



**ONE YEAR.
ONE DECISION.
MANY REWARDS.**



ONE YEAR. COUNTLESS POSSIBILITIES.

The University of New Brunswick Saint John's Master of Business Administration (MBA) program pairs a world-class education with a personal, welcoming experience. It is flexible, personalized for your goals and takes just 12 months to complete. You have the option to focus on one of the following streams: Business Development and Professional Sales, Entrepreneurship, International Business, Project Management and General Management.

This is a once-in-a-lifetime investment in your future. You will be immersed in the vibrant entrepreneurial culture of Saint John as your classes take place in the city's business core (we call it the Uptown). Our students are quickly welcomed by our business community and attend networking and

other events through our local chamber of commerce and other business organizations. This is a unique opportunity to meet and work with local business leaders and innovators throughout the region, establishing relationships that will deepen throughout your career.

This commitment to your success is shared by our approachable and knowledgeable faculty, who also bring with them a business network. They make a real effort to get to know you and help guide your goals for the year. Your class sizes will be small and you will make lasting connections with your fellow students, while residing in one of Canada's most liveable cities.





Over 80% of our students plan to stay in Saint John upon graduation and 30% of our 2008 graduating class celebrated 10 years in our community.



Saint John

Boston

Toronto

New York

WHY UNB SAINT JOHN?



One-year completion



Small class sizes in a personalized learning environment



One of the most cost-competitive MBA programs in the country



Cost of living: about 10-30% less than other Canadian cities



Canada's oldest English-speaking university



Only in-person Business Development and Professional Sales stream in Canada



Build your network with the region's entrepreneurs and business leaders while studying in the city's business district



Minutes away from the ocean and all it has to offer



**DAHLIA DAS, MBA '10
AND NOW PART-TIME PROFESSOR
IN THE PROGRAM**

From: Kolkata, India

Works: Project Manager at J.D. Irving Ltd.

Lives: Saint John, NB, Canada

MERIT SCHOLAR RECIPIENT

What attracted you to the MBA program?

The program's reputation and quality, the compact one-year format, the relatively low cost of living in this area, and the opportunity to explore a new part of the world.

How did the MBA program prepare you for what you're doing now?

I learned as much outside the classroom as I did within. I learned to be open to different points of view and put myself in others' shoes, to stay positive and focused on the goal, to balance between multiple priorities and put my best effort into everything I do. It helped me develop an inner confidence that has been crucial in all aspects of my life.

What was the single best thing about your experience at UNB Saint John?

The opportunity to work together with students from 15 different countries, to learn about each other's lives, recognize and overcome our differences, tap into our unique strengths to achieve results together. It was truly an experience of a lifetime.



**"IT WAS TRULY AN
EXPERIENCE OF A LIFETIME."**

WHAT DO I NEED TO APPLY?

A Cumulative Grade Point Average (CGPA) of **3.0** (based on a 4.3 scale)

OR a high **B** standing in an internationally recognized four-year bachelor's degree or equivalent.

A three-year honours degree with at least a second-class standing will be considered.

Minimum two years post-graduate work experience.

Minimum Graduate Management Admissions Test (GMAT) of **550** The GMAT may be waived for students with a CGPA of 3.2 or higher (based on a 4.3 scale).

International students require a TOEFL score of 93 IBT and TWE score of 4.5; CAEL score of 60; IELTS score of 7; or equivalent.

A personal statement outlining why you wish to pursue your MBA.

Three letters of reference Application fee of \$125*.

WHAT IF I DON'T MEET ALL THE REQUIREMENTS? ARE THERE OTHER PATHWAYS INTO THE MBA PROGRAM?

Yes. We're here to assist you in achieving your goals with a customized approach.

If you need additional help with learning English, we offer a **pre-MBA program** beginning in September each year. This eight-month intensive program, offered jointly by Saint John College and our program enhances your English skills while helping you prepare for the MBA program.



