



**Goodman**  
School of Business

2023

# MBA

**Master of Business Administration**

Break through with Goodman.

**Brock**  
University



# Goodman ranked **#18 IN CANADA** on list of top business schools.

Source: Macleans Magazine University Rankings, 2023



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## Brock University



**1964**

year Brock was established



**19,000+**

students



**100,000+**

alumni worldwide



**130+**

academic programs



**600**

faculty

## Goodman School of Business

Goodman is a globally oriented and community dedicated business school. Our students gain academic knowledge, real-world experience and the confidence to use their skills to create change.

Goodman's MBA is designed to help students reach their career goals. From having the option to select an MBA concentration to offering double degree opportunities, Goodman has created programs to help students chart their own path to success.

Studying at Goodman is characterized by small class sizes and interactive lectures with scholars who are passionate experts in their field. In-class experiential education opportunities give students a chance to act as consultants for local organizations gaining valuable experience.

Accredited by AACSB, the School is proud to be one of the top five per cent of business schools in the world to receive this recognition of our commitment to quality business education.

## Sample employers for Co-op

### Master of Business Administration

Bell Canada  
 Bruce Power  
 CocaCola  
 Canadian Tire Financial Services  
 Felcomm Data  
 Formet Industries  
 General Motors of Canada  
 Hydro One  
 Ministry of Transportation  
 Research in Motion  
 Scotiabank  
 Suncor Energy

## Where Goodman grads work:

**43%**  
Greater Toronto Area

**3%**  
Other areas in Canada

**12%**  
Other areas in Ontario

**6%**  
Hamilton Wentworth

**30%**  
Niagara Region

**6%**  
Outside Canada

## Goodman 2021/22 graduate enrolment

**507**  
MBA/MBA (ISP)

**55**  
MPAcc

**28**  
MSc

**78**  
MAcc

**Total: 668**

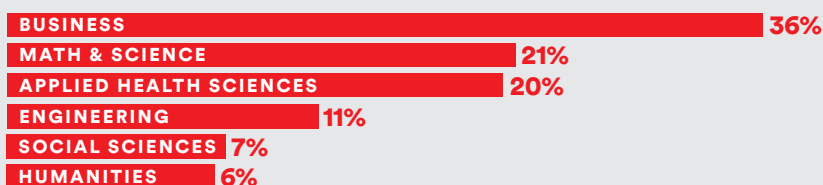
\*Includes students on co-op work terms.

# Goodman MBA at a glance

	Full-time MBA	Part-time MBA
<b>Program best suited for</b>	Young professionals or recent undergraduates seeking to change their industry or enhance their credentials.	Working professionals seeking to expand their business knowledge or develop new expertise.
<b>Previous undergraduate degree</b>	Domestic or internationally obtained degrees in business and non-business fields.	Domestic or internationally obtained degrees in business and non-business fields.
<b>Degree duration</b>	8 to 20 months	2 to 4 years
<b>Entry points</b>	September (Fall term) and January (Winter term)	September (Fall term), January (Winter term) and April/May (Spring term)
<b>Study options</b>	On-campus only	On-campus only
<b>Course schedule</b>	Weekdays, evenings and weekends	Weekday evenings and weekends (weekdays also an option)
<b>Hours of class per week</b>	9 - 15 hours <i>Based on 3-5 courses per week, respectively.</i>	3 - 6 hours <i>Based on 1-2 courses per week, respectively.</i>
<b>Average years of work experience</b>	2-3 years	7 years
<b>Average class size</b>	Core: 45, Electives: 24	Core: 45, Electives: 24
<b>Co-op available</b>	Yes	No
<b>International exchange</b>	Yes	Yes (limited)
<b>General MBA available</b>	Yes	Yes
<b>Specializations available</b>	Accounting (CPA accredited) Business Analytics Finance Human Resource Management Marketing Operations Management	Accounting (CPA accredited) Business Analytics Finance Human Resource Management Marketing Operations Management  <i>Please note: Part-time students who are unable to attend classes during the day may not be able to complete a specialization.</i>
<b>Deadline to apply</b>	There is no set application deadline. <i>See page 15 for more information.</i>	There is no set application deadline. <i>See page 15 for more information.</i>

\*Information accurate at the time of printing and is subject to change. Some details from this chart may change, depending on the customizations you make to your MBA.

