

Goodman
School of Business

MIBA

Brock University

International Student Pathway (ISP)



EXPERIENCE. SUCCESS.
GET THERE WITH GOODMAN.

2021



STUDY IN CANADA

Welcome to Canada!

Canada stretches from the United States to the Arctic Circle and is the second largest country in the world, with a total of 9,984,670 square kilometers. With a population of more than 37 million people, Canada is a bilingual country, speaking both French and English. Canada is an ethnically diverse country, with more than 13 million immigrants calling it home in only the last 100 years.

Canadians are known for their hospitality and kind nature, which is demonstrated by the 2018 Global Peace Index ranking Canada sixth amongst the world's safest countries, as well as the 2017 World Economic Forum ranking it in the top 10 for travel and tourism.

Canada offers high quality, low cost education, with tuition rates lower than countries such as the United States and the United Kingdom.

All of this makes Canada a desired location for living, studying and working. We look forward to you experiencing our amazing country for yourself!



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Experience Niagara

Studying in Niagara means that you'll be living in the heart of Canada's most famous travel destination. You can enjoy year-round festivals and events, diverse nightlife, world-renowned theatre and delicious fine dining. Our campus is just 15 minutes away from Niagara Falls and an hour from the Greater Toronto Area.

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

Brock University



Established in 1964



19,000+ students



100,000+ alumni worldwide



590+ faculty members



6 faculties



GOODMAN MBA (ISP) AT A GLANCE

Our Master of Business Administration (International Student Pathway) degree is an innovative program designed to meet your needs as an international student. It combines an intensive Business English program with our comprehensive MBA core curriculum and flexible specializations.

A Goodman MBA will provide you with the academic knowledge, real-world experience and professional confidence to use your skills and make a difference. You'll be adaptive and relevant, ready for the challenges your future holds.

Goodman School of Business

With \$22 million in recent building expansions that include six new classrooms, revitalized existing classrooms, a new atrium and a fresh new look, the Goodman School of Business is ready for you.

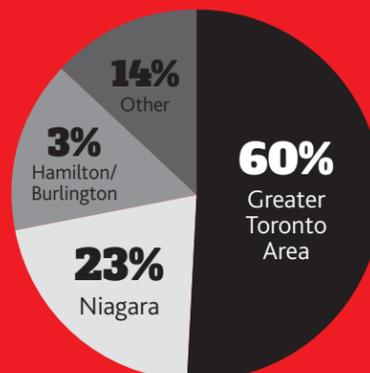
We're proud to be recognized internationally with accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International, and to offer programs accredited by the Canadian Institute of Management (CIM) and Chartered Professional Accountants of Ontario (CPA Ontario).

With a global network of almost 15,000 alumni, at Goodman you will be part of a supportive and innovative community.

Where recent Goodman grads work:



Co-op locations



Goodman 2020/21 graduate enrolment*



TOTAL: 684

*Includes students on co-op work terms.

Master of Business Administration (International Student Pathway)

Program best suited for	International professionals and recent undergraduates who want to gain Canadian business knowledge in a supportive environment of their peers.	
Previous undergraduate degree	Internationally obtained degrees only, from any discipline.	
English language requirement	IELTS (Academic)	6.5 overall
	TOEFL iBT	88 overall
	Pearson Test of English (Academic)	60 overall
<i>See page 14 for specific admission requirements. Please be advised that the MBA (ISP) program does NOT accept English Language test waivers.</i>		
Degree	Master of Business Administration (MBA)	
Study options	On campus full-time only	
Time to degree	2 years (17 months)	
Entry point	August (Spring term) only	
Course schedule	Weekdays, evenings and weekends	
Hours of class per week	15 hours	<i>Based on 5 courses per week.</i>
Average years of work experience	4 years	
Average class size	Core: 45 Electives: 25	
Co-op available	Yes (optional)	
Length of co-op	4 months (with possibility of extension to eight or 12 months)	
Co-op timeline	Work term takes place after the completion of all course requirements.	
General MBA available	Yes	
Specializations	Accounting (CPA accredited) Business Analytics Finance Human Resource Management Marketing Operations Management	
Deadline to apply	March 1	<i>See page 15 for more information.</i>

Information accurate at the time of printing and is subject to change.

