

BACHELOR OF BUSINESS ADMINISTRATION

# BE THE BUSINESS



SFU

**BEEDIE**  
SCHOOL OF BUSINESS

FALL 2024  
HIGH SCHOOL VIEWBOOK

# YOUR BRIGHT FUTURE

**Create friendships that will one day become an invaluable business network.**

Discovery awaits you at every turn during your SFU Beedie journey. Unlock new skills and perceptions as you chase big ideas and upend the status quo.

You'll apply big picture thinking to real-world business problems and build a customizable learning experience that is relevant and personalized to you.

No matter which path you take, you'll graduate with knowledge and experiences that signal you're agile, inventive, and ready to lead.

Simon Fraser University respectfully acknowledges the x̱m̱əθḵw̱əy̱əm (Musqueam), Sḵw̱x̱w̱ú7mesh Úxwumixw (Squamish), səlilw̱ətaʔl (Tsleil-Waututh), q̱ícəy̱ (Katzie), ḵw̱iḵw̱əłəm (Kwikwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.

**SFU BURNABY CAMPUS**

# CHANGE STARTS HERE

## LEADER. CHANGEMAKER. BIG PICTURE THINKER. WHO DO YOU WANT TO BE?

SFU Beedie is home to those who believe that business has the power to spark new ideas, fuel social innovations and advance society.

Through teaching and learning powered by world-class research, meaningful community engagement, and a global outlook, SFU Beedie takes business education beyond the walls of academia. We empower people from diverse backgrounds and perspectives to reimagine the role that business plays in tackling society's most significant challenges.

## WHY SFU BEEDIE?



**#1** **COMPREHENSIVE UNIVERSITY IN CANADA**  
14 out of the last 15 years (as of 2023), according to Maclean's Magazine

**#1** **UNIVERSITY IN CANADA FOR ENTREPRENEURIAL SPIRIT AND INNOVATION**  
according to the 2023 World University Rankings for Innovation

**#1** **UNIVERSITY IN CANADA FOR SUSTAINABLE CITIES AND COMMUNITIES**  
by Times Higher Education (THE) 2023 rankings

**1%**    
**OF BUSINESS SCHOOLS** worldwide have AACSB and EQUIS accreditation

**3,876**  
**UNDERGRADUATE STUDENTS WITH 28% INTERNATIONAL** (2022/23)

**#1** **BUSINESS SCHOOL** at JDC West 2019, 2021 & 2023 **2** **CAMPUSES** offering courses in all 3 terms

**ELITE CASE COMPETITION**

## CUSTOMIZED FOR YOU

# 1

### CHOOSE YOUR PACE

Take a term off or push hard to graduate sooner with our three-term system.

# 2

### CHOOSE YOUR CAMPUS

Take courses in Surrey, Burnaby, or both.

# 3

### CHOOSE YOUR PASSION

Select from nine different areas of concentration.

# 100+

PROGRAM OPTIONS TO  
COMPLEMENT YOUR DEGREE

### CHOOSE YOUR PROGRAM

Our Bachelor of Business Administration (BBA) degree allows you to customize your degree to your unique interests and strengths with nine diverse, in-demand areas of concentration.

Finance

Management Information  
Systems

Accounting

Innovation &  
Entrepreneurship

Human Resource  
Management

Operations  
Management

International  
Business

Marketing

Strategic  
Analysis

Learn about each  
concentration  
from faculty and  
students.



From there, create an educational experience tailored to you with courses and activities aligned with your goals. Add a certificate or minor, pursue an honours or joint degree, explore courses in other disciplines — you're limited only by your imagination.

### CHOOSE YOUR PATH

No matter which path you choose, gain an edge with hands-on learning that combines applied problem-solving with a foundation in contemporary business principles and practices.

Customize your studies in a responsive program tailored to your needs. Take a term off and gain real work experience through a co-op or go on an international exchange. Your options are wide open.

Experience flexibility in your education with our trimester system, a range of daytime and evening classes, and the convenience of two campuses. Enjoy the freedom to choose what, where, and when you want to study.

Have questions about the program? [Register for a webinar or book an appointment by scanning the QR Code.](#)



# 52

AVERAGE CLASS SIZE  
(2022/23)

Courses like **Business in a Sustainable Society** are built into the program, meaning our grads are prepared to lead the world into a more sustainable future.

