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.

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.

ABOUT SFU BEEDIE

Simon Fraser University’s Beedie School of Business has a heritage of innovation. We offered the first Executive MBA, the first Indigenous Business Leadership 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 the top 10 business schools in Canada.

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.

“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 Vice President, British Columbia, MD Financial Management
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, following the same methodology and covering the same relevant content.

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 typically involves 15-17 hours per week
• Each course in the program ends with a final exam/paper

“Decided to pursue the online GDBA program as it would provide me with crucial business knowledge and give me time to see how business and the performing arts could intersect”

— Katherine Cowie, GDBA Alumna, Dance Rehearsal Director, Arts Umbrella

The GDBA program helped me build up a solid knowledge base and primed me for success in my career. As someone who has been out of school for a long time, the GDBA allowed me to step back in to the academic space and exceeded my expectations from a professional application standpoint.”

— Hang Zhou, GDBA Alumnus, Branch Manager, Scotiabank

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.

<table>
<thead>
<tr>
<th>GDBA</th>
<th>FULL-TIME MBA</th>
<th>PART-TIME MBA</th>
<th>MANAGEMENT OF TECHNOLOGY MBA</th>
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<tbody>
<tr>
<td>FOUNDATIONS FOR LEADERSHIP</td>
<td>required courses</td>
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<tr>
<td>Managing People &amp; Organizations</td>
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<tr>
<td>Financial &amp; Managerial Accounting</td>
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<td>Business Ethics (1/2 course)</td>
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<td>BUILD TOWARDS YOUR MBA</td>
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<tr>
<td>Business Analytics</td>
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<td>Managerial Economics</td>
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<td>Managerial Finance</td>
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<td>Marketing Management</td>
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<td>CUSTOMIZE FOR YOUR CAREER</td>
<td>choose which areas you’d like to specialize in</td>
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<tr>
<td>Managing Information</td>
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<td>Project Management</td>
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<td>Business and Indigenous Peoples</td>
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* Students must achieve a grade of at least 3.0 (B) for the course to be transferable

**GDBA courses are valid to be eligible to transfer to an MBA program, for up to 3 years after completion.

*** Students who achieve a CGPA in their GDBA courses of at least 3.50, will receive a GMAT waiver.

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A VALUABLE QUALIFICATION IN ITS OWN RIGHT
By pursuing a GDBA, you’ll understand your industry, 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.”

–Alessandra Dragne, GDBA & MBA Alumnus Coordinator, Government of Canada

**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
- Spread the cost of tuition over a longer period of time as any courses that would be transferred and eligible, you would pay for in the GDBA, and that cost would be deducted from your MBA tuition.

**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.

**MBA Programs at-a-Glance**

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<thead>
<tr>
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<th>Full-Time MBA</th>
<th>Management of Technology MBA</th>
<th>Part-Time MBA</th>
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<tbody>
<tr>
<td><strong>Duration</strong></td>
<td>12 months</td>
<td>24 months</td>
<td>24 months</td>
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<tr>
<td><strong>Format</strong></td>
<td>Full-time</td>
<td>Part-time</td>
<td>Part-time</td>
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<tr>
<td><strong>Campus</strong></td>
<td>Vancouver</td>
<td>Vancouver</td>
<td>Surrey</td>
</tr>
<tr>
<td><strong>Cohort size</strong></td>
<td>50 students</td>
<td>45 students</td>
<td>46 students</td>
</tr>
<tr>
<td><strong>Average work experience</strong></td>
<td>6 years</td>
<td>14 years</td>
<td>12 years</td>
</tr>
<tr>
<td><strong>Average age</strong></td>
<td>30 years</td>
<td>36 years</td>
<td>35 years</td>
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Your GDBA could lead you to one of our three MBA programs:

**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.

**Full-Time MBA**

In our Full-Time MBA, you will learn theory and application in business fundamentals throughout the curriculum. The program also concludes with a 4-month paid internship. 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.
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 live and 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.

### Demographics

- **52%** Men  
- **48%** Women
- **11** Average years of work experience
- **35** Average Age

*Average of 3 intakes Spring, Summer & Fall 2021*
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

**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.

**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.

**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.

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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

“Don’t wait to elevate your career.”

Kelly Williams, GDBA Alumnus
Manager, Waterslide Engineering
WhiteWater West

“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 (if necessary): TOEFL 93+ or IELTS 7+ (with no individual score under 6.5) TOEFL at home will also be accepted.

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

APPLICATION DEADLINES
• November 21, 2021 for January 2022 start
• April 8, 2022 for May 2022 start
• July 22, 2022 for September 2022 start

We have 3 intakes to the GDBA program each year.

TUITION
• Tuition: $17,730
• Tuition is paid each term depending on the number of credits (Full class $2905*; Half class $1480*)

*Subject to Board of Governors approval
*Subject to 2% increase in Fall 2022

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

SFU CONTINUING STUDIES CERTIFICATE HOLDERS
For professionals who have completed eligible SFU Continuing Studies certificates with 8+ years of work experience, taking the next step and earning a valuable business credential just got more accessible. If you’ve completed one of the identified Continuing Studies non-credit certificates, you could be eligible for admission even if you haven’t completed an undergraduate degree.

To determine your eligibility, review this self-assessment checklist.

If you are interested in learning more about this pathway and your eligibility, please reach out to Somi Benning at somi_benning@sfu.ca.

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.

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.