PREPARATION IS THE KEY TO SUCCESS

Professional Masters Preparation Certificate

The Professional Masters Preparation Certificate (PMPC) is an eight-month preparation program that guides you through the challenges that you will encounter as an international student in a North American professional graduate school.

Goodman's PMPC curriculum is designed to combine the strength of an intensive English language program with the addition of core introductory business courses. Through the PMPC, you will develop practical strategies to help you succeed in a professional graduate school and open up new paths to success.

The PMPC is a formal certificate program. Students who successfully complete this program will receive a Brock University certificate. You will also be considered for conditional admission to either the MBA (ISP) or MPAcc (ISP) when you apply.

PMPC begins in September of each year.

For admission to the PMPC program, you must meet all of the admission requirements for either the MBA (ISP) or the MPAcc (ISP) program, as well as achieve a minimum English Language Proficiency score of the following:

IELTS (Academic)	6.0	Minimum of 5.5 in each section is required.
TOEFL iBT	70	Minimum of 16 in Speaking and 19 in Writing is required.

Learn more about the PMPC program at brocku.ca/goodman/programs/mba-isp/#PMPC

Certificate in Administrative Studies

The Certificate in Administrative Studies (CAS) program gives you an opportunity to upgrade your academic record and gain knowledge in North American business principles. This carefully designed transition year can help you bridge the gap between undergraduate studies and your MBA (ISP) experience.

The CAS program is for international students who would like to go on to an MBA (ISP) program, but whose grades do not meet the minimum admission requirements. CAS will provide students with an opportunity to create a recent academic record.

CAS begins in September of each year.

Learn more about the CAS program at brocku.ca/goodman/programs/cas/

Business English and Skills Transition (BEST) program

The integration process begins the moment you arrive on campus. Through our mandatory Business English and Skills Transition (BEST) program you will get a four-week customized course in business reading, writing, listening and speaking. We also ensure that you adapt socially. In between classes, we have scheduled a full four weeks of activities and trips. You will visit Niagara Falls and Toronto, explore St. Catharines and settle into your new life. You will know your classmates, the Niagara region and feel comfortable and ready to begin your coursework.

The BEST program is a mandatory component of our MBA (ISP) program, and is run every August for incoming students.

Learn more about the BEST program at brocku.ca/goodman/programs/mba-isp/#BEST-Program

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. You will select your specialization in your second semester.

brocku.ca/goodman/programs/mba/#CurriculumAndSpecializations



Accounting (CPA accredited)

Accounting is not just about monotonous number crunching. Accountants are an essential part of any business, large or small. They are well-paid and in-demand professionals, who work in every industry and assist in the strategic planning of the company. Accountants ensure a company maintains their competitive advantage and longevity.

Goodman's accounting specialization is accredited by the Chartered Professional Accountants (CPA) of Ontario. It will prepare you for the business and finance field, across Canada and internationally. Our specialization provides graduates with advanced standing in the CPA Professional Education Program (PEP) to the end of Core 2. This specialization allows non-accounting university graduates to pursue an MBA and an accounting designation at the same time. For more information about CPA, please visit: cpacanada.ca/become-a-cpa

COURSE OFFERINGS

Students are required to take all of the following courses, for this specialization*:

- Advanced Corporate Finance and Risk Management
- Assurance I
- Assurance II
- Financial Accounting I
- Financial Accounting II
- Financial Accounting III
- Managerial Accounting I
- Managerial Accounting II
- Taxation I
- Taxation II

*Electives are subject to change and course offerings vary by semester. The accounting specialization requires 10 electives and an extra semester of study. Please see the program plan on page 10 for more information.