MERIT AWARDS

Merit Awards to recognize your previous academic performance and assist with finances are available. Our largest award is \$10,000 and, on average, we award \$280,000 annually to approximately 40% of our incoming class. Awards are assessed according to your GMAT score and CGPA:

- **GMAT 660 and five or more years of work experience:** Eligible to be considered for a \$10,000 Merit Award
- **3.7 CGPA and/or GMAT 600 and five or more years of work experience:** Eligible to be considered for a \$4,000 Merit Award.

To be considered, you must provide your completed application including all original documents mailed by the May 31st deadline.

*all amounts are listed in Canadian dollars

YOUR MBA

THE MBA PROGRAM CONSISTS OF FIVE MODULES OFFERED OVER 12 MONTHS, BEGINNING IN LATE SEPTEMBER.

During the first three modules, you will build a strong foundation in business essentials and in the last two modules, you will take required and elective courses in your chosen stream:

- Business Development and Professional Sales;
- Entrepreneurship;
- International Business;
- Project Management; and
- General Management.

Additionally, during the final two modules students can compete for either a nine-week business consulting project or a four-month study abroad at one of our partner institutions.

BUSINESS DEVELOPMENT AND PROFESSIONAL SALES

A fine-tuned business development strategy is fundamental to every company's success. Cultivating the sales funnel takes deliberate and thoughtful practice. Skills that students learn within this stream build a foundational knowledge of interpersonal relationships, effective problem solving, decision making, and negotiations. Mastering these soft skills with an understanding of the science of sales through data analytics are what today's businesses are looking for in their leaders.

This is the only in-person Business Development and Professional Sales program in Canada offered by a public university as part of an MBA program.



ENTREPRENEURSHIP

Would you like to start your own company or bring the value of an entrepreneurial mindset to your organization? The Entrepreneurship program will show you how. You will learn to develop a sound business plan and key management skills, as well as a wide range of competencies required to successfully run your own business. You will also have the opportunity to connect with successful entrepreneurs, some of whom attended UNB Saint John themselves. Students are co-located with our local economic development Venture Validation Program. Here you will experience first-hand what it's like to live in the startup world, sharing your ideas with and learning from emerging entrepreneurs. These skills will be invaluable whether you choose to start your own business or add intrapreneurial leadership within an existing organization.



INTERNATIONAL BUSINESS

For an international business career, you will need a truly international education – and UNB Saint John's MBA in International Business delivers.

For this program, you will have the opportunity to study abroad with our partner institutions and complete electives in European studies in France, Middle Eastern studies in Dubai, or Asian studies in China. You will also complete North American electives at UNB Saint John.

WORK WITH A STARTUP

The startup network is strong in New Brunswick. Our program offers the opportunity to build relationships with New Brunswick entrepreneurs and introduce you to the startup ecosystem where you can validate an idea, explore early adopter customers and initial funding, and prepare for successful entry into leading accelerators. You will spend time with our local economic development agency – Economic Development Greater Saint John – experts in business attraction, funding and development.

You can also select electives in entrepreneurship where you will complete a business consultancy project. And you will have access to New Brunswick's brightest innovators at ConnexionWorks, a local co-working space and entrepreneurial hub, located just steps away from your classes.



GENERAL MANAGEMENT

For a strong, well-rounded business foundation, choose UNB Saint John's General Management MBA. You will learn core management skills that will serve your career for years to come.

Like other MBA streams, General Management students will complete five back-to-back modules over the course of a year. Your program may include a business consulting project where you will put your newly acquired skills into practice.



EARN A DUAL DEGREE

The Burgundy School of Business in France offers UNB Saint John MBA students the opportunity to earn a dual degree – the MBA from UNB Saint John and a Master of Science (MSc) from Burgundy. This opportunity will take an additional eight months beyond the usual four-month study abroad option. You can earn an MSc in one of the following five areas:

- Corporate Finance and Investment Banking
- Arts and Cultural Management
- Global Marketing and Luxury Management
- Data Science and Organizational Behaviour
- Wine Management

PROJECT MANAGEMENT

Project management skills are crucial for a wide range of companies and careers and appeal to students with varying backgrounds including engineering, operations, logistics and technology.

