

Goodman
School of Business

Brock University



**EXPERIENCE.
BUSINESS
RESEARCH.
COME TO
GOODMAN.**

Master of Science in Management



LEARN TO RESEARCH

Whether your goal is to earn a PhD, become an expert in your chosen research field 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'll work with leading researchers and have numerous opportunities to showcase your research at events like the Three Minute Thesis competition and Brock University's Mapping the New Knowledges conference.

You'll have access to resources like the specialized Bloomberg terminals used to access the world financial markets as well as some of the world's most popular databases.

AN EXCEPTIONAL GRADUATE STUDENT EXPERIENCE

What makes the Goodman School of Business one of Canada's top choices for business students?

YOUR PASSPORT TO ACADEMIC SUCCESS

With the help of internationally recognized faculty, the MSc in Management puts you at the forefront in creating new research in the fields of business and management. The two-year program is comprehensive and intensive, with an emphasis on preparing you for a research career.

If you're looking to enter a PhD program after graduation and have an interest in research in accounting, finance, marketing, organization studies, or operations and information systems management, this is the program for you.

OUTSTANDING FACULTY

Your professors are invested in your success. At Goodman, you can expect access to top scholars, interesting courses and informative lectures.

DEPTH OF KNOWLEDGE

Nothing prepares you better for your PhD than Goodman's MSc program. Our curriculum is designed so that you complete in-depth study in your field of interest, write a thesis and get access to conference and publication opportunities.

INTERNATIONAL EXCELLENCE

The Goodman School of Business is accredited by AACSB International, the Association to Advance Collegiate Schools of Business. Only the top five per cent of business schools worldwide have this prestigious accreditation.



GET RECOGNIZED FOR YOUR ACADEMIC EXCELLENCE

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 and other Goodman School of Business benefits.

PHD PLACEMENTS OF OUR ALUMNI

- Concordia University (Accounting; Finance)
- HEC Montreal (Accounting)
- McMaster University (Operations and Information Systems Management)
- Michigan State University (Marketing)
- Ohio State University, Fisher College of Business (Operations)
- Pennsylvania State University (Finance)
- University of Alberta (Organization Studies)
- University at Buffalo (Finance)
- University of Central Florida (Accounting)
- University of Houston (Marketing)

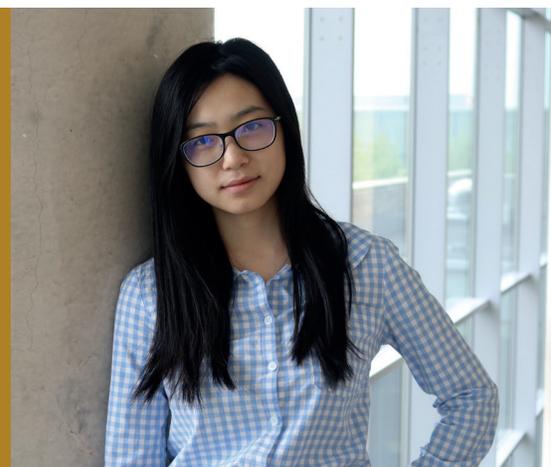


"This specialized program allows me to research independently in a field I'm passionate about and gives me the opportunity to have my research published and to attend academic conferences. By analyzing past data, we can predict what will happen in the future and can predict behaviours and make product suggestions based on preferences and habits."

Mingshan Han, second-year MSc student

Research interests: Operations and information systems, mobile app recommendation systems

Educational experience: Bachelor of Policy and Planning Sciences, School of Science and Engineering, University of Tsukuba



SPECIALIZATIONS

ACCOUNTING

Core faculty

Darlene Bay, Kareen Brown, Maureen Donnelly, Faye Elayan, Hemantha Herath, Yun Ke, Pascale Lapointe-Antunes, Jingyu (Jennifer) Li, Parunchana Pacharn, Raafat Roubi, Barbara Sainty, Tashfeen Sohail, Samir Trabelsi

Core faculty research includes, but is not limited to: 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).