# YOUR DEGREE YOUR WAY



STUDENT UNION BUILDING



JDC WEST 2019, 2021,  
AND 2023: SCHOOL OF  
THE YEAR, ACADEMIC  
SCHOOL OF THE YEAR

# LIFELONG FRIENDSHIPS FUTURE NETWORKS

# 862

## CO-OP WORK TERMS

completed by SFU Beedie students  
(2022/23)

# \$13,400

## AVERAGE SALARY

for a four-month co-op term

# 111

## COUNTRIES REPRESENTED

in the SFU Beedie undergraduate  
student body (2021/22)

# 16+

## BUSINESS-FOCUSED STUDENT ORGANIZATIONS

supported by SFU Beedie

# 30,000+

## ALUMNI

across the globe

# 65+

## BUSINESS EXCHANGE PARTNERS

in over 33 countries (2022/23)



Elite Competition Winners

## CASE COMPETITIONS

Case competitions bring students together in teams to solve business problems and pitch ideas to judges, promoting critical thinking, networking, and presentation skills. Students travel worldwide to compete, making this an incredible opportunity to develop new and existing skills.

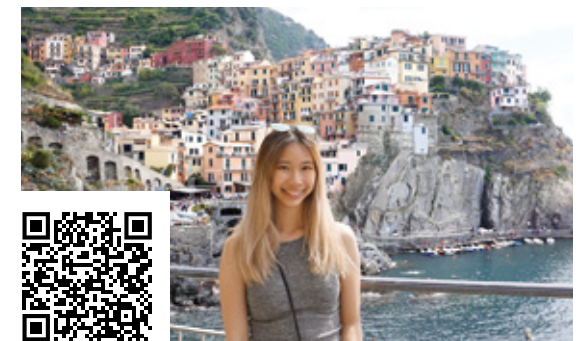
## STUDENT ORGANIZATIONS

Elevate your personal growth by joining student organizations. Build exceptional team-building and leadership skills while connecting with like-minded individuals who share your interests. Tap into a network of experienced peers who can provide valuable advice, mentorship, and lasting friendships.

## PUT YOUR PROBLEM SOLVING SKILLS TO THE TEST



## SEE THE WORLD AND BROADEN YOUR HORIZONS



## STUDY ABROAD

Seize the opportunity to broaden your horizons, explore diverse cultures, and gain invaluable insights into the dynamic realm of business and the global marketplace.

Top study abroad destinations: South Korea, Singapore, Italy, and Spain



## LAUNCH ORIENTATION

# READY FOR THE REAL WORLD

As a graduate, you'll enter the job market with a robust skill set, which not only showcases your knowledge and abilities but also positions you as a catalyst for positive change.

Students undertake professional development courses at the start, middle, and end of their degree, shaping them into well-rounded leaders and professionals.

In addition, our dedicated Career Management Centre will assist with career development including workshops, career prep programs, coaching, mentoring, networking, exclusive recruitment events, job postings and more.



## EARN WHILE YOU LEARN

Enhance your resume with paid industry experience while you complete your degree. SFU Beedie offers one of the largest Co-operative Education programs in Western Canada. You'll have access to local and international job postings to explore different career options in a variety of industries.

Top co-op employers (2022/23): KMPG, SFU, PwC, Fraser Health, Tesla, BMO

Top international co-op destinations (2022/23): China, Vietnam, Italy, USA



# 1000+

**MENTORS IN BUSINESS**  
pairings between SFU Beedie students and industry mentors from 2017 to 2022

# 97%

**OF BBA GRADUATES ARE EMPLOYED WITHIN 6 MONTHS**  
(according to a survey of Fall 2022 and Spring 2023 grads)

**NETWORKING RECEPTION**

# SUCCESS ON YOUR TERMS

**220+** EARLY-STAGE STARTUPS

have received business development and financial support through SFU's Coast Capital Savings Venture Connection

**\$3.1M** IN SCHOLARSHIPS, AWARDS, AND BURSARIES

received by SFU Beedie students this past year

**\$8.9M**

**MANAGED BY THE SFU BEEDIE ENDOWMENT ASSET MANAGEMENT FUND**

making it one of the largest undergraduate student-run investment funds in all of Canada (as of July 26, 2023)

**\$73,229**

**AVERAGE BBA GRAD SALARY TWO YEARS AFTER GRADUATION**

(2022 BC Student Outcomes Survey)



OPENING THE TORONTO STOCK EXCHANGE

**Tiffany Fong, BBA,**  
HR & Marketing  
Project Manager  
**Conversion**



*"Being part of the behind-the-scenes was the perfect way for me to still participate without being in the spotlight. At SFU Beedie, there's a place for everyone."*

Read more about Tiffany's experience at SFU Beedie.