Business Analytics

Through Goodman's Business Analytics specialization, you will be able to use data and statistics to help make strategic business decisions. You will gain skills in problem solving, documentation and specification, analysis, visual modelling, facilitation, elicitation, critical thinking and communication. You will be posed to take any amount of data and develop a strategic plan that steers your company in a healthy and profitable direction. Whether you find yourself starting your own business as an entrepreneur, or you are a part of a multi-national corporation, understanding and synthesizing 'Big Data' will make your skills an essential part of any size team.

COURSE OFFERINGS

The following electives are required for this specialization*.

Students must take all of the following courses:

- Advanced Business Analytics
- Database Management Systems
- Introduction to Business Analytics

Students must take any TWO of the following courses:

- E-business Applications
- Enterprise Infrastructure Architecture
- Introduction to Information Assurance
- Any one Operations Management elective course
- Supply Chain Management and Enterprise-wide Systems
- Systems Analysis and Design

*Electives are subject to change and course offerings vary by semester.



Finance

Finance professionals are a vital part of every economy worldwide and play an integral part in any business. Careers in this area focus on the management of current and future opportunities, and are responsible for ensuring the profitability and growth of a company, as well as its assets. Finance is a fast-paced and ever-changing career that provides many opportunities for growth and advancement in any company or organization. Professionals in this field are consistently in demand worldwide.

Completing a specialization in this area will provide you with skills in research, communication and analysis, while ensuring you are knowledgeable in the stock market, trade and investments, as well as industry practices and principles.

This program has a high degree of correlation with the Chartered Financial Analyst (CFA) program and can lead to a CFA designation. To learn more about obtaining a CFA designation, visit cfainstitute.org

COURSE OFFERINGS

Students are required to take any five of the following courses, for this specialization*:

- Advanced Corporate Finance and Risk Management
- Blockchain and Cryptocurrencies
- Debt Investments
- Derivative Instruments
- Equity Investments, Markets, and Instruments
- Financial Statement Analysis
- International Finance
- Portfolio Management & Alternative Investments

*Electives are subject to change and course offerings vary by semester.



Human Resource Management

Best-in-class organizations realize the competitive advantage of having highly motivated employees who can execute the organization's mission. Human Resources is increasingly seen as a key strategic partner and this specialization provides opportunities for students to excel in a broad range of careers as human resource management professionals.

The Human Resource Management (HRM) specialization focuses on effectively managing people in organizations. This specialization is designed to provide you with a strong foundation in both theoretical and practical applications related to managing people. In HRM, traditional classroom experiences are regularly enriched by opportunities to gain practical experience through collaborations with local organizations.

COURSE OFFERINGS

Students are required to take any five of the following courses, for this specialization*:

- Compensation Management
- Health and Safety
- HR Planning and Strategy
- Introduction to Human Resource Management
- Introduction to Industrial Relations
- Negotiating in Organizations
- Recruitment and Selection
- Training and Development

*Electives are subject to change and course offerings vary by semester.



Marketing

The marketing specialization equips you with an integrated managerial and global business approach to marketing that helps you first understand the values of product/service offerings, their market spaces as well as competitors, and then enables you to apply the theoretical principles of marketing to deliver superior customer experiences that advance sustainable competitive advantage and growth. Emphasis is centrally placed on understanding practical, real-world marketing problems through customer behaviour and marketing analytics, and solving these problems using learned insights through innovative marketing strategies.

Students will be able to earn the Canadian Professional Sales Association (CPSA) Sales Certificate upon completion of the specified courses. The core and elective courses in the stream will progress students well in earning the American Marketing Association (AMA) Professional Certified Marketer in Marketing Management, Sales Management, and Digital Marketing Certificate.

COURSE OFFERINGS

Students are required to take ALL of the following courses, for this specialization*:

- Consumer Behaviour or Business-to-Business Marketing
- Marketing Research
- Marketing Strategy

Additionally, students are required to take any TWO of the following courses, for this specialization*:

- Integrated Marketing Communications
- Integrated Social Media Marketing
- International Marketing
- Marketing Analytics and Intelligence
- Marketing of High-Technology Products and Innovations
- New Product Development
- Sales Management
- Services Marketing

*Electives are subject to change and course offerings vary by semester.