Courses in this stream count toward your Project Management Professional (PMP) or Certified Associate in Project Management (CAPM) designation and will prepare you to take the Project Management Institute (PMI) examination. You may conclude your studies with a business consulting project.

MBA PROGRAM MODULES

FOUNDATIONAL AND ELECTIVE COURSES



MODULE 1

OCTOBER

REQUIRED COURSES

- Accounting I
- Marketing Management
- Human Behavior and Leadership
- Effective Communication
- Business Research and Statistics



MODULE 2

JANUARY

REQUIRED COURSES

- International Business Ethics
- Finance **OR** Financing for Entrepreneurs
- Management Skills Development I
- Operations Management

AND CHOOSE ONE CORE STREAM COURSE FROM:

- International Business Environment and Operations
- Business Opportunity Analysis
- Managing Organizations
- Special Topic – Project Management Methodology
- Foundations of Professional Sales



MODULE 3

MARCH

REQUIRED COURSE

- Strategic Management

AND CHOOSE FOUR CORE BUSINESS ELECTIVES FROM:

- Prices and Markets
- Entrepreneurship and New Venture Management
- Accounting II
- Performance Management
- Management of Information Systems

** Elective course options may change*

RESEARCH OPTION

Business benefits from research too. This option allows you to tackle some of the biggest challenges facing businesses and emerging trends through literature reviews and primary research. This is ideal for students planning to pursue research as a career or who are considering a doctorate degree. Once you have completed nine foundational courses, the MBA team can assist in choosing your remaining courses relevant to the area of research that interests you. The team can also assist in finding a faculty member who will act as your research supervisor and guide you throughout the process. Upon completion, you will create a report on your findings.



MODULE 4

MAY

BUSINESS DEVELOPMENT AND PROFESSIONAL SALES

- Foundations of Professional Sales
- Data Analytics for Effective Problem Solving
- Strategic Negotiations
- Decision Making and Procurement Process
- Cross-Cultural Communications and Negotiations

ENTREPRENEURSHIP AND GENERAL MANAGEMENT

- Business Plan

INTERNATIONAL BUSINESS

- Management Skills Development II
- Business Plan
- Cross-Culture Communications and Negotiations
- International Marketing
- International Finance
- International Business and Law

PROJECT MANAGEMENT

- Management Skills Development
- Project Management Monitoring and Control
- Commercial Law and Project Procurement Management
- Project Management in Practice
- Logistics and Supply Chain Management



MODULE 5

JULY

BUSINESS DEVELOPMENT AND PROFESSIONAL SALES

- Business Plan

ENTREPRENEURSHIP

- Management Skills Development II

AND CHOOSE THREE OF THE FOLLOWING ELECTIVES:

- Social Entrepreneurship
- Management of Innovations
- Commercialization of New Products and Services
- Special Topics in Entrepreneurship

INTERNATIONAL BUSINESS REQUIRED COURSES

- Study Abroad

PROJECT MANAGEMENT REQUIRED COURSES

- Business Plan



GRADUATION

MID-OCTOBER

YOUR MBA

THE PASSPORT TO THE CAREER YOU HAVE ALWAYS WANTED.

After just one year of study, our graduates are ready to take their skills and apply them to rewarding careers in international business, management, information technology, manufacturing and much more. Many have become entrepreneurs, launching successful startups, here in Canada and around the world.

You will create lasting relationships with your fellow students, past graduates who have remained in New Brunswick and local business leaders. Our community believes in business and wants to be a contributor to your success. It is a substantial advantage when you leave our MBA program to have an established business network to support your next chapter. Many of our graduates have remained in the province and are building careers with companies who are leaders in information technology, consulting, communications and finance.



60% HAVE SECURED EMPLOYMENT WITHIN 6 MONTHS

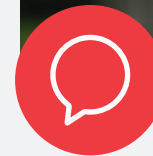
ON AVERAGE



30% OF STUDENTS GRADUATE WITH A JOB OFFER



100% HAVE SECURED EMPLOYMENT WITHIN 12 MONTHS



Tiphaine Morin, originally from France, worked with Saint John-based Millennia TEA for her Business Consulting Project. As part of her project, she prepared the company for its biggest event of the year – the Canadian Health Food Association trade show in Toronto.

