

Goodman
School of Business

Brock University

MSc

Master of Science in Management



EXPERIENCE. SUCCESS.
GET THERE WITH GOODMAN.

2021



Brock University



Established in 1964



19,000+ students



100,000+ alumni worldwide



590+ faculty members



6 faculties



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Goodman School of Business

At Goodman, experience matters. Our programs provide you with the business acumen and leadership skills you need to succeed.

We'll provide you with an exceptional education as well as relevant employment-related experience that will help you take your career to the next level.

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 and Chartered Professional Accountants of Ontario (CPA Ontario).

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

GOODMAN FACULTY AT A GLANCE

Faculty members and lecturers



Statistics pulled from the Year In Review (July 1, 2016 to June 30, 2017).

Goodman 2010/2020 graduate enrolment*

539	22
MBA/MBA (ISP)	MSc
55	68
MPAcc	MAcc

TOTAL: 684

*Includes students on co-op work terms.



2018 & 2019 MSc international student diversity (by nationality)

69% Asia & Oceania

26% Middle East

5% North America

STUDY IN NIAGARA

Located in the historic Niagara region, Brock University offers all the benefits of a young and modern university in a safe and community-minded city with beautiful natural surroundings. Brock University's main campus is located atop the Niagara Escarpment in the city of St. Catharines, the largest city within the Niagara region.

With the thriving downtown St. Catharines arts scene, culture of Niagara-on-the-Lake, plethora of vineyards and farmers markets and its world-renowned tourist attractions, the Niagara experience is like no other. The University's central location is also close to the U.S. border and just an hour's drive from Toronto. Accessible via nearby international airports in Toronto and Buffalo, NY, the Niagara region is one of the top travel destinations in all of Canada.



GOODMAN MSc AT A GLANCE

Whether your goal is to earn a PhD, become an expert in your chosen field of research or establish your research-based career, the Goodman MSc in Management will provide you with the opportunity to gain new knowledge and enhance your research ability.

Throughout your program, you will work with leading researchers and have numerous opportunities to showcase your research at events like the Three Minute Thesis competition and Brock University's graduate conference.

	MSc in Management
Program type	Research/thesis-based program
Program best suited for	Students who are interested in pursuing their PhD or a research-based career
Previous undergraduate degree	Domestic or internationally obtained degrees in business and related non-business fields
Time to degree	2 years
Study options	On campus, full-time only
Entry points	August (Spring term) – Finance specialization September (Fall term) – All other specializations
Course schedule	Weekdays and evenings
Types of courses	Research Seminars; Research Methodology
Thesis required	Yes
Approximate class size	15
Co-op available	No
International exchange available	No
Specializations	Accounting; Finance; Marketing; Operations & Information Systems Management; Organization Studies
Deadline to apply	There is no set application deadline <i>See page 15 for more information.</i>

Information in this brochure was accurate at the time of printing and is subject to change.

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
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"The MSc in Management program, with my specialization in Finance, lets me take a deep-dive into finance. Since it is a research based program, not only have I been able to understand the practical aspects of finance better, but also conceptualize the theory governing the practice in a real world. The faculty is well-versed in contemporary research and is a profound resource to have in order to take that deep-dive. Additionally, the opportunity to hone my programming skills, which meet the needs of cutting-edge research in finance as well as job market, is a treat to have. I think the program thus is offering a well-rounded preparation for students' whether they endeavor to take on further research or are looking to find a career."

– Deepan Das (MSc, 2020)



MSc CURRICULUM

Coursework

Your coursework is carefully designed in consultation with your thesis supervisor to include specialized MSc courses in relevant subject areas. The coursework provides you with a strong foundation for your future thesis and gives you exposure to different aspects of your discipline.

Research Seminars

We believe strongly that you should be an expert in your own field and also be familiar with other core areas of management. Weekly research seminars focus on the presentation of academic research by yourself and your classmates, Goodman faculty members and visiting scholars.

Research Methodology

Our research methodology courses provide you with a comprehensive overview of the methods commonly used in management research. You'll gain knowledge of statistical techniques, survey research and experimental research design.

Thesis

As the final component of your MSc in Management degree, the thesis demonstrates your ability for independent and original research. The thesis component is the focus of your second year of study and includes the preparation of your thesis proposal, the writing and research of your thesis and your thesis defence. You will work closely with your thesis supervisor and the members of your supervisory committee during this time.

