Regional Sales Manager,
PH&N Investment Services
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.

A VALUABLE QUALIFICATION IN ITS OWN RIGHT

“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 Cowie, GDBA & MBA Alumnus
Dance Rehearsal Director, Arts Umbrella

FOUNTIONS 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 ◊✦
• Managerial Finance ◊✦
• 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 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 Dragne, GDBA & MBA 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.

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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, GDBA Alumnus

Video Producer,
Basetwo Media Inc.
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.

54% Men 46% Women 8 Average years of work experience 32 Average Age

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.
Dianne Cyr, PhD
(University of British Columbia)
PROFESSOR, MANAGEMENT INFORMATION SYSTEMS

Dr. Cyr focuses 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.

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.

Anthony Chan, PhD
(Simon Fraser University)
ACADEMIC DIRECTOR

Anthony Chan is a Lecturer of Strategy, Innovation and Technology and is currently the academic director of the Graduate Diploma in Business Administration (GDBA) and Full-Time MBA programs at SFU’s Beedie School of Business. He has taught a wide range of undergraduate and graduate-level courses on management information systems, strategy, innovation, entrepreneurship and international business and is a recipient of the 2013 TD Canada Trust Distinguished Teaching Award and a Faculty Teaching Fellow.

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.

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
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.

“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

“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
Manager, Waterslide Engineering
WhiteWater West
APPLICATION PROCESS
• Complete the online application form
• Required supporting documents:
  – Official transcripts
  – Essay
  – Resume
  – Two letters of reference from supervisors or former professors
  – Video assessment for shortlisted candidates

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
• November 20, 2020 for January 2021 start
• April 22, 2021 for May 2021 start
• July 16, 2021 for September 2021 start

We have 3 intakes to the GDBA program each year.

TUITION
• Tuition: $16,800
• Tuition is paid each term depending on the number of credits (Full class $2850*; Half class $1425*)

*Subject to Board of Governors approval

FEES
• Additional student fees & costs for textbooks and related materials: $1,500 approx. (split related & materials).

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.
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