Operations Management

Operations management focuses on the management of business processes and systems employed in the transformation of resources (inputs) into goods and/or services (outputs). The aim of this specialization is to provide the key concepts, models and tools for improved decision making in an operations context. Graduates with a specialization in operations management help organizations operate more efficiently and effectively. A career in operations management covers a large scope of different organizations including healthcare, food services, manufacturing, defence, government and consulting.

The operations management specialization focuses on providing a broad range of technical knowledge and skills that will prepare you for management positions. This includes knowledge and skills in demand forecasting, project management, quality management, logistics and supply chain.

COURSE OFFERINGS

Students are required to take any four or five of the following courses, for this specialization*:

- Advanced Business Modelling with Spreadsheets
- Advanced Operations: Special Topics
- Game Theory for Business
- Logistics and Supply Chain Management
- Project Management
- Quality Management
- Simulation of Business Systems

Students can also choose to take any one or none of the Business Analytics courses.*

*Electives are subject to change and course offerings vary by semester.



PROGRAM TIMELINES

Full-Time MBA (ISP) - Sample Program Plan

Four academic terms + optional co-op term

	Fall (Sept.-Dec.)	Winter (Jan.-April)	Spring/Summer (May-Aug.)
Year 1	Business English and Skills Transition Program (Aug.) <ul style="list-style-type: none"> Business communication Strategies for success Community and cohort activities Fall term <ul style="list-style-type: none"> Accounting for Decision Making I Quantitative Analysis Economic Environment of Business Organizational Behaviour Marketing Management 	<ul style="list-style-type: none"> Financial Management Accounting for Decision Making II Operations Management Management Information Systems Global Business 	<ul style="list-style-type: none"> Applied Business Research Entrepreneurship OR Business Law Business Ethics Two elective courses
Year 2	<ul style="list-style-type: none"> Business Strategy Four elective courses 	<ul style="list-style-type: none"> Four-month co-op term (optional) 	

Full-Time MBA (ISP) Accounting Specialization – Program Plan

Five academic terms + optional co-op term

	Fall (Sept.-Dec.)	Winter (Jan.-April)	Spring/Summer (May-Aug.)
Year 1	Business English and Skills Transition Program (Aug.) <ul style="list-style-type: none"> Business communication Strategies for success Community and cohort activities Fall term <ul style="list-style-type: none"> Accounting for Decision Making I Quantitative Analysis Economic Environment of Business Organizational Behaviour Marketing Management 	<ul style="list-style-type: none"> Financial Management Accounting for Decision Making II Operations Management Management Information Systems Global Business 	<ul style="list-style-type: none"> Applied Business Research Taxation I Business Ethics Managerial Accounting I Financial Accounting I
Year 2	<ul style="list-style-type: none"> Business Strategy Business Law Financial Accounting II Assurance I Taxation II 	<ul style="list-style-type: none"> Advanced Corporate Finance and Risk Management Assurance II Financial Accounting III Managerial Accounting II 	<ul style="list-style-type: none"> Four-month co-op term (optional)

ADD EXPERIENCE TO YOUR RESUME

Co-op

All full-time students, who maintain an overall academic average of 75%, as well as achieve sufficient English language proficiency, are eligible for an optional co-op work term. Students enrolled in the co-op program attend workshops, seminars and speaker series that are designed to help them discover the opportunities and industries that await them during their co-op work term and post-MBA. Most co-op placements are four months in length; however, co-op placements can be extended to eight or 12 months. There are no separate application requirements for the co-op program.

brocku.ca/ccee/co-op-education

Experiential Education

Experiential Education in the Goodman School of Business at Brock is project based where students work as “consultants” to community partner(s) within the framework of their academic courses. This is not a “co-op” or “placement” as in the traditional experiential learning models, but rather a teaching-learning strategy that connects classroom theory to challenges experienced in the business world. We focus on deliverables. Whether you are running a search engine optimization (SEO) campaign or developing social media strategies for a partner organization, you will have helped build a tangible result that our organization partners need to grow their businesses and serve the community. These projects will also help to round out your resumé, setting you apart from the competition in your job search.