**Harman Chhina, BBA**  
Accounting & HR  
Assurance Accountant  
**Grant Thornton LLP**

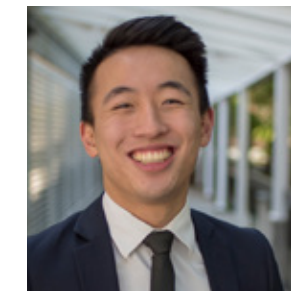


*"Getting involved is the way to make the most of your SFU Beedie experience. I owe a lot of my co-op and full-time job successes to my extracurriculars as, without them, I would not have been able to explore my interests, develop key skills, and gain a wide breadth of experiences to discuss during the recruitment process."*

Read more about Harman's experience at SFU Beedie.



**Andrew Wong, BBA**  
Management Information Systems (MIS), Operations Management,  
BADM Certificate  
Consulting Analyst  
**Accenture**



*"I am so happy that I chose SFU Beedie for my undergrad. I was able to shape my undergrad years around experiences I wanted in areas I am passionate about. I highly recommend students get out of their comfort zone and explore what is offered at SFU Beedie. You will gain some valuable experience and make some lifelong friends along the way."*

Read more about Andrew's experience at SFU Beedie.



# BBA DEGREE ROADMAP



- Join a student organization
- SFU Beedie Protégé Leadership Program



- Apply to co-op and international exchange
- Volunteer with SFU and the community



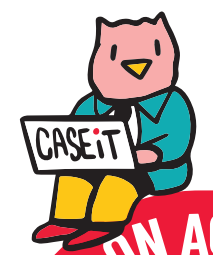
## YEAR 1 FOUNDATIONAL COURSES

## YEAR 2 EXPLORE YOUR INTERESTS

- Professional development - LAUNCH
- BASS Mentorship Program

- Finish business career passport workshops
- PEAK Case Competition

- ELITE Case Competition
- Student organization member or coordinator
- Professional development planning check-in
- Declare concentration
- Executive leader in student organization



## FOCUS ON ACADEMIC PURSUITS

- Leadership position in student club



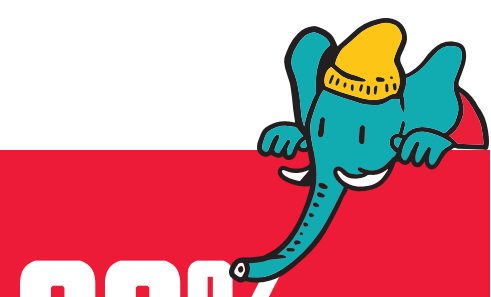
## YEAR 3

- International exchange term

- Eight-month co-op work term
- Try out for international case competitions

- Mentors in Business Program

- Career advising and full-time job search



**93%**

of 1st year SFU Beedie students successfully transition into 2nd year

## YEAR 4

## COMPLETE YOUR STUDIES

- Four-month co-op work term

- National or international case competitions

- Professional development - Summit check-in



- CONVOCATION!





# ADMISSION REQUIREMENTS 2024 BC HIGH SCHOOL

West Mall Centre

## #1

Students must meet SFU's **English Language** and **Quantitative and Analytical Skills requirements**, plus complete all required Grade 11 and 12 course requirements.

## #2

The Admission Evaluation is based on **all approved** Grade 11 and 12 courses, with greater emphasis on those in List A.

## #3

Students must also complete a Supplemental Application, or complete an eligible Entrance Scholarship Application.

## GRADE 11 REQUIREMENTS (ALL LIST B)

Students must complete a minimum of five approved Grade 11 courses, including:

- **English 11 or equivalent**
- **Language 11 or equivalent**
- **Math 11, at least one of:**  
Foundations of Math 11  
Pre-Calculus 11

- **Science 11, at least one of:**  
Chemistry 11  
Earth Sciences 11  
Environmental Science 11  
Life Sciences 11 (Biology 11)  
Physics 11  
Science for Citizens 11  
Specialized Science 12

- **Social Studies 11, at least one of:**  
Explorations in Social Studies 11  
Francophone History 11  
Approved Social Studies 12 course
- **and any additional non-required, approved courses**  
Any Arts Education 11 courses  
Engineering 11



\*All information is correct at the time of publication. Visit [beedie.sfu.ca/bba/apply](https://beedie.sfu.ca/bba/apply) for complete details on course requirements, deadlines, the Supplemental Application and the application process.