FINANCE

Core faculty

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

Core faculty research includes, but is not limited to: 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

Core faculty

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

Core faculty research includes, but is not limited to: 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 AND INFORMATION SYSTEMS MANAGEMENT

Core faculty

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

Core faculty research includes, but is not limited to: supply chain network design, supplier selection and purchasing decision, co-evolution of emerging markets, capacity management in services, outpatient appointment scheduling, simulation-optimization algorithms, meta-heuristic techniques, environmental policy planning.

ORGANIZATION STUDIES

The organization studies specialization allows you to focus on advanced topics in human resources, ethics, leadership, international business and entrepreneurship.

Core faculty

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

Core faculty research includes, but is not limited to: 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.



"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, second-year MSc student

Research interest: Marketing, mobile commerce

Educational experience: Bachelor of Science (Marketing), University of the Punjab;
Master of Business Administration, FAST National University

PROGRAM STRUCTURE

COURSEWORK

The coursework provides you with a strong foundation for your future thesis and gives you exposure to different aspects of your discipline.

RESEARCH SEMINARS

Weekly research seminars focus on the presentation of academic research by you and your classmates, Goodman faculty members and visiting scholars.

RESEARCH METHODOLOGY

The 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.

MSC PROGRAM PLAN

August	Fall (Term 1)	Winter (Term 2)	Spring/Summer (Term 3)	Fall (Term 4)	Winter (Term 5)	Thesis defence
ECON 5N11: Mathematics and Statistics Review Mandatory for finance specialization, optional for other specializations	<ul style="list-style-type: none"> MSCM 5P01: Research Methodology I / MSCM 5P03: Empirical Finance I (finance students only) MSCM 5N01: Research Seminar I Two related courses in your specialization 	<ul style="list-style-type: none"> MSCM 5P02: Research Methodology II / MSCM 5P04: Empirical Finance II (finance students only) MSCM 5N02: Research Seminar II Two related courses in your specialization One graduate elective 	MSCM 5P90: Thesis Research Proposal	<ul style="list-style-type: none"> MSCM 5F90: Thesis in Management MSCM 5N03: Research Seminar III 	<ul style="list-style-type: none"> MSCM 5F90: Thesis in Management MSCM 5N04: Research Seminar IV 	

SAMPLE THESES

- 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

NOTABLE MSC STUDENT PUBLICATIONS

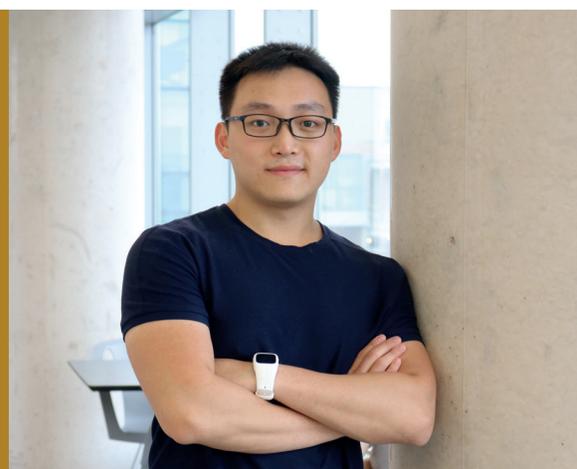
- Wang, Chunrong (MAcc '09, MSc '11) and Prof. Ernest Biktimirov. "Model-Based versus Model-Free Implied Volatility: Evidence From U.S., European, and Asian Index Option Markets." Honourable mention award in Finance Division at the ASAC 2013 Conference.
- Zafar, Asma (MSc '13), Prof. Dave Bouckenoghe and Prof. Usman Raja. "How Ethical Leadership Shapes Employees' Job Performance: The Mediating Roles of Goal Congruence, and Psychological Capital." Paper accepted in 2014 for publication in the Journal of Business Ethics.

"The MSc is a very good training experience because it prepares us not only for a PhD program, but also for working in the industry. We are able to take data from the real world to analyze and build a model for it, which is a skill needed in both industry and research."

Xusheng Yan, second-year MSc student

Research interests: Finance, foreign exchange and the energy industry

Educational background: Bachelor of Commerce, Sobey School of Business, St. Mary's University



ADMISSIONS

- Four-year bachelor's degree (Canadian equivalent) from an accredited university.
- B+/78 per cent academic average in last two years of undergraduate study (Canadian equivalent).
- Minimum GMAT score of at least 550 or minimum GRE in the 60th percentile.
- Minimum English Language Proficiency score (if applicable): TOEFL: IBT 100/ Academic IELTS 7.0

HOW MUCH WILL MY MSC COST?

Fees (two years)	Canadian citizens and permanent residents	International students
Total tuition fees	\$15,000	\$39,000
Student fees and bus pass (includes health and dental plan)	\$2,000	\$2,000
International recovery fee	N/A	\$1,500
UHIP health coverage	N/A	\$1,300
Total estimated costs	\$17,000	\$43,800

*All costs are in Canadian dollars and subject to change each year.

The total cost of your MSc in Management program reflects tuition and student fees. Books and living expenses are extra.

The following fees are approximate and provided as an estimate only. For more information, visit brocku.ca/goodman/programs/msc

SCHOLARSHIPS AND FINANCIAL AID

Funding packages will vary. While funding will cover most of your tuition and living expenses, please have additional funds available for extra costs.

Estimated funding package (two years)	Canadian citizens and permanent residents	International students
Graduate fellowship	\$12,500	\$12,500
Teacher assistantship (TA) Minimum 120 hours	\$16,152	\$16,152
International student fellowship	N/A	\$10,833
Total estimate funding (5 terms)	\$28,652	\$39,485

GOODMAN SCHOLARSHIPS

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 life and community life, or evidence of entrepreneurial talent
- Exceptionally high academic grades
- Financial need



"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 researching m-commerce was a natural fit."

Luciano Lapa, second-year MSc student

Research interests: Marketing, mobile commerce

Educational experience: Bachelor of Business Administration, Universidade de Pernambuco, Brazil

APPLYING TO GOODMAN

HOW TO APPLY

Visit brocku.ca/goodman/msc to access the online OUAC application.

APPLICATION DATES FOR FALL TERM

- Applications will be accepted until the program is full.
- International students who require a student visa should apply by March 1.

Applicants applying after this date may still submit an application but are recommended to contact the Graduate Programs Office first.

QUESTIONS

We encourage you to contact us with any questions you may have. Create an account in the Goodman Graduate Portal at portal.bus.brocku.ca to get direct access to Goodman School of Business recruitment and admissions staff. Using the Contact Grad Programs Office option, you can ask questions about the program, request an assessment of your eligibility, make an appointment to visit Brock and communicate directly with one of our staff members.

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 leaders and fosters entrepreneurship through experiential learning.

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 15 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.

PRE-ADMISSION ASSESSMENTS

Questions about your eligibility? We're happy to review your resumé, transcript, GMAT/GRE and language score before you apply to one of our programs. Request a free pre-assessment online at the Graduate Portal: portal.bus.brocku.ca

APPLICATION DOCUMENTS

Our application process is entirely electronic. For detailed information about our electronic application and document submission process, please visit:

brocku.ca/goodman/programs/msc/how-to-apply

- Online OUAC application
- Application fee
- Scanned original transcripts from all post-secondary institutions
- Scanned official GMAT or GRE score
- Three reference reports
- Statement of research interest
- Resumé
- Scanned official TOEFL or IELTS score (if applicable)
- Personal interview with a faculty member about your interests will be required



"The research and coursework experience I've gained through this program has been incredibly valuable. When I start a PhD program, I know I'm going to have the advantage of experience and I'm also going to have a clear research path that I want to pursue in my PhD. If you want to be a researcher in the long run, this program is absolutely valuable."

Sonya Pyo, second-year MSc student

Research interests: Organization studies, professional identity development

Educational experience: Bachelor of Arts (Philosophy), Bryn Mawr College, Pennsylvania;
Bachelor of Engineering (Environmental Engineering),
City College of New York, New York



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Graduate recruitment coordinator
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Administrative assistant
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