## 2021/2022 Distribution of Undergraduate Majors



**617** Average 2021/2022 incoming  
MBA GMAT score

**82%** Average 2021/2022 incoming  
MBA GPA

# 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 at the end of your first year.



[brocku.ca/goodman/programs/mba/#CurriculumAndSpecializations](http://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](http://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 9 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 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:

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

\*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](http://cfainstitute.org)

### COURSE OFFERINGS

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

- Advanced Corporate Finance and Risk Management
- Debt Investments
- Derivative Instruments
- Equity Investments, Markets, and Instruments
- Financial Statement Analysis
- FinTech with Blockchains and Cryptocurrencies
- 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.

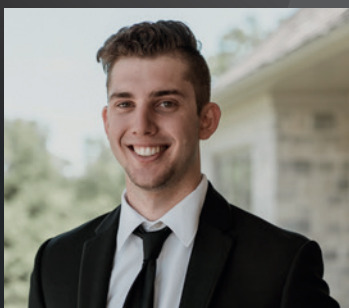
The Human Resource Management (HRM) specialization focuses on effectively managing people in organizations. This specialization is designed to provide you with a strong foundation in both theoretical and practical applications related to managing people. In HRM, traditional classroom experiences are 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
- HR Planning and Strategy
- Introduction to Human Resource Management
- Introduction to Industrial Relations
- Managing Health and Safety
- Negotiating in Organizations
- Recruitment and Selection
- Training and Development

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



**“I loved that my MBA had smaller classes that really allowed everyone to participate and feel comfortable answering questions and discussing cases. This made it easy to develop relationships with the professors as well as other students. You are obviously going to learn a lot of technical skills and knowledge, but the presentation skills, team building and communication skills are where I felt I benefited the most and have helped me get to where I am today professionally.”**

— Christian DiSabatino, Senior Financial Analyst at The Beer Store  
BAcc '20, MBA '21 Alumnus (Business Analytics)

## 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 or Marketing Analytics and Intelligence
- Marketing Strategy

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

- Business-to-Business Marketing
- Consumer Behaviour
- Integrated Marketing Communications
- International Marketing
- Internet and Social Media Marketing
- Marketing Analytics and Intelligence
- Marketing of High-Technology Products and Innovations
- Marketing Research
- New Product Development
- Services Marketing
- Sales Management
- Strategic Augmented Realty 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 five of the following courses for this specialization\*:

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

Students can also choose to take any one of the Business Analytics courses.

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

# Program timelines

## Full-Time MBA — Sample Program Plan

Four academic terms + optional co-op term.

Fall (Sept. – Dec.)	Winter (Jan. – April)
<ul style="list-style-type: none"><li>Accounting for Decision Making I</li><li>Economic Environment of Business</li><li>Marketing Management</li><li>Organizational Behaviour</li><li>Quantitative Analysis</li></ul>	<ul style="list-style-type: none"><li>Accounting for Decision Making II</li><li>Financial Management</li><li>Global Business</li><li>Management Information Systems</li><li>Operations Management</li></ul>
Four-month co-op term (optional)	
Fall (Sept. – Dec.)	Winter (Jan. – April)
<ul style="list-style-type: none"><li>Applied Business Research</li><li>Business Ethics</li><li>Three electives</li></ul>	<ul style="list-style-type: none"><li>Business Strategy</li><li>Entrepreneurship OR Business Law</li><li>Three electives</li></ul>

\*Subject to change.

## Part-Time MBA — Sample Program Plan

Twelve academic terms.

Year 1	Year 2
<ul style="list-style-type: none"><li>Fall: 2 core courses</li><li>Winter: 2 core courses</li><li>Spring: 1 core course</li></ul>	<ul style="list-style-type: none"><li>Fall: 2 core courses</li><li>Winter: 2 core courses</li><li>Spring: 1 core course</li></ul>
Year 3	Year 4
<ul style="list-style-type: none"><li>Fall: 1 core course, 1 elective course</li><li>Winter: 1 core course, 1 elective course</li><li>Spring: 1 elective course</li></ul>	<ul style="list-style-type: none"><li>Fall: 1 core course, 1 elective course</li><li>Winter: 1 core course, 1 elective course</li><li>Spring: 1 elective course</li></ul>

\*Subject to change.



**“The Goodman School of Business MBA program gave me the tools and foundation to grow as a strategic HR-leader. Specifically, the small classroom sizes and interaction with several people from the business community provided a variety of perspectives that helped develop a well-rounded view of how organizations operate. Continued interaction with my Goodman network has provided a platform to lead me to where I am today!”**

— Najlana Rauf, Vice President of People and Culture at Spark Power Corp.  
MBA '12 Alumna (Human Resource Management)



## Full-Time MBA Accounting Specialization — Program Plan

Five academic terms + optional co-op term.