“She was our key person on the ground making connections, bringing people by the booth and helping us maximize the traction for that really key event for us. She did everything to prepare us. I would give her a project or an idea and she would run with it.

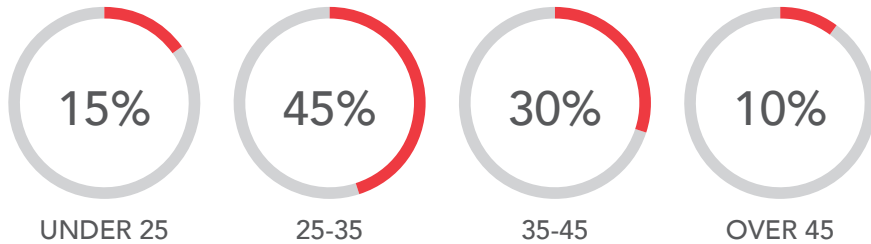
It’s a reflection of the high-calibre people in the UNB program. The work they’ve done has had meaningful and measurable impacts on our business. They’re all highly motivated people who have previous degrees, work experience and have made sacrifices to do an international MBA that will advance their career ambitions.

We all want top talent. We want A-players who are committed, who care and will do the work and be happy to be part of something we’re building. These are A-players because you don’t go through that process, you don’t uproot your family and step away from a career and go back to school unless you’re looking to do something really meaningful.”

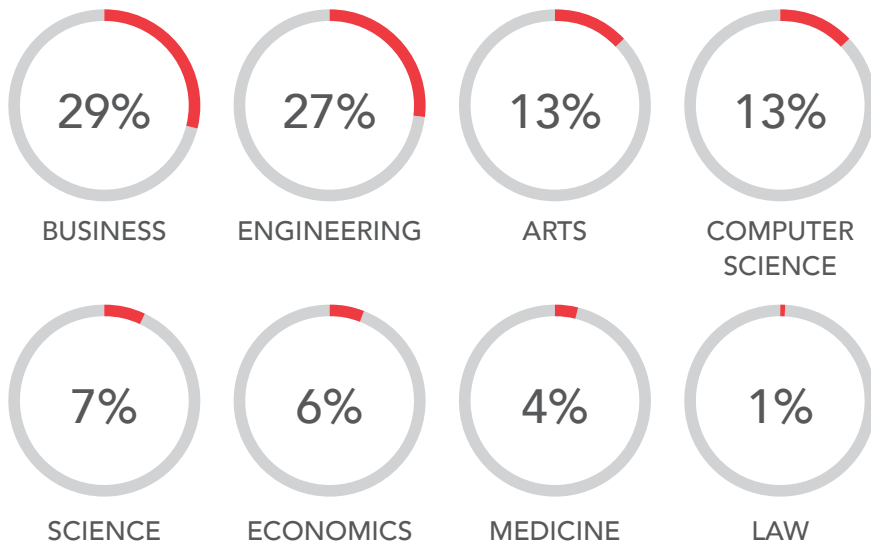
Tracy Bell
Founder and CEO
Millennia TEA