## GRADE 12 REQUIREMENTS

Students must complete a minimum of five approved Grade 12 courses, including:

### LIST A

- **English Studies 12 (min. 70%) or equivalent**
- **Pre-Calculus 12**
- **ONE of:**  
20th Century World History 12 (History 12)  
Anatomy & Physiology 12 (Biology 12)  
Calculus 12  
Chemistry 12  
Composition 12  
Creative Writing 12  
Economic Theory 12  
Economics 12  
Genocide Studies 12  
Law Studies 12 (Law 12)  
Literary Studies 12 (English Literature 12)  
New Media 12  
Philosophy 12  
Physics 12  
Spoken Language 12  
Statistics 12

**+two additional approved Grade 12 courses from List A or List B**

Note: Equivalent AP or IB courses may be used in place of the above courses.

## LIST B

- |   |   |
|---|---|
| Accounting 12   | Geometry 12                             |
| American Sign Language 12                                 | German 12                               |
| Asian Studies 12  | Human Geography 12                      |
| BC First Peoples 12                                       | Italian 12                              |
| Comparative World Religions 12                            | Japanese 12                             |
| Comparative Cultures 12<br>(Comparative Civilizations 12) | Korean 12                               |
| Computer Science 12                                       | Mandarin 12                             |
| Contemporary Indigenous Studies 12                        | Mechatronics 12                         |
| Engineering 12  | Physical Geography 12<br>(Geography 12) |
| Entrepreneurship 12                                       | Political Studies 12                    |
| Environmental Science 12<br>(Sustainable Resources 12)    | Punjabi 12                              |
| Financial Accounting 12                                   | Russian 12                              |
| Foundations of Math 12                                    | Social Justice 12                       |
| French 12   | Spanish 12                              |
| Geology 12  | Urban Studies 12                        |

### HIGH SCHOOL DEADLINES (FALL 2024)

<b>December 15, 2023</b>	<b>Entrance Scholarship Application Closes</b>
<b>January 31, 2024</b>	<b>Entrance Scholarship Documents</b>
<b>January 31, 2024</b>	<b>SFU Application Closes</b>
<b>February 7, 2024</b>	<b>SFU Beedie Supplemental Application, Self-Reported Grades and Documents</b>

**High school graduates, or students with fewer than 24 units of transferable coursework from another post-secondary institution, are competitively selected for admission in the fall and spring terms only.**



# SUPPLEMENTAL APPLICATION OR AS WE LIKE TO CALL IT **YOUR STORY**

## **YOUR SFU BEEDIE STORY BEGINS HERE.**

You worked hard for your grades, but we know you are more than just numbers and letters. The Supplemental Application brings to life your experiences and personality. It is your chance to share with us a complete picture of who you are and why an SFU Beedie education is right for you.

Grades matter, but so do your experiences, achievements, and character.

Members of SFU Beedie's Supplemental Evaluation Committee carefully assess each application and create a score. This score is combined with your admission evaluation to determine eligibility to SFU Beedie. Before scoring, we remove information which might identify you to ensure you are rated solely on the strength of your answers.

## **PROFILE OF AN IDEAL CANDIDATE**

- Academically Strong
- Unique
- Shows Drive and Initiative
- Interested in Experiential Learning
- Open to Different Perspectives

## **WHAT TO EXPECT**

- A short answer response that reveals more about who you are and demonstrates your communication skills.
- A place to describe your extra-curricular activities: from athletics and artistic pursuits to volunteer work and community involvement, tell us about your interests and what makes you unique.
- A place for you to share something which does not fit into the above categories.
- A request for two references.
- Payment of the Supplemental Application fee.

## **TIPS**

**THINK** about your application now. Reach out to references early—don't wait until the last minute. Plan ahead for logistics like application deadlines and methods of payment.

**READ** through the whole application before you begin. Take your time—and follow all instructions carefully. Be sure to review your completed application for errors before you submit it.

**REFLECT** on your experiences – both challenges and achievements—and how they have prepared you for SFU Beedie.

**BE AUTHENTIC** because we want to learn about the real you. You can talk to others about your application, but we want you to tell your story in your own words.

**BE ACCURATE** because we evaluate all content and take falsification of information and plagiarism seriously. Make sure your references can validate your experiences.