### Fall (Sept. – Dec.)

- Accounting for Decision Making I
- Economic Environment of Business
- Marketing Management
- Organizational Behaviour
- Quantitative Analysis

### Winter (Jan. – April)

- Accounting for Decision Making II
- Financial Management
- Global Business
- Management Information Systems
- Operations Management

### Spring (May – Aug.)

- Applied Business Research
- Business Ethics
- Financial Accounting I
- Managerial Accounting I
- Taxation I

### Fall (Sept. – Dec.)

- Assurance I
- Business Ethics (\*if not offered in Term 3)
- Business Law
- Financial Accounting II
- Taxation II

### Winter (Jan. – April)

- Advanced Corporate Finance and Risk Management
- Assurance II
- Business Strategy
- Financial Accounting III
- Managerial Accounting II

### Spring (May – Aug.)

- Four-month co-op term (optional)

\*Subject to change.



# Accelerated MBA

You could be exempted from up to 10 core courses 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.



# Goodman double degrees

Goodman offers three new pathways to consider for your MBA. Combine a second degree with work opportunities for a time and tuition commitment similar to the conventional MBA.

Throughout both degrees, students continue to pay the Goodman MBA tuition fees. Travel and living expenses are not included.

**Find a combination that meets your goals.**

## **Goodman MBA + Master in Management (MIM)** at the KEDGE Business School in Bordeaux or Marseille, France

Gain international experience with this double degree program that will set you apart in the global business environment with studies in North America and France.

**Year 1:** MBA courses at Goodman

**Year 2:** MIM courses at KEDGE, either at the Bordeaux or Marseille campus in France

**Language:** Both degrees are taught exclusively in English

**Entry:** September (Fall term)

**Work placement:** Six-month mandatory co-op completed in France through KEDGE

## **Goodman MBA + Master of Science (MSc)** at the Burgundy School of Business in Dijon, France

Gain international experience with this double degree program that will set you apart in the global business environment with studies in North America and France.

**Year 1:** MBA courses at Goodman

**Year 2:** MSc courses at the Burgundy School of Business (BSB) in Dijon, France

**Language:** Both degrees are taught exclusively in English

**Entry:** September (Fall term)

**Work placement:** Optional co-op completed in France through BSB



# Add experience to your resumé

## Co-op

Whether or not you choose the co-op option, you can be secure in the knowledge that our co-op program is one of the largest in Canada. With a placement rate consistently near 100%, you'll be able to explore career possibilities, discover your interests and develop key industry contacts. Co-op is a paid work placement.

[brocku.ca/goodman/programs/mba/#Co-op](http://brocku.ca/goodman/programs/mba/#Co-op)

## Graduate Business Council

The Goodman Graduate Business Council (GBC) organizes intercollegiate business competitions, social events, professional networking sessions, professional development and training for all Goodman graduate students.

[goodmangbc.com](http://goodmangbc.com)

## Graduate Students Association

The Graduate Students' Association (GSA) represents the interests of all graduate students at Brock University.

[brocku.ca/graduate-students-association](http://brocku.ca/graduate-students-association)

## Goodman Career

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.

[brocku.ca/goodman/programs/mba/#Career-Ready](http://brocku.ca/goodman/programs/mba/#Career-Ready)

## Beta Gamma Sigma

Goodman is home to an honours chapter that inducts the top 20 per cent of graduate students in recognition of their achieved academic excellence into the Beta Gamma Sigma International Honours Society (BGS).

[brocku.ca/goodman/student-resources/beta-gamma-sigma](http://brocku.ca/goodman/student-resources/beta-gamma-sigma)

## Experiential Education

At Goodman, you will gain practical experience by applying the skills and knowledge you learn from course content to projects with community partners. You'll earn course credit, while also building your resumé and helping local organizations.

[brocku.ca/goodman/programs/mba/#Experiential-Education](http://brocku.ca/goodman/programs/mba/#Experiential-Education)

## International Exchange

Today's employers are looking for individuals who have global perspective and cultural sensitivity. The Goodman School of Business offers international programs as an extension of in-class learning and to encourage personal development.

[brocku.ca/goodman/student-resources/international-exchange](http://brocku.ca/goodman/student-resources/international-exchange)

**81%**  
of MBA students  
PARTICIPATE IN  
**Goodman's**  
CO-OP PROGRAM



# Career ready

## Services available



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

## 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.



## Types of 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.

- **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, analytics, etc.
- **CPA Day:** Accounting firms make their way to Brock's campus for a recruitment fair, which is open to all accounting students.