Sample Thesis Topics:

- Management of Online Stock Keeping Units and Its Impact on E-Retailer Performance
- Moderating Role of Supervisory Behaviours and Employee Customer Orientation
- Reaction of the U.S. Treasury Market to the Auctions of Economic Derivatives
- Search Engine Marketing Strategies and Key Performance Metrics in Web Retailing: A Data-Driven Modelling and Analysis
- Environmental Disclosures: Firm characteristics and Market Response



SPECIALIZATIONS

As part of your MSc, you will focus on a specific area of management in order to improve your knowledge in that field and expand your research opportunities. Specialization courses in your first year will provide you with an understanding of your area of focus including the issues facing this particular area of business.

All students must enroll in a specialized stream in the MSc in Management program.

You will select your area of specialization during the application process. An interview with a faculty member from your desired specialization will be a required portion of your application.

The admission committee highly recommends that you research the program and the faculty members for each specialization before applying. Additionally, it is suggested that you review the research of each core faculty member and find a research area that matches your interests.

brocku.ca/goodman/programs/msc/#Specializations



Accounting

A specialization in accounting focuses on providing you the opportunity to research accounting, an essential area of any business, large or small. Accounting research affects the direction and profitability of companies, and the latest research in this area can be used worldwide.

REQUIRED COURSES

- Advanced Special Topics in Accounting
- Current Issues in Accounting Research I
- Current Issues in Accounting Research II

Core faculty:

Kareen Brown, Fayez Elayan, Hemantha Herath, Yun Ke, Jingyu (Jennifer) Li, Parunchana Pacharn, Raafat Roubi, Barbara Sainty, Tashfeen Sohail, Tanya Tang, Samir Trabelsi

Examples of core faculty research:

Ethical decision making, executive compensation, earnings management, mergers and acquisitions, capital markets, economics of information security, managerial accounting, voluntary disclosure, corporate governance structures, eXtensible Business Reporting Language (XBRL)



MSc PROGRAM PLAN

August	Fall (Term 1)	Winter (Term 2)	Spring/Summer (Term 3)	Fall (Term 4)	Winter (Term 5)	Thesis defence
Mathematics and Statistics Review Mandatory for finance specialization, optional for other specializations	• Empirical Finance I (finance students only) /Research Methodology I • Research Seminar I • Two related courses in your specialization	• Empirical Finance II (finance students only) /Research Methodology II • Research Seminar II • Two related courses in your specialization	Thesis Research Proposal	• Research Seminar III • Thesis in Management	• Research Seminar IV • Thesis in Management	



"The MSc program at Goodman is a terrific on-ramp for PhD programs. In 2010, I entered the University of Houston's PhD program. Five years later, I won the C.T. Bauer College of Business Dissertation Award and had a job offer from the University of Virginia. I owe a large part of this success to the training and research skills I received at Brock. The MSc program changed my life – I couldn't recommend it any stronger."

– Jeff Boichuk (MSc '10, PhD '14)
 Assistant Professor of Commerce, McIntire School of Commerce, University of Virginia



Finance

Professionals in the field of finance are a vital part of any company or organization, because they focus on the management and future opportunities. Finance is a fast-paced and ever-changing industry, which provides ample opportunities for innovative research, that can be used by organizations around the world.

REQUIRED COURSES

- Analysis of Time Series
- Econometrics
- Empirical Finance I
- Empirical Finance II
- Theory of Capital Markets
- Three of the following courses:
 - Advanced Corporate Finance
 - Fixed Income Securities and Interest Rate Models
 - International Finance
 - Numerical Methods
 - Options and Futures
 - Risk Management

Core faculty:

Mohamed Ayadi, Walid Ben Omrane, Ernest Biktimirov, Zhongzhi (Lawrence) He, Skander Lazrak, Jin Lei, Onem Ozocak, Unyong (Howard) Pyo, Tatyana Sokolyk, Yan Wang, Robert Welch

Examples of core faculty research:

Mutual funds, financial markets regulation, derivative securities, foreign exchange market microstructure, financial econometrics, asset pricing, financial education, active portfolio management, corporate governance, risk management, institutional trading, hedging, risk management, behavioural finance



Marketing

This specialization provides the building blocks for aspiring scholars in marketing by exposing students to innovative research in the field. The topics covered include, marketing strategy, business-to-business marketing, online and social media marketing, consumer behaviour, and advertising.

