Brock University

Goodman School of Business

Break through in business.

ADMISSIONS **2024**

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Study at Goodman

The Goodman School of Business is a globally oriented community-dedicated business school. Our school provides a conduit between the local and global community, generating opportunities which bring together Niagara and the world.

Small class sizes, interactive lectures and real-world experiences are some of the many reasons why students choose Goodman. Experiential education opportunities — like in-class consulting projects with local organizations and paid co-op work terms — provide you with practical experiences that will help launch your career.

Goodman provides students the chance to chart their own path to success. From innovative degree programs that provide a holistic learning experience to clubs and competition teams that build foundational leadership skills, your time at Goodman will provide you the opportunity to breakthrough in business on your terms.

Our programs

- Bachelor of Accounting (BAcc)
- Bachelor of Business Administration (BBA)
- Bachelor of Business Administration Co-op International Double Degree (BBA)

Our values

Passion **Perseverance** **Professionalism**

Goodman students learn

Communication **Critical Thinking** **Professionalism**

Scholarly Inquiry **Social Responsibility**

Among the best in business education

The Goodman School of Business at Brock affirms its place among the world's best business programs, with accreditation conferred by many prestigious domestic and international business, management and accounting associations.

AACSB ACCREDITED

Association to Advance Collegiate Schools of Business (AACSB)

BSIS IMPACT

Business School Impact System (BSIS)

CPSA

Canadian Professional Sales Association (CPSA)

CFA Institute

Chartered Financial Analyst Institute

cpa

Chartered Professional Accountants of Ontario (CPA)

EFMD ACCREDITED | Bachelor

European Foundation for Management Development Programme Accreditation

HR PA | Human Resources Professionals Association

Human Resources Professionals Association

NCMA ACCREDITED | AGRÉMENT

National Centre for Management Accreditation (NCMA)

Professional Designations

After you complete your studies at Goodman, you may choose to pursue professional designations. These designations demonstrate commitment and achievement within a variety of industries in business, including accounting, finance, human resources, sales and many more.

The Goodman School of Business is accredited by AACSB as well as several organizations providing pathways leading to the following professional designations:

- **Chartered Professional Accountant (CPA)**
  Issued by the Chartered Professional Accountants of Ontario
- **Certified Human Resources Leader (CHRL)**
  Issued by the Human Resources Professionals Association
- **Certified Human Resources Professional (CHRP)**
  Issued by the Human Resources Professionals Association
- **Certified in Management (C.I.M.)**
  Issued by CIM Chartered Managers Canada / NCMA National Centre for Management Accreditation
- **Chartered Manager (C.Mgr.)**
  Issued by CIM Chartered Managers Canada / NCMA National Centre for Management Accreditation
- **Professional Sales Certificate (PSC)**
  Issued by the Canadian Professional Sales Association
- **Chartered Financial Analyst (CFA)**
  Issued by the CFA Institute

The path to success depends on two things: the quality of the school you attend and the opportunities you take advantage of while you are there. At Goodman, we'll provide you with an outstanding education as well as relevant employment-related experience that will make you an outstanding candidate when you enter the job market.

Memberships

Goodman's memberships help connect students to the global business environment they will be entering after graduation.

EFMD GLOBAL MEMBER

Member of the European Foundation for Management Development (EFMD)

IPBS

Partner School with the International Partnership of Business Schools (IPBS)

Preparation for Designations and Certifications

Programs at the Goodman School of Business may also help prepare you for the following designations or certifications. Please check directly with the granting organization for more information.

Accounting

- Certified Management Accountant (CMA) U.S.
- Association of Chartered Certified Accountants (ACCA)
- Professional Qualification and Certificate in Business Accounting

Finance

- Canadian Investment Funds Course (CIFC)
- Canadian Securities Course (CSC)
- Certified Financial Planner (CFP) — advanced standing available through Mohawk College
- Chartered Business Valuator (CBV)
- Chartered Financial Analyst (CFA)
- Chartered Financial Consultant (Ch.F.C.)
- Chartered Investment Manager (CIM)
- Chartered Life Underwriter (CLU)
- Financial Risk Manager (FRM)
- Personal Financial Planner (PFP) — advanced standing available through Mohawk College
- Professional Risk Manager (PRM)

Information Systems / Business Analytics

- Certified Analytics Professional (CAP)
- Certified Information Systems Auditor (CISA)
- Certified Information Systems Security Professional (CISSP)
- MCSA: SQL Server 2012/2014
- Microsoft Office Specialist (MOS)
- Microsoft Office Specialist (MOS) Expert
- Microsoft Office Specialist (MOS) Master
- SAS Certified Predictive Modeler Using SAS Enterprise Miner

Human Resources

- Certified Human Resource Professional (CHRP)

Marketing

- Certified Fundraising Executive (CFRE)
- Certified Sales Associate (CPSA)
- Certified Web Analyst (CWA)
- Google Ads Certification
- Google Analytics Certification
- New Product Development Professional (NPDP)
- Online Marketing Certified Associate / Professional Certification (OMCP)
- Professional Certified Marketer (PCM) in Digital Marketing, Marketing Management, Content Marketing or Sales Management

Operations

- Certified Associate in Project Management (CAPM)
- Certified in Logistics, Transportation & Distribution (CLTD)
- Certified Professional in Supply Management (CPSM)
- Certified Quality Process Analyst (CQPA)
- Certified Six Sigma Green Belt (CSSGB)
- Certified Six Sigma Yellow Belt (CSSYB)
- Certified Supply Chain Management Professional (CSCMP)
- Certified Supply Chain Professional (CSCP)
- Project Management Professional (PMP)
- Professional in Business Analysis (PMI-PBA)
- Risk Management Professional (PMI-RMP)
- Scheduling Professional (PMI-SP)

Bachelor of

Accounting

CPA ACCREDITED

Accounting at Goodman has a national reputation for excellence. Our rigorous academic courses and professional orientation are aligned with industry needs and will set you on the path to becoming a professional accountant. Co-op students can apply 16 to 20 months of practical work experience towards the Chartered Professional Accountant (CPA) designation. If you continue your studies with Goodman's MAcc program, you can fast track your path to becoming a CPA by attending the CFE at least one year earlier.