# MBA fees

## MBA Total Tuition Fees (Full-Time)

	With Co-op	Without Co-op
Domestic Students	\$25,695	\$24,145
International Students	\$69,900	\$68,350

## MBA Total Tuition Fees (Part-Time)

Domestic	\$24,145
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## MBA Total Accounting Tuition Fees (Full-Time)

	With Co-op	Without Co-op
Domestic	\$30,525	\$28,975
International	\$83,570	\$82,020

All costs are in Canadian dollars and subject to change each year. This chart is for estimated tuition fees only and is based off of the 2022–2023 academic year. Related fees are additional and can be viewed on our website. Books and living expenses are extra. The CPA stream includes an additional term (4 courses) with the associated tuition and ancillary fees. Students (Sept. intake only) with proof of alternate health and dental coverage may opt out of the Health and Dental plan by September 30. Students who begin their program in the Winter (January) or Spring (May) term, are not automatically charged for the plans, and must OPT-IN to access coverage. The financial details listed here are provided as estimates only.



For the most updated information, please check [brocku.ca/safa/tuition-and-fees/overview/graduate](https://brocku.ca/safa/tuition-and-fees/overview/graduate)

## Professional Program Merit Entrance Award

These entrance scholarships are worth \$1,000 and are awarded to full-time domestic and international students admitted to the MBA program with an admission average of 87% (Canadian equivalent) or higher at the time of admission.

## Additional available entrance scholarships include:

- Bluma Appel Graduate Entrance Scholarship for Excellence in Business: \$9,163
- Dante F. Marinelli/Niagara Duty Free Shops Scholarship: \$1,650
- Dr. Raymond and Mrs. Sachi Moriyama Graduate Fellowship: \$4,000
- Martin Kusy Goodman School of Business Graduate Scholarship: \$4,195

Scholarships and awards are subject to change based on available funding each year. The scholarships listed here are provided as estimates only and are based on the 2022–2023 academic year.



## 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.
Pre-requisite courses	N/A	Students with prior Canadian or American business degrees may be considered for advanced standing. Please see page 9 for more information.
GPA	B / 75% (Canadian equivalent)	GPA is calculated based on last two years of undergraduate degree only.
GMAT / GRE	550 / 60th percentile	GMAT/GRE waivers are only available for students who have completed their bachelor's or master's degree in Canada or the U.S. in the last seven years with an overall average of at least A- (80% or 3.67 GPA without rounding), or who have successfully completed CFA Level 3. Waiver requests must be submitted through the Goodman Graduate Portal.
English Language Proficiency*	Academic IELTS: 7.5 overall	Minimum of 6.5 in each section is recommended.
	TOEFL iBT: 105 overall	Minimum of 21 in Reading, Listening and Speaking. Minimum of 24 in Writing is recommended.
	Pearson Test of English (Academic): 72 overall	Minimum of 60 in each section is recommended.
Work experience	N/A	Preferred but not required.

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

## 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 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 may be competitive enough for admission.

Create a profile to submit your resumé and transcripts by visiting the Goodman Graduate Portal: [portal.bus.brocku.ca](http://portal.bus.brocku.ca)

\*Please note that meeting the minimum requirements does not guarantee admission.



# Applying to the MBA

## 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, as programs can fill quickly. If you plan on applying after July 1 for a Fall term (September) start, or after Nov. 1 for a Winter term (January) start, please contact the Graduate Programs Office via the Goodman Graduate portal first.

## Application deadlines for international students:

International applicants are encouraged to apply by March 1 for a Fall term (September) start, and Aug. 1 for a Winter term (January) start, to allow for application and visa processing times. Applicants applying after these deadlines may still submit an application but are encouraged to contact the Graduate Programs Office via the Goodman Graduate Portal first.

## Application documents checklist:

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

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

 [brocku.ca/goodman/programs/mba/#How-to-Apply](https://brocku.ca/goodman/programs/mba/#How-to-Apply)



**“After completing my undergrad in Business, I wasn’t sure how much I would get out of an MBA. After completing one semester of the Accelerated Program, Goodman has already exceeded my expectations and I knew I made the right decision. I have already been able to work on 4 client projects, competed in one case competition, networked with various students and industry professionals. This program has been able to prepare me with the necessary knowledge and skills to enter the workforce and allow me to get my dream job!”**

— Alannah DeAngelis, Senior Customer Marketing Associate at SC Johnson  
MBA ‘21 Alumna

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

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

Pre-assessment and admissions information:  
[portal.bus.brocku.ca](http://portal.bus.brocku.ca)

[brocku.ca/goodman](http://brocku.ca/goodman)

     @GoodmanSchool