# FUNDING YOUR DEGREE

There are many ways to fund your degree. In addition to being employed through part-time jobs and co-ops, SFU Beedie students received \$3.1M in financial aid last year. Below are some funding opportunities for you to consider.

## SCHOLARSHIPS, AWARDS, AND BURSARIES

### A) ENTRANCE SCHOLARSHIPS

(present grades in the 90s or 31 IB points)†

- SFU Undergraduate Scholars Entrance Scholarships (values range from \$20,000 up to an amount sufficient to cover tuition and mandatory supplementary fees. Further funding, in the form of a living allowance, may be offered to support exceptionally talented students with demonstrated financial need.)
- Lloyd-Carr Harris Foundation Entrance Scholarship in Business Administration (\$20,000)

### B) SCHOLARSHIPS, AWARDS, AND BURSARIES FROM YEAR TWO ONWARDS

- SFU offers scholarships, awards, and bursaries for continuing SFU students.
- Domestic and international students can apply for these opportunities each term.

For further information on scholarships, awards, and bursaries visit: [sfu.ca/students/financialaid/entrance](https://sfu.ca/students/financialaid/entrance)

† Predicted bonus points are not considered in the calculation

Dr. Jason Ho, Academic Director, Major, Associate Professor (Marketing), at SFU Surrey Campus



## WORK-STUDY

A Work-Study position is an opportunity to participate in research-based projects and earn a supplemental income. Students gain valuable experience connecting with various members of the SFU community while building their co-curricular record. You must complete a minimum of 100 hours in your Work-Study position.

For more information: [sfu.ca/students/financialaid/undergrad/work-study](https://sfu.ca/students/financialaid/undergrad/work-study)



SFU Peak Case Competition

## PART-TIME WORK

With our flexible BBA program, a large number of SFU Beedie students work part-time while studying full-time. 50% of surveyed students indicated that they are working while going to school (66% of these students are working 10-29 hours per week).

SFU Beedie's Career Management Centre supports students in their job search for part-time opportunities.

For more information: [beedie.sfu.ca/bbacareers](https://beedie.sfu.ca/bbacareers)

## INTERNSHIPS

Many students take part in paid internship opportunities as an option for short-term work to gain relevant work experience.

SFU Beedie's Career Management Centre supports students in their job search for internships.

Internships are open to all SFU Beedie students regardless of GPA or academic standing:

[beedie.sfu.ca/bbacareers](https://beedie.sfu.ca/bbacareers)

## CO-OP (DOMESTIC OR INTERNATIONAL)

Last year, SFU Beedie secured **862** co-op work term placements, with **over 35** based outside of Canada.

Examples of SFU Beedie co-op employers: Deloitte, EY, PwC, KPMG, SAP, Microsoft, Google, Tesla, Facebook

Average salary for a four month term: \$13,400

Co-op fees apply. For more information:

[sfu.ca/coop/programs/beedie](https://sfu.ca/coop/programs/beedie)

## GOVERNMENT STUDENT LOANS AND GRANTS

Government student loans and grants are an additional resource that Canadian or U.S. students can use to help fund their education.

SFU Financial Aid Advisors are here to help navigate funding options:

[sfu.ca/students/financialaid/undergrad/loans](https://sfu.ca/students/financialaid/undergrad/loans)



**GET READY  
TO CHANGE  
THE FUTURE**

**CONVOCATION**



**CONTACT US**

**Burnaby**  
8888 University Drive  
Burnaby, BC V5A 1S6  
Tel: 778-782-5567

**Surrey**  
250 - 1345 102 Avenue  
Surrey, BC V3T 0A3  
Tel: 778-782-8019

Email: [bsb\\_recruitment@sfu.ca](mailto:bsb_recruitment@sfu.ca)



[beedie.sfu.ca/bba](http://beedie.sfu.ca/bba)  
[facebook.com/SFUBeedie](https://facebook.com/SFUBeedie)  
[twitter.com/sfubeedie](https://twitter.com/sfubeedie)

Follow us on Instagram to learn more about our program and SFU Beedie student life.

[instagram.com/sfubeedie](https://instagram.com/sfubeedie)



**TSAWWASSEN**

Simon Fraser University respectfully acknowledges the x<sup>w</sup>məθk<sup>w</sup>əy<sup>ə</sup>m (Musqueam), Sk<sup>w</sup>xwú7mesh Úxwumixw (Squamish), səliwətaʔi (Tsleil-Waututh), qíćəy (Katzie), k<sup>w</sup>ik<sup>w</sup>əł.əm (Kwkwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.