STUDENT PROFILE

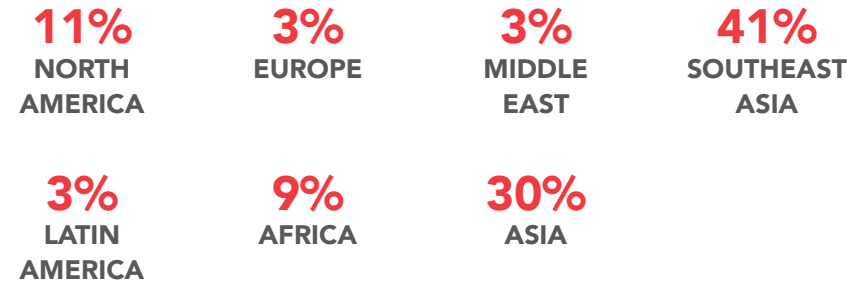
AGE BREAKDOWN



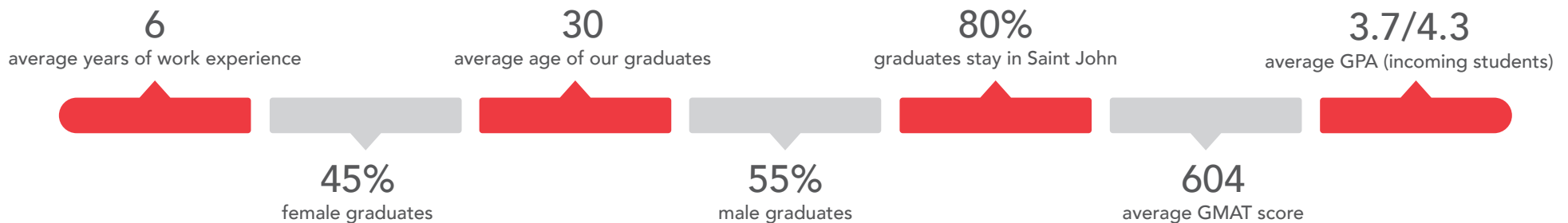
EDUCATIONAL BREAKDOWN



WHERE OUR STUDENTS COME FROM



PROGRAM OVERVIEW



*averages from 2014-2019 students

ALUMNI

OUR ALUMNI ARE WORKING FOR A WIDE RANGE OF COMPANIES

You will find our alumni working in many of today's leading companies such as Deloitte, the Royal Bank of Canada, PWC, Bell Canada, Scotiabank and American Express Canada. Here's a breakdown of the industries where our graduates establish and strengthen their careers.



21% CONSULTING AND COMMUNICATIONS



28% FINANCE, INSURANCE, BANKING



32% CONSTRUCTION, OIL, AND MANUFACTURING



15% INFORMATION TECHNOLOGY





ENRIQUE MANCILLA, MBA '14

From: Mexico City, Mexico

Works: Senior Manager, Corporate Organization Effectiveness, TD Bank

Lives: Toronto, Ontario

What attracted you to the MBA program?

I had always planned to work for a few years post my undergrad and then go back to my studies. I was hoping for an international experience and wanted to learn in a more practical way, while sharing with other experienced professionals. UNB Saint John's MBA program checked all these boxes.

How did the MBA program prepare you for what you're doing now?

UNB Saint John's MBA program includes a combination of classes, case studies, business simulations, and a professional internship that provides you with all the necessary tools to increase your professional capability and to adapt to the Canadian culture. Sharing a classroom with high-performing professionals from around the world opened my mind in ways I never expected. Today, I work with executives on a day-to-day basis, with diverse backgrounds and skillsets, which is very similar to my MBA experience.

Can you share some advice for anyone considering the MBA program?

Say yes! Say yes to UNB Saint John's MBA program. Say yes to making one of the best investments in your career. I promise it's worth it, and an investment that will continue to pay off. Plus, it's a beautiful campus!



"SAY YES TO UNB SAINT JOHN'S MBA PROGRAM. SAY YES TO MAKING ONE OF THE BEST INVESTMENTS IN YOUR CAREER."

A NEW HOME, CONNECTED TO OUR CAMPUS COMMUNITY

In the fall of 2019, the MBA program moved into its new home, conveniently located in Saint John's business core. While still connected to the larger UNB Saint John campus and all its services to support student life, the new space was created as a hub of entrepreneurial excellence in the city's historic uptown. This is where you will build your network of support with our business community that will serve you during your year in Saint John – and beyond.

This entrepreneurial gateway will see the co-location of accelerator and incubator programs and a shared, collaborative space for innovation and learning. It's also a stone's throw away from the city's vibrant cafés and restaurants.

Our MBA students enjoy the best of both worlds – classes in the city's business district but linked to all the amenities of our 252-acre campus that houses more than 2,000 students from around the world. The UNB Saint John campus, located about a 10-minute drive from your classes, has numerous clubs and societies centred around culture, sports, academics and other interests that bring our students together.