brocku.ca/goodman/experiential-education

Beta Gamma Sigma

As a benefit of our AACSB accreditation, 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% of your class, you will be invited to the chapter as a Beta Gamma Sigma member. Members are provided 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.

betagammasigma.org

Graduate Business Council

The Graduate Business Council (GBC) is the representative student body for students enrolled in graduate business studies at Brock. The GBC plans and organizes events that provide students with the opportunity to gain hands-on experience and develop skills to supplement their business education. Professional development training sessions, inter-collegiate case competitions and networking events offer students an industry perspective towards a complete MBA experience.

goodmangbc.com



THE GBC
REPRESENTS MORE THAN
600
GOODMAN
GRADUATE STUDENTS

CAREER READY

Your career is shaped by your experiences and will evolve as you do, both during your time at Goodman and throughout your professional life after graduation. As a Goodman student, you have exclusive access to our team of professionals who are experienced at helping you understand your skills, connect your experiences to jobs, map your career goals and build your professional network.

Current students and alumni have access to an exclusive job board called CareerZone. A team of Employer Development Managers ensure you have access to the best possible opportunities by developing employer connections and sourcing new job opportunities. You will have options to engage in career-related events and build your professional network.



Services

- Career consulting and coaching
- Comprehensive resumé and cover letter review
- LinkedIn profile review
- Industry specific mock interviews
- Employer information sessions
- Innovative networking events
- Designation specific sessions

Annual events

- **Networking Breakfast:** Employers are invited to attend a large networking breakfast with students from all disciplines in Business.
- **Etiquette Dinner:** This is a collaborative event with Goodman Career and CPA Ontario offering students a chance to learn proper dining etiquette practice for interview and networking situations.
- **Grad Send-Off:** This is by far our largest event of the year! This premiere trade show event provides employers with opportunities to meet students from all faculties to share information about their business and employment opportunities. Students network with employers, have LinkedIn headshots taken and participate in a resumé review clinic.
- **Virtual Career Fair:** This online career fair is open to all students hosted on the CareerEco platform. It features employers promoting a variety of opportunities (focus is new grad, full-time, internships and summer positions). It is offered as an alternative to employers unable to participate in Grad Send-Off.
- **EmployABLE Expedition:** Roundtable networking event hosted by Brock International Services and Career Education. Students connect with industry professionals, alumni, and staff to have career conversations.
- **Exploring Careers In:** Students listen to industry professionals providing current career information about various industries such as: accounting and finance, consulting, small and medium enterprises and analytics.
- **CPA Day:** Accounting firms make their way to Brock's campus for a recruitment fair, which is open to all accounting students.



Over 50 employers participate every year.

After Graduation

Goodman alumni have access to CareerZone indefinitely upon graduation and exclusive opportunities will also be shared with alumni in the Goodman Alumni Network on LinkedIn. In-person supports will be available for one year after graduation.

brocku.ca/ccee/career-education/goodman-career

MBA (ISP) FEES

Total Tuition and Related Fees (Full-Time)

This chart reflects approximately how much you will be paying to attend the Goodman MBA (ISP) program as a full-time student, for two years.

Total tuition fees	\$62,000	\$74,400 (accounting specialization only)
Ancillary fees (student fees, health and dental plan, and 8-month bus pass)	\$3,050	
UHIP health coverage	\$1,440	
Co-op administrative fee (based on optional four-month co-op)	\$1,550 for 4 month co-op term	
Business English and Skills Transition (BEST) program	\$1,050	
Total cost of MBA (ISP)	\$69,100 (with co-op)	\$81,500 (accounting specialization only)

All costs are in Canadian dollars and subject to change each year. The total cost of your MBA (ISP) program reflects tuition and student fees and is based on the 2020-2021 academic year. Books and living expenses are extra. The CPA stream includes an additional term (4 courses) with the associated tuition and ancillary fees. The financial details listed here are provided as estimates only; for the most updated information, please check the Finance website: brocku.ca/safa/tuition-and-fees/overview/graduate/



Tuition Payment Schedule

The following tuition payment schedule is in place for all students entering the MBA (ISP). Ancillary fees, as set by the University are due mid-September of each year.