Admissions and Program Information	
Bachelor of Accounting (BAcc)	4-year honours program
Bachelor of Accounting (BAcc) Co-op	4.5-year honours program
OUAC code	BK
Required Grade 12 subjects	ENG 4U, two 4U maths
Target enrollment	160

Admission is based on your top six 4U or 4M courses, including required subjects for the program.

NEW this year!

To provide our students with the skills they need to meet changing industry demands, we are continuously looking to align our programs to industry needs. Recent changes to our BAcc program prepare our students to meet the challenge of disruptive technology.

Changes that will begin in Fall 2023 will:

- Better align with the CPA Ontario competency map.
- Prepare students to meet the market demand for data analytics knowledge.
- Integrate hands-on lab practice and real-world analysis that equip students with skills and understanding on how to approach real-world problems.
- Taking students wellbeing in mind, as the revised program allows students to balance all the valuable experiences that Goodman has to offer including academics, exchange, co-op and extra-curricular activities.

NEW Forensic and Investigative Accounting Course

- Covers the fundamentals of forensic and investigative accounting with an emphasis on financial crime.
- Explores fraud, cybercrime and money laundering.
- Examines the role of forensic accountants in investigations and court proceedings.

The Goodman CPA Pathway — Fast, cost-effective, complete.

Goodman provides one of the fastest tracks to the CPA designation. When you take our Bachelor of Accounting (BAcc) and Master of Accountancy (MAcc) programs, you'll learn everything you need to successfully complete the Common Final Exam (CFE).

If you complete the BAcc program, you have two options:

Option 1: Apply to the Goodman MAcc program, which would only take seven months to complete and covers the six CPA preparatory courses.

Option 2: Enter the CPA Professional Education Program (PEP) with advanced standing. The CPA PEP is only offered on a part-time basis and may take up to two years to complete.

Goodman School of Business CPA Pathway

BAcc → MAcc → CFE

CPA PEP Program

BAcc → Core Module 1+2 → Elective Module 1+2 → Capstone 1+2 → CFE

Get your CPA designation 2 years earlier than part-time CPA Prep pathway.

What you need to become a CPA	What Goodman offers
☐ Academic prerequisites	☑ Covered in our BAcc program
☐ Six CPA preparatory courses	☑ Covered in our MAcc program
☐ Common final exam (CFE)	☑ Our CPA pathway provides direct access to the CFE
☐ CPA practical experience requirements (30 months)	☑ Our BAcc co-op includes 16-20 months of co-op work terms that count towards the cpa designation

"I chose Goodman because I was confident that this program would set me up for success in today's competitive business world. Being in the BAcc Co-op program, I am able to fast-track my way to the CPA designation. By the time I graduate, I will have completed 16 months of co-op experience which allows me to develop the skills and knowledge needed to succeed in my chosen field. I appreciate that the faculty members at Goodman are dedicated to providing students with a supportive learning environment. I truly believe that Goodman has all the resources available to prepare me for a successful and rewarding career in accounting. The highlight of my undergrad thus far has been my involvement in Goodman's Business Students' Association (BSA). In addition to the lifelong friendships that have been created, the BSA has truly allowed me to strengthen my leadership skills, enhance my professional development, and give back to a community that has opened so many doors for me."

Prabnik Sidhu
Fourth-year BAcc Co-op Student and Co-President of Brock's Business Students' Association

Bachelor of Accounting (Co-op) Sample Schedule

	Fall	Winter	Spring/Summer
Year 1	• Accounting I • Data Analysis & Business Modelling • Statistics • Microeconomics • Humanities context credit	• Accounting II • Legal Environment of Business • Calculus • Macroeconomics • Humanities context credit • Co-op Training	Summer vacation
Year 2	• Financial Accounting I • Accounting and Technology • Taxation I • Econometrics • Corporate Finance I	Co-op work term 1	• Cost & Managerial Accounting I • Financial Accounting II • Accounting Information Systems • Sciences context credit
Year 3	• Marketing • Operations Management • Taxation II • Assurance I • One elective	Co-op work term 2	• Cost & Managerial Accounting II • Financial Accounting III • Corporate Finance II • Ethics
Year 4	Co-op work term 3 Optional international exchange term	Co-op work term 4	• Financial Accounting IV • Auditing II • Organizational Behaviour • One elective
Year 5	• Accounting Theory • Integration & Problem Solving • Accounting Analytics • Strategy • One elective	**Master of Accountancy (MAcc)** *For students completing the combined BAcc + MAcc CPA Pathway at Goodman	

Expand your Goodman experience.

Optional exchange term

Master of Accountancy (MAcc)

Bachelor of Accounting Sample Schedule

	Fall	Winter	Spring/Summer
Year 1	• Accounting I • Data Analysis & Business Modelling • Statistics • Microeconomics • Sciences context credit	• Accounting II • Legal Environment of Business • Calculus • Macroeconomics • Sciences context credit	Summer vacation
Year 2	• Financial Accounting I • Corporate Finance I • Operations Management • Econometrics • One elective	• Financial Accounting II • Cost & Managerial Accounting I • Accounting and Technology • Marketing • Organizational Behaviour	Summer vacation
Year 3	• Financial Accounting III • Accounting Information Systems • Taxation I • Humanities context credit • One elective	• