

**EXPERIENCE.  
SUCCESS.  
COME TO  
GOODMAN.**

Master of Business Administration

# THE GOODMAN MBA

## Ready for new professional challenges?

**The MBA will enhance your business knowledge and let you define your own career success.**

The Goodman MBA is nationally recognized for its comprehensive curriculum, real-world approach and exceptional student support — all designed to help you succeed in your academic program and enhance your leadership skills.

Whether you're a recently graduated student or an established professional, our MBA will provide you with the opportunity to gain new knowledge, transform your career and improve your employment opportunities.

## Flexible options

The MBA is available full time or part time with entry points in fall or winter. A part time start is also available in spring. Students in full-time studies can participate in our co-op program.

## Recognition for excellence

We are among a group of less than 5 per cent of the top business schools worldwide that have earned accreditation by AACSB International - The Association to Advance Collegiate School of Business (AACSB). As a benefit of this accreditation, which is synonymous with the highest standards in business education, we are one of only a few Canadian universities with a chapter in the prestigious international honour society Beta Gamma Sigma (BGS), which recognizes academic excellence. If you are in the top 20 per cent of your class, you will be invited to the chapter as a Beta Gamma Sigma member. In addition to distinguishing yourself from other business students, members are given exclusive access to a specialized job board, membership discounts and leadership opportunities, including a chance to attend the annual Beta Gamma Sigma Global Leadership Summit and other Goodman School of Business benefits.



*"Without any doubt, my experience with the Graduate Business Council helped me make connections across the University, with alumni and with employers. I know that these connections will always stay with me after I graduate."*

**Tashfin Bashar (MBA Finance '14)**

Manager, Digital Channels, Canadian Banking, Scotiabank

Goodman experience: President of Goodman Graduate Business Council, Bloomberg training, Service-Learning, Co-op

## CONTENTS

The Goodman MBA .....	2
Why Goodman? .....	3
Graduate with experience .....	4
Academics.....	5
Program timelines.....	6
Experience the Goodman School of Business.....	8
Fees and financial aid .....	9
Admissions.....	10
Applying to Goodman.....	11

# WHY GOODMAN?

A Goodman MBA gives you the academic experience you'll need to advance your business career, as well as important skills and leadership development.



## Specialized resources and opportunities

You'll have access to professional resources like the specialized Bloomberg terminals used to access the world financial markets, and our Distinguished Leader Lecture Series, where top Canadian business leaders spend a day on campus with Goodman students. You'll network at events hosted by the Goodman Career Development Office and the Goodman Graduate Business Council, our official graduate student group. You'll have the opportunity to attend competitions like the MBA Games where you'll meet fellow MBA students from across Canada and try your hand at academic, athletic and spirit challenges.



## Depth of knowledge

We'll make sure you're a well-rounded business professional with a comprehensive outlook. You have the opportunity to specialize in one particular area so that at the end of your degree, you will have an in-depth understanding of your specialization as well as a firm grasp on the foundations of management theory and practice.



## Collaboration, not competition

At Goodman, we believe that your business school experience is about collaboration, not competition. Within our tight-knit group of students, you will form friendships and networks that will support you throughout your program and beyond.



## Professional connections

During your time at Goodman, expect to make connections with employers and business leaders. By the time you graduate, you'll have access to a global network of more than 6,000 people.



## Increase your employment opportunities

With the co-op program, the Career Development Office and Service-Learning opportunities, you'll have plenty of occasions to build your resumé and enhance your business knowledge.



## Outstanding faculty

Your professors are invested in your success. At Goodman, you can expect access to top scholars, interesting courses and informative lectures. For example, Goodman MBA students can travel to Mexico to take a week-long course called Doing Business in Mexico, while earning course credit towards their degree. There are similar two to six week opportunities in Denmark and Germany.





# GRADUATE WITH EXPERIENCE

## Experience co-op

Increase your employment opportunities, gain work experience and work full time for a minimum of four months. That's the value of co-op. Co-op is available to full-time students.

## International experience

As part of your program, you can study internationally for a few months or even just two weeks. We partner with many of the top business schools in the world. Exchange options are available for full-time and part-time students.

## Goodman Career

Your career is shaped by your experiences and will evolve as you do, both during your time at Brock University and throughout your professional life. In a competitive job market, you will need a combination of relevant experience, applicable skills, an understanding of employer expectations and a network of advocates. We can help.

Your Goodman MBA gives you access to:

- Specialized workshops and events each year
- Industry professionals
- Mock interviews and resumé review
- Online resources
- Personalized career planning and job search support
- Targeted job postings

## Service-Learning

Service-Learning is integrated into many of your courses and offers you the opportunity to connect with the community. You'll help local non-profit organizations and small businesses find solutions to their business problems as part of a course project. While making connections with the local business community, you will gain practical experience that you can add to your resumé.

*"The Goodman MBA Co-op Program provided me with an opportunity to have a head start at achieving my career aspirations. My co-op term, combined with the program's academic and extracurricular involvement, has enhanced my professional success and achievements. This has allowed me to differentiate myself and prepared me to be successful as a young professional."*

**Jeff Gray (MBA '14)**

Pricing Strategy Manager, ConAgra Foods

Goodman experience: Co-op, Goodman Graduate Business Council

# ACADEMICS

## Study full time

The full-time MBA takes two years to complete and includes 14 core courses and six elective courses.

## Study part time

The part-time MBA typically takes at least four years to complete. Your program includes 14 core courses and six elective course options that can be taken part time and in the evening. Most students take five courses a year. Part-time students take all courses with full-time students.

## Study with advanced standing

You could be exempted from up to 10 core classes if you have recent prior academic strength in a course with a similar curriculum. All advanced standing is available on a course-by-course basis. If you are awarded full advanced standing, you can complete your MBA in eight months studying full time. Part-time students are also eligible for advanced standing. Advanced standing is only available for applicants who have graduated from a Canadian or American university within the last seven years.

## Specializations

As part of your MBA, you will have the opportunity to focus on a specific area of management in order to improve your knowledge in that field and expand your employment opportunities. Take at least five of your six elective courses in one stream to receive a specialization, or take a variety of electives from the different specializations to receive a general MBA.



### **ACCOUNTING (CPA ACCREDITED)**

With elective courses in financial and managerial accounting, you'll be prepared for accounting roles in both the government and corporate sectors.



### **BUSINESS ANALYTICS**

We are one of the few Canadian MBA schools to offer a business analytics specialization. You'll be able to use data and statistics to help make strategic business decisions.



### **FINANCE**

Your courses will focus primarily on investments and portfolio management. This program has a high degree of correlation with the Chartered Financial Analyst (CFA) program.



### **HUMAN RESOURCE MANAGEMENT**

Your courses are designed to allow you to strengthen your knowledge of HR and build your skill set in recruitment, health and safety, and negotiations.