Established in 1785, UNB is Canada's oldest English-speaking university and consistently ranks among the top undergraduate universities in Canada.







SAINT JOHN

If you are looking for a small-town experience with a larger city feel, Saint John is for you. Located on the beautiful Bay of Fundy, Saint John mixes old world charm with modern living. The hospitality and friendliness of Maritimers is well-known and you will have many opportunities to meet business and community leaders as well as other newcomers.

The quality of life in New Brunswick is what draws so many new students and residents. We have short commutes, beautiful housing options, access to the ocean, greenspaces and parks, all in an affordable place – a city that costs about **10-30% less** than other Canadian cities. You can easily explore what our neighbours have to offer as Saint John is a **60-minute drive** from the US border at Calais, Maine and a **four-hour drive** from Halifax, Nova Scotia. The Saint John Airport is located **15 minutes** from the city core.



**"THIS PROGRAM
MEANT JUMPSTARTING
MY PROFESSIONAL
CAREER IN CANADA
AFTER ONLY ONE
YEAR OF STUDY."**



CHRISTINE ERUOKWU, MBA '15

From: Nigeria, West Africa

Works: YMCA of Greater Saint John, Instructor,
Language Instruction for Newcomers

Lives: Saint John, NB, Canada

What attracted you to the MBA program?

The dual benefits of duration and affordability. UNB Saint John's MBA program was the most affordable amongst comparable institutions in Canada and the idea of a one-year MBA was equally appealing to me and my family. This program meant jumpstarting my professional career in Canada after only one year of study.

What was the single best thing about your experience at UNB Saint John?

Being an active member of the school community as one of the executives of the MBA Society and a volunteer with the Promise Partnership, a program led by UNB to provide academic support for children who need assistance with their schoolwork. As an educator from a developing country, I saw first-hand how a university headed by a visionary leader can impact the education sector by focusing on public schools in Saint John's low-income neighborhoods. I enjoyed the opportunity to serve those children and some of the lessons learned still serve me well in my current role at the YMCA.

What's your favourite thing about living in Saint John?

The people! Maritimers are known for their hospitality and warmth. In the streets, malls and even on the bus, the people are willing to assist especially when they realize you are new to the city. Their genuine interest and willingness to help never ceases to amaze me.

Q&A

Q: So, how cold is it?

A: In Eastern Canada you can truly experience all four seasons. The summers are comfortable with an average temperature of 23°C (73°F). In the autumn, the temperature is between 19°C (66°F) and 13°C (55°F). As for the winter, you will need a warm coat as the temperature will average -2°C (28°F). There are lots of terrific winter activities to enjoy, including a ski hill within an hour's drive from the downtown core.

Q: What can I expect to pay for my tuition?

A: The MBA program at UNB Saint John is competitively positioned to attract the best students from Canada and around the world. The tuition for our one-year, intensive program is \$22,000 (CAD). With the associated fees and health insurance, Canadian students invest just over \$23,000 and international students invest approximately \$31,000 in their studies for the year.

Q: How much can I expect to pay for living expenses?

A: Saint John enjoys some of the lowest costs for living in Canada – on average about 10-30% less than other cities. In addition to your tuition, we recommend budgeting between \$15,000 - \$20,000 (CAD) for the year for rent, transportation, food and fun.

Q: How will I find a place to live?

A: Our MBA team will assist you in whatever way we can to find accommodation and make the transition to living in Saint John as easy as possible. Our campus, located about a 20-minute bus ride from your classes, has residence accommodations.

Q: Is financial assistance available?

A: Absolutely. We offer Merit Awards, based on academic performance and strong GMAT scores, to help with your costs. Our largest award is \$10,000 which represents a contribution of nearly 50% of your tuition. The deadline to apply is May 31st. For more information on our scholarships, please visit unb.ca/scholarships.





HANS W. KLOHN COMMONS



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unb.ca/saintjohn/business/mba

Our blog has profiles of current students, local events and alumni around the world: blogs.unb.ca/unbsj-mba
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