REQUIRED COURSES

- Consumer Behaviour and Behavioural Decision Theory
- Current Issues in Marketing Theory
- One of the following courses:
 - Advances in Business-to-Business Marketing
 - Advances in International Marketing
 - Advances in New Product Development
 - Selected Readings in Consumer Behavior
 - Advances in Services Marketing
 - Advances in Strategic Market Management

Core faculty:

Abdul Ashraf, Sheng Deng, Todd Green, Antonia Mantonakis, Narongsak (Tek) Thongpapanl, Kai-Yu Wang, Peter Yannopoulos, Lianxi Zhou

Examples of core faculty research:

International marketing, enterprise reform, new product development, innovation and technology management, strategic marketing management, internet and social media marketing, consumer psychology, sports marketing, managerial mental models, export marketing



Operations & Information Systems Management

This specialization focuses on research to impact and improve the way in which industries, such as health care, technology and manufacturing conduct their day-to-day business. It exposes students to emerging markets, environmental policy planning, mathematical programming, as well as how to data mine to get the information you need to make the best decisions for your organization.

REQUIRED COURSES

- Operations Research Modelling
- Seminar in Operations and Information Systems Management
- Two of the following courses:
 - Data Mining Techniques and Applications
 - Forecasting Systems for Management
 - Logistics and Supply Chain Management
 - Mathematical Programming
 - Simulation of Business Systems
 - Topics in Information Systems Research

Core faculty:

Michael J. Armstrong, Anteneh Ayanso, Dipanjan Chatterjee, Danny Cho, Teju Herath, Princely Ifinedo, Eugene Kaciak, Kenneth Klassen, Ali Vaezi, Reena Yoogalingam

Examples of core faculty research:

Supply chain network design, supplier selection and purchasing decision, coevolution of emerging markets, capacity management in services, outpatient appointment scheduling, simulation-optimization algorithms, meta-heuristic techniques, environmental policy planning



Organization Studies

This specialization addresses the many challenges that impact the contemporary organization. It exposes students to innovative research from the micro-perspective: organizational behavior, human resources; macro-perspective: strategy, international business, organization theory; and meso-perspective: entrepreneurship, innovation.

REQUIRED COURSES

- Macro-Foundations in Organization Studies
- Micro-Foundations in Organization Studies
- Two of the following:
 - Advances in Entrepreneurship Research
 - Advances in Human Resources Theory and Practice
 - Theoretical and Methodological Issues in International Management

Core faculty:

Dave Bouckenooghe, Shawna Chen, Dirk De Clercq, Paul Dunn, Wesley Helms, Marshall Jiang, Mark Julien, Adam Kanar, Deborah McPhee, Teresa Menzies, Diane Miller, Trish Ruebottom, Kojo Saffu, Robert Steinbauer, Francis Sun, Narongsak (Tek) Thongpapanl, Maxim Voronov, Lianxi Zhou

Examples of core faculty research:

Corporate social responsibility and governance, innovation, social exchange relationships, entrepreneurship, new firm creation, conflict, citizenship and ethical behaviour, psychological contracts, perceived organizational justice and politics, impression management, e-commerce adoption



"I was interested in marketing research and Goodman stood out to me because of how active its marketing researchers are. Academia has always been a dream for me. I like innovation and technology so research m-commerce was a natural fit."

– Luciano Lapa (MSc '18)
PhD candidate - Kelley School of Business, Indiana University



"My supervisors involved me in projects that have trained me really well. I now understand the research process better and know what to expect from my PhD."

– Ali Anwar (MSc '18)
PhD candidate - Lazaridis School of Business and Economics, Wilfrid Laurier University

AWARD-WINNING FACULTY RESEARCH



ANTENEH AYANSO

Professor of Information Systems
 Director of the Centre for Business Analytics
 Recipient of the Departmental Researcher of the Year Award

Type a phrase like 'truck tires' into a web search site like Bing or Google. The software will quickly find and display tire-related web links, beginning with 'sponsored' links paid for by retailers.

But how does the software choose which of those paid links to put first? Are retailer links listed higher because their owners offered to pay more for that privilege? Or is it because they are popular links that people often click on? This is important to know if you are a retailer operating online.

Professor Anteneh Ayanso and his co-author set out to answer these questions. They analyzed two months of Google search data for 119 retailers selling only online, and 214 "multi-channel" retailers selling both online and through stores.

As expected, the study found that retailers willing to pay more generally appeared higher in the search results. Payments had more influence on the search rankings for obscure web pages than those of popular pages.

Anteneh Ayanso's current research examines efficiency and competitive analysis in search engine advertising, retail analytics, and e-government readiness of nations.

Anteneh Ayanso and Armin Karimi, 2015. The Moderating Effects of Keyword Competition on the Determinants of Ad Position in Sponsored Search Advertising. *Decision Support Systems* 70, 42-59.



KAREEN BROWN

Associate Professor of Accounting
 Recipient of Goodman's Untenured Researcher of the Year Award

Research has shown that businesses sometimes choose accounting policies to make themselves look good. A firm may change how it counts inventories or when it reports sales. These 'earnings management' choices make a company's results appear better on paper, without affecting its underlying business.

Earnings management becomes more dangerous when firms change their real operations. These decisions make their accounting numbers look better in the short run. But they could harm the business in the long run.

Associate Professor Kareen Brown and her co-authors investigated whether and how firms with borderline credit ratings manage earnings. They examined financial statements between 1989 and 2009 for 835 American manufacturers.

Brown's work shows that credit rating pressures can influence companies' real operational decisions. It therefore supports recent American efforts to eliminate government use of credit ratings in rules and regulations.

Kareen Brown's research examines how various factors influence earnings management. She also studies how mandatory stock ownership affects firms' investment, reporting and disclosure choices. Brown teaches introductory and intermediate accounting and accounting theory courses.

Kareen Brown, Vincent Y.S. Chen and Myungsun Kim, 2015. Earnings Management Through Real Activities Choices of Firms Near the Investment-speculative Grade Borderline. *Journal of Accounting and Public Policy* 34, 74-94.



DIRK DE CLERCQ

Professor of Management
 Recipient of the Departmental Researcher of the Year Award

Being innovative is a challenge for many businesses, but especially for those that are family operated. In those firms, managers are also relatives. Their personal and professional relationships overlap, for better or for worse.

That complexity is what attracted Professor Dirk De Clercq to this topic. He and his co-author wanted to understand why some family firms are more innovative than others. So they developed a framework describing how three factors can influence innovation in the firm.

These factors are:

1. Participation by multiple generations of family members in management
2. The family's approach to conflict resolution.
3. 'Social capital' – the extent to which all the relatives share common goals and trust each other.

De Clercq recommends that family firms involve many generations in management. Furthermore, they should encourage co-operation and close relationships among the relatives. But he also recommends they develop awareness, perhaps through outside coaching, of the potential pitfalls of being too cooperative or too close.

Dirk De Clercq's research interests include entrepreneurship, innovation and social exchange, with a particular interest in how these vary between different countries and cultures.

Dirk De Clercq and Imanol Belausteguigoitia, 2015. Intergenerational Strategy Involvement and Family Firms' Innovation Pursuits: The Critical Roles of Conflict Management and Social Capital. *Journal of Family Business Strategy* 6, 178-189.



NARONGSAK (TEK) THONGPAPANL

Professor of Marketing and Product Innovation
 Associate Dean of Graduate Studies
 Recipient of the Departmental Researcher of the Year Award

Online retailing is big business, with global annual sales exceeding \$1.4 trillion. However, only about 2.5 per cent of visitors to retail websites actually purchase anything. To convert more visitors into buyers, retailers are investing in website improvements. By making sites both more fun and more functional, they hope to appeal to as many shoppers as possible.

However, research by Narongsak Thongpapanl and his colleagues suggests that this broad approach may not be as fruitful as conventionally believed.

Thongpapanl says that retailers first need to understand who their customers are. For example, some shoppers focus more on seeking positive outcomes. Other shoppers focus on avoiding negative outcomes, and emphasize security and responsibility.

The study found that positive-seeking shoppers preferred web pages with colourful pictures and emotional language. While negative-avoiding shoppers' preferred practical layouts and clear menus.

Thongpapanl recommends that retailers keep their websites focused. This is because both shopper types disliked seeing too many of the "other" type's features.

Narongsak (Tek) Thongpapanl's research covers new product development, innovation and technology management, e-commerce, wine marketing, and strategic marketing management.

Abdul R. Ashraf and Narongsak (Tek) Thongpapanl, 2015. Connecting with and Converting Shoppers into Customers: Investigating the Role of Regulatory Fit in the Online Customer's Decision-making Process. *Journal of Interactive Marketing* 32, 13-25.

ADD EXPERIENCE TO YOUR RESUME

Beta Gamma Sigma

As a benefit of our 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 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.

betagammasigma.org

Conferences

Our program provides many opportunities for MSc students, to attend conferences that help enrich their learning and provide space for networking, as well as provide events to present their research. Conferences are a time for students to position themselves as a subject matter expert, encounter new and innovative research, while also providing an opportunity to network with their peers and industry experts.

One such conference opportunity is Brock University's own annual conference, called Mapping the New Knowledges (MNK). The first MNK conference was held in 2005 as an opportunity to showcase the depth and breadth of research and scholarship being pursued by graduate students in Brock's academic Faculties. The Faculty of Graduate Studies and the Graduate Students' Association provide graduate students with the opportunity to connect with researchers and colleagues across Faculties and disciplines in a professional, supportive and welcoming setting.

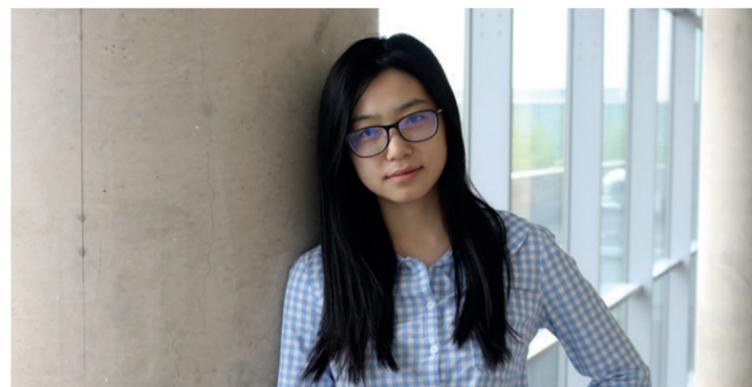
Goodman also sponsors our best and brightest students to attend and present their thesis-related research at various domestic and international conferences.

Publications

Students in our MSc program have had great success being published during their master's program with Goodman. It's clear that their success, and yours, is due to our invested professors. At Goodman, students can expect access to top scholars, engaging and interesting courses, and informative lectures to inspire their research. Our program is designed to give students access to publication opportunities, which will make a strong impression on any PhD admission committee or future employer.

Notable MSc student publications:

- Thongpapanl, N., Ashraf, A., Lapa, L. (MSc '18). and Venketesh, V. Differential Effects of Customers' Regulatory Fit on Trust, Perceived Value, and M-commerce Use among Developing and Developed Countries, Journal of International Marketing. Forthcoming.
- De Clercq, D., Rahman, Z. and Haq, I. (MSc '16). Explaining Helping behavior in the Workplace: The Interactive Effect of Family-to-Work Conflict and Islamic Work Ethic, Journal of Business Ethics. In Press.
- Ayanso, A., Herath, T. and O'Brien, N. (MSc '13). Understanding Continuance Intentions of Physicians with Electronic Medical Records (EMR): An Expectancy-Confirmation Perspective, Decision Support Systems. Volume 77, Number 1, September, 2015.



"This specialized program allowed me to research independently in a field I'm passionate about and gave me the opportunity to have my research published and to attend academic conferences."

– Mingshan Han (MSc '18)

MSc FEES

Total Tuition and Related Fees (Full-Time)

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

	Canadian citizens and permanent residents	International students
Total tuition fees	\$13,628	\$39,175
Total student fees and bus pass	\$1,178	\$1,178
Total UHIP health coverage	Not applicable	\$1,440
Total international recovery fee	Not applicable	\$1,500
Total health and dental plan	\$1,000	\$1,000
Fees subtotal	\$15,806	\$44,293
(Funding package)*	(-\$28,652)	(-\$39,485)
Total estimated costs of the MSc program	\$0 (surplus of \$12,846)	\$4,808

All costs are in Canadian dollars and subject to change each year. These fees are based on the 2020-2021 fees. The total cost of your MSc program reflects tuition and student fees. Books and living expenses are extra. The finance specialization includes additional 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

Fellowships and Financial Aid

The estimated total program funding package reflects five terms of study over two years. Funding for the first year is for three terms of study and funding for the second year is for two terms of study. This funding package is automatically awarded to any student entering the MSc program.

Estimated total program funding package	Canadian citizens and permanent residents	International students
Graduate Fellowship	\$12,500	\$12,500
International Student Fellowship	N/A	\$10,833
Teaching Assistantship (TA) <i>Minimum 240 hours</i>	\$16,152	\$16,152
Total per program (5 terms)	\$28,652	\$39,485

All funding options listed are in Canadian dollars and subject to change each year. This funding is based on the 2020-2021 funding packages. For the most up-to-date funding package information, please visit brocku.ca/goodman/programs/msc/#Fellowships-Financial-Aid. While funding is generous and will cover much of your tuition and living expenses, please have additional funds available for extra costs. Funding packages are posted to the student's financial account (my.brocku.ca). Tuition and ancillary fees are posted to the student's financial account (my.brocku.ca) at the beginning of each term (September, January, May) and deducted from the total graduate funding amount for the term.

Goodman Scholarships

In addition to the extensive Fellowships and Financial Aid package that students are awarded upon admission to the MSc program, 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 life 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 business or a related field	<i>Must be from an accredited institution.</i>
GPA	B+ / 78% (Canadian equivalent)	<i>GPA is calculated based on last two years of undergraduate study only.</i>
GMAT / GRE	550 / 60th percentile	<i>MSc program does NOT grant GMAT/GRE waivers.</i>
English Language Proficiency*	Academic IELTS: 7.0 overall	<i>Minimum of 6.5 in each section is recommended.</i>
	TOEFL iBT: 100 overall	<i>Minimum of 21 in Reading, Listening and Speaking. Minimum of 24 in Writing is recommended.</i>
	Pearson Test of English (Academic): 70 overall	<i>Minimum of 58 in each section is recommended.</i>
Work experience	Not required	
Interview required	Yes	<i>An online interview with a core faculty member is required for admission to this program.</i>

*If applicable. The Graduate Programs Office reserves the right to request English Language Proficiency scores from any applicant.

APPLYING TO GOODMAN

Application deadlines for Canadian citizens and permanent residents:

There are no set application deadlines for domestic students. Applications will be accepted until the program is full. Applicants are encouraged to apply as early as possible. If you plan on applying after May 1, please contact the Graduate Programs Office first.

Application deadlines for international students:

International applicants are encouraged to apply by **March 1** to allow for application and visa processing. Applicants applying after these deadlines may still submit an application but are recommended to contact the Graduate Programs Office first.

Application processing:

This is a competitive program, which requires core faculty to interview each candidate for admission. Therefore, it is important to note that the admission process can take between one to two months to process.

Application documents checklist:

- Online OUAC application
- Application fee (\$110 CAD)
- Scanned transcripts from all post-secondary institutions (including grading scale)
- Three electronic reference reports
- Scanned official GMAT/GRE score
- Statement of research interest
- Resumé
- Graduate Studies Internal Scholarship/Award Application
- Official Academic IELTS, TOEFL iBT or Pearson Test of English (Academic) score (if applicable)
- Online personal interview with a faculty member about your research interests will be required

Our entire application process is electronic.

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



QUESTIONS ABOUT YOUR ELIGIBILITY FOR THE MSc?

It can be an expensive risk to complete the application process for an MSc, 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 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.

Create a profile to submit your resumé and transcripts by visiting portal.bus.brocku.ca

Visit brocku.ca/goodman/programs/msc and click "Apply Now" to access the online OUAC application.



Goodman
School of Business

Brock University

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MSc questions:
905 688 5550 x5362
goodmangrad@brocku.ca

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

Toll free number for MSc inquiries:
1 866 528 0746

brocku.ca/goodman

     @GoodmanSchool