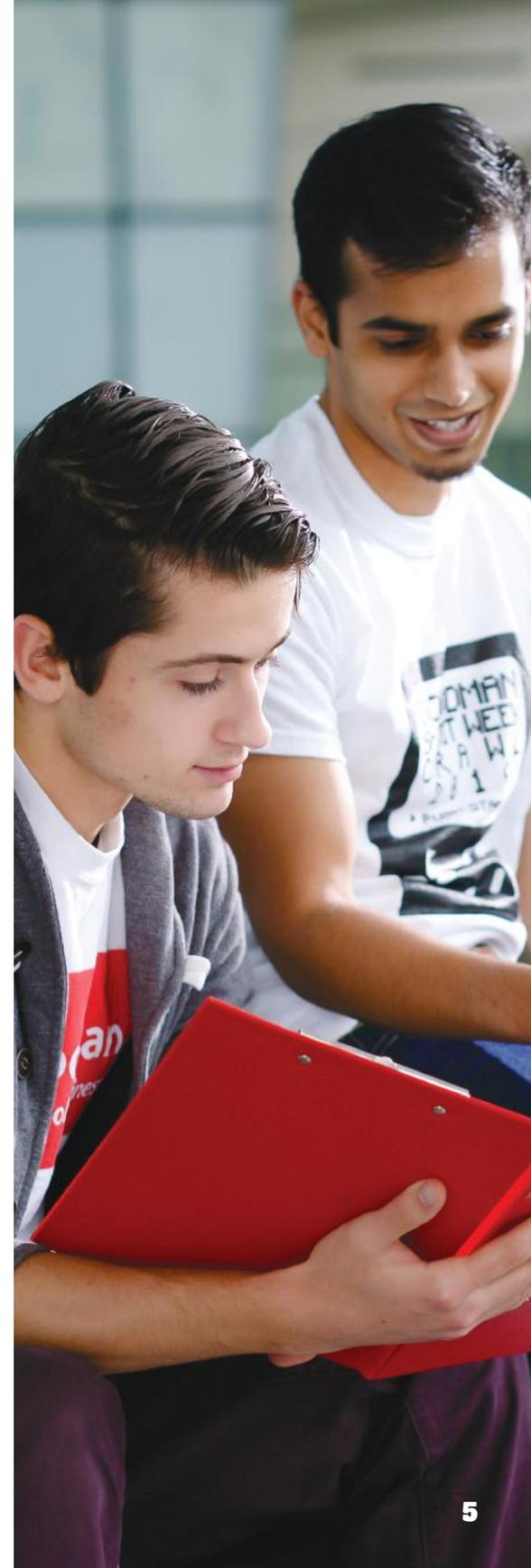
### **MARKETING**

The marketing specialization takes a comprehensive look at all areas of marketing — from new product development to market research, strategy and consumer behaviour.



### **OPERATIONS MANAGEMENT**

You will take courses in project management, quality management, logistics and supply chain management in order to grow your career in this in-demand field.





"The Goodman MBA program gives you a strong base in strategy, legal, marketing, finance and more. You need to know every facet of business to make it work as an entrepreneur. Without my MBA, we would be struggling now. I would rather invest in human capital for ourselves than pay a consultant to help us grow our business."

Nadia Senchuk (MBA '07),  
Co-founder, Leaning Post Wines

# PROGRAM TIMELINES

## SAMPLE PROGRAM PLAN (FULL TIME WITH CO-OP OPTION)

### FALL (TERM 1)

- Accounting for Decision Making 1
- Quantitative Analysis
- Economic Environment of Business
- Organizational Behaviour
- Financial Management

### WINTER (TERM 2)

- Marketing Management
- Accounting for Decision Making 2
- Operations Management
- Management Information Systems
- Global Business

Optional co-op placement for four months

### FALL (TERM 3)

- Applied Business Research
- Business Ethics
- Three electives

### WINTER (TERM 4)

- Business Strategy
- Entrepreneurship OR Business Law
- Three electives

## SAMPLE PROGRAM PLAN (PART TIME)

### YEAR 1

- Fall: 2 core courses
- Winter: 2 core courses
- Spring: 1 core course

### YEAR 2

- Fall: 2 core courses
- Winter: 2 core courses
- Spring: 1 core course

### YEAR 3

- Fall: 1 core course, 1 elective course
- Winter: 1 core course, 1 elective course
- Spring: 1 elective course

### YEAR 4

- Fall: 1 core course, 1 elective course
- Winter: 1 core course, 1 elective course
- Spring: 1 elective course

### MBA full-time CPA-accredited stream

The Goodman MBA is accredited by the Chartered Professional Accountants of Ontario (CPA Ontario) under the new National CPA Accreditation Program. This stream allows non-accounting university graduates to pursue an MBA and an accounting designation at the same time. The five-term graduate program also includes an optional co-op work term, which can count towards the 40 months of relevant experience required for the CPA designation.

This stream provides graduates with advanced standing in the CPA Professional Education Program (PEP) to the end of Core 2. At the end of the MBA, you can pursue the CPA elective modules and Capstone modules directly through CPA Ontario, or you can apply for Goodman's seven-month Master of Accountancy program. You will then be ready to complete the Common Final Exam (CFE).



#### MBA FULL-TIME CPA-ACCREDITED STREAM

##### FALL (TERM 1)

- Accounting for Decision Making 1
- Quantitative Analysis
- Economic Environment of Business
- Organizational Behaviour
- Financial Management

##### WINTER (TERM 2)

- Marketing Management
- Accounting for Decision Making 2
- Operations Management
- Management Information Systems
- Global Business

##### SPRING (TERM 3)

- Applied Business Research
- Business Ethics
- Financial Accounting 1
- Managerial Accounting 1
- Tax 1

##### FALL (TERM 4)

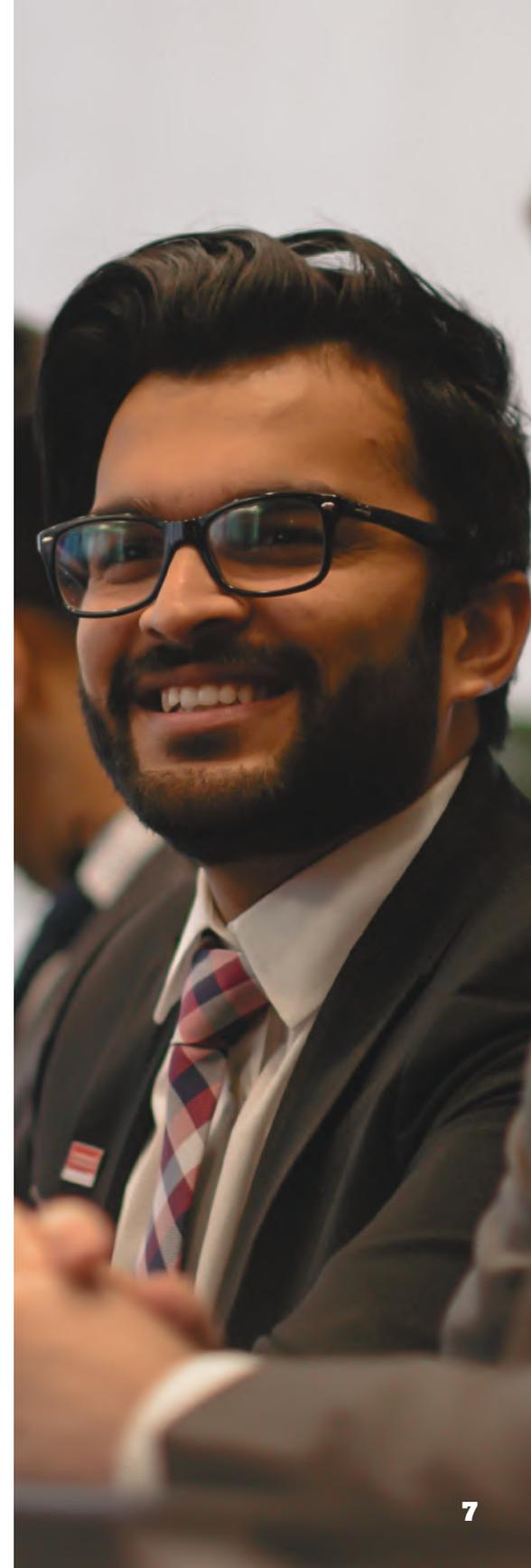
- Business Law
- Assurance 1
- Financial Accounting 2
- Tax 2

##### WINTER (TERM 5)

- Business Strategy
- Financial Accounting 3
- Managerial Accounting 2
- Assurance 2
- Advanced Corporate Finance and Risk Management

##### SPRING (TERM 6)

- Minimum four-month co-op placement (optional)





# EXPERIENCE THE GOODMAN SCHOOL OF BUSINESS

Located at Brock University in beautiful Niagara, the Goodman School of Business is an internationally recognized business school that educates future business leaders and fosters entrepreneurship through experiential learning.

You deserve an exceptional graduate experience and we can provide it. From our rigorous and challenging courses to our renowned co-op program and supportive professors and staff, the Goodman School of Business offers the best in business education.

To be a Goodman student is to create a unique university experience, one that will help shape your career and lead to your next professional challenge.

Gain new knowledge, transform your career and improve your employment opportunities with the MBA, whether you are a recently graduated student or an established professional.

Learn more: [goodmanmba.ca](http://goodmanmba.ca)

## Experience Niagara

Studying in Niagara means you'll be living in the heart of Canada's most famous travel destination. You can enjoy year-round festivals and events, diverse nightlife, engaging local theatre and delicious fine dining. Plus, campus is just 20 minutes away from Niagara Falls and an hour from the Greater Toronto Area. St. Catharines and Niagara are also part of the Golden Horseshoe region of Ontario, an area that contains more than a quarter of Canada's population and boasts a large number of industries and corporate head offices.



**20**  
MINUTES  
TO NIAGARA FALLS

**30**  
MINUTES  
TO BUFFALO, NY

**1**  
HOUR  
TO TORONTO

## WHAT'S THE WEATHER LIKE?

  
**17°C**  
**SPRING**  
MARCH TO  
MAY

  
**27°C**  
**SUMMER**  
JUNE TO  
AUGUST

  
**9°C**  
**FALL**  
SEPTEMBER TO  
NOVEMBER

  
**-8°C**  
**WINTER**  
DECEMBER TO  
FEBRUARY



# FEES AND FINANCIAL AID

## How much will my MBA cost?

The following fees are provided as estimates only.

Fees	Canadian citizens and permanent residents	International students
Total tuition fees	\$25,600	\$55,800
Student fees and bus pass	\$900	\$900
UHIP health coverage	N/A	\$1,200
International recovery fee	N/A	\$1,500
Health and Dental Plan	\$1,000	\$1,000
Co-op administrative fee (based on optional four month co-op)	\$1,600	\$1,600
Total cost of MBA	\$29,100 (full time)	\$62,000 (full time)
Advanced Standing	Minus \$1,300 per course	Minus \$2,800 per course

All costs are in Canadian dollars and subject to change each year. The total cost of your MBA program reflects tuition and student fees. Books and living expenses are extra. The CPA stream includes an additional term (4 courses) with the associated tuition and ancillary fees. Students with proof of alternate health and dental coverage may opt out of the Health and Dental plan by September 30.

The financial details listed here are provided as estimates only; for the most updated information, please check the Finance website: [brocku.ca/safa](http://brocku.ca/safa)

## Financial aid

The Goodman Scholarship Program is exclusive to the Goodman School of Business. Exceptional incoming students can earn a prestigious scholarship worth \$3,000 with the possibility of renewal the following year. Goodman Scholarships are awarded to students entering the Goodman School of Business who have demonstrated at least two of the following:

- Leadership in university and community life or evidence of entrepreneurial talent
- Exceptional high academic grades
- Financial need

## Additional available entrance scholarships include:

- Bluma Appel Graduate Entrance Scholarship for Excellence in Business: **\$7,365**
- Dante F. Marinelli/Niagara Duty Free Shops Scholarship: **\$1,310**
- Dr. Raymond and Mrs. Sachi Moriyana Graduate Fellowship: **\$4,000**
- Martin Kusy Goodman School of Business Graduate Scholarship: **\$3,395**

Contact the Graduate Programs Office at [portal.bus.brocku.ca](http://portal.bus.brocku.ca) for more application information.

Scholarships listed are for the 2017-2018 academic year and are subject to change.



# ADMISSIONS

## Minimum admission requirements

- Four-year bachelor's degree in any field, must be considered equivalent to a Canadian 4 year bachelor's degree and must be from an accredited institution.
  - › B/75 per cent academic average in last two years of study (Canadian equivalent)
- Minimum GMAT score of at least 550 or GRE score in the 60th percentile
  - › GMAT/GRE waivers are available for students who have completed their bachelor's degree in Canada or the U.S. in the last seven years with an overall average of at least 80 per cent.
- Minimum English Language Proficiency score (if applicable)
  - › TOEFL IBT: 105
  - › Academic IELTS: 7.5
  - › Pearson Test of English (Academic): 72

## Upgrading

If you need to upgrade your academic average prior to starting the MBA, our Certificate in Administrative Studies (CAS) program is available. The CAS helps you transition from your non-business undergraduate degree to our MBA program. You will spend eight months taking core business courses and upgrading your grades in order to make you competitive for admission to the MBA.