Tuition fee schedule	Payment Amount	Month payment is due
Non-refundable deposit	\$3,000	Due date is outlined in your offer of admission
Balance of Instalment #1	\$12,500	See offer of admission
Instalment #2	\$15,500	
Instalment #3	\$15,500	
Instalment #4	\$15,500	
Instalment #5 (Accounting specialization only)	\$12,400	
Total fees (CDN)	\$62,000 \$74,400 (accounting specialization)	

All amounts are in Canadian dollars and are based on the fees for the 2020-2021 academic year. Specific due dates and amounts are subject to change, and are outlined on your offer of admission. The amounts and months listed above are examples only.



FINANCIAL AID

The Goodman Scholarship

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. Students must demonstrate at least two of the following:

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

Scholarships and awards are subject to change based on available funding each year. The scholarships listed here are provided as estimates only.

ADMISSION REQUIREMENTS

	Minimum requirement	Notes
Degree type	Four-year bachelor's degree in any field	Must be from an accredited institution.
GPA	B / 75%	GPA is calculated based on last two years of study only. The admissions committee will convert your grades from your home country to the Canadian equivalent.
English Language Proficiency*	Academic IELTS: 6.5	Minimum of 6.0 in each section is required.
	TOEFL iBT: 88	Minimum 21 on Speaking and Writing is required.
	Pearson Test of English(Academic): 60	Minimum of 50 on each section is required.
	Brock IELP Program	Successful completion of Brock University's IELP program level 5.
Work experience	N/A	Preferred but not required.

*Please be advised that the MBA (ISP) program does NOT accept English Language test waivers.

“If you want to understand how global business works and practice real life scenarios – the Goodman School of Business is the place you want to be!”

- Shay Porat, first-year MBA(ISP) student



QUESTIONS ABOUT YOUR ELIGIBILITY FOR THE MBA (ISP)?

It can be an expensive risk to complete the application process for an MBA (ISP), only to discover that you do not qualify for admission. At Goodman, we don't want you to waste your time or money. If you are a direct applicant, send us your transcripts, IELTS/TOEFL score and resumé, and we will conduct a free pre-assessment to let you know if you are eligible for one of our programs, and also if we think your application will be competitive enough for admission. Submit your documents by visiting portal.bus.brocku.ca and creating an account today.

APPLYING TO GOODMAN

Application documents checklist:

- Online OUAC application
- Application fee (\$140 CAD)
- Scanned transcripts from all post-secondary institutions (including grading scale)
- Three electronic reference reports
- Statement of interest
- Resumé
- Graduate Studies Internal Scholarship/Award application
- Official Academic IELTS, TOEFL iBT, Pearson Test of English (Academic) score
- Online interview (required)

Our entire application process is electronic. For detailed information about our electronic application and document submission process, please visit: brocku.ca/goodman/programs/mba-isp/#How-to-Apply



Application deadline: **March 1**

Visit brocku.ca/goodman/programs/mba-isp/#How-to-Apply to access the online OUAC application.

You can begin the full-time MBA (ISP) program in August of each year. The application deadline is March 1. Any applications received after this date will be reviewed if space permits - if the program is full you will be looked at for the next August intake. Application review can take up to one month from when we receive a completed application. Admission decisions will be posted to your my.brocku.ca account as well as emailed to you.



Goodman
School of Business

Brock University

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

MBA (ISP) questions:
905 688 5550 x5362
goodmangrad@brocku.ca

Pre-assessment and admissions information:
portal.bus.brocku.ca

Toll free number for MBA (ISP) inquiries:
1 866 528 0746

brocku.ca/goodman

     @GoodmanSchool