Learn more: [brocku.ca/goodman/programs/diplomas-certificates/cas](http://brocku.ca/goodman/programs/diplomas-certificates/cas)

## QUESTIONS ABOUT YOUR ELIGIBILITY FOR THE MBA?

It can be an expensive risk to complete the application process for an MBA, only to discover that you don't qualify for admission. At Goodman, we don't want you to waste your time or money. Send us your transcripts and resumé and we'll conduct a pre-assessment to let you know, not only if you are eligible for one of our programs, but if we think your application will be competitive enough for admission. Submit your resumé and transcripts by visiting [portal.bus.brocku.ca](http://portal.bus.brocku.ca)

*"I entered the MBA program later in life. I was a new partner at Arvin Air Systems when I decided to return to school. Returning to school was a great experience, I enjoyed the class discussions, the new friendships and the professional contacts attained at Goodman. Maintaining a balance between school and my life was difficult, but having a supportive family was imperative in my success at the program. The courses taken at Goodman continue to pay perpetual dividends in helping with my management skills at Arvin Air Systems. The Goodman MBA program is a great way to improve management knowledge, to gain new skills and abilities, and to appreciate the importance of lifelong learning."*

**Joseph Muchynski (MBA '12)**

Vice President, Arvin Air Systems

Goodman experience: Part-time student, independent research project, Beta Gamma Sigma

# APPLYING TO GOODMAN

## How to apply

Visit [goodmanmba.ca](http://goodmanmba.ca) and click "Apply Now" to access the online OUAC application.

## Applications from Canadian citizens and permanent residents

- Applications will be accepted until the program is full.
- Applicants should apply as early as possible.
- If you plan on applying after Aug. 1 for a fall start, or after Nov. 1 for a January start, please contact the Graduate Programs Office first.

## Application deadlines for international students

- Fall start: May 1
- January start: Aug. 1
- Applicants applying after these deadlines may still submit an application but are recommended to contact the Graduate Programs Office first.

## Application documents

- Online OUAC application
- Application fee
- Scanned official transcripts from all post-secondary institutions
- Three electronic reference reports
- Scanned official GMAT/GRE score
- Statement of interest
- Resumé
- Official TOEFL, IELTS or Pearson score (if applicable)

Our application process is entirely electronic. For detailed information about our electronic application and document submission process, please visit: [brocku.ca/goodman/programs/mba/how-to-apply](http://brocku.ca/goodman/programs/mba/how-to-apply)

## QUESTIONS?

We encourage you to contact us with any question you may have. Create an account in the Graduate Portal at [portal.bus.brocku.ca](http://portal.bus.brocku.ca) to get direct access to our recruitment and admissions staff.

Using the Contact Grad Programs Office option, you can ask questions, request a pre-assessment of your eligibility, check on your application status, make an appointment to visit Brock, speak with a member of our staff.



*"I selected the Goodman School of Business to advance my career in a stagnant job market. While completing my MBA, I made great friends who I will have for a lifetime. I was also able to co-ordinate networking events, where I met my future employer."*

**Naz Syed (MBA '11)**

Senior Risk Analyst, Enterprise Risk Management, Canadian Tire Financial Services

Goodman experience: Co-op, VP Finance of Goodman Graduate Business Council, Beta Gamma Sigma



Goodman School of Business  
Brock University  
1812 Sir Isaac Brock Way  
St. Catharines, ON  
L2S 3A1

MBA questions:  
905 688 5550 x5362

MBA (ISP) or CAS questions:  
905 688 5550 x5936

Administrative assistant  
905 688 5550 x4156  
1 866 528 0746

**905 688 5550**  
**[brocku.ca/goodman](http://brocku.ca/goodman)**  
**[portal.bus.brocku.ca](http://portal.bus.brocku.ca)**



The excellence of the Goodman School of Business has been recognized internationally through accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International.

We are pleased to be one of only a few universities accredited by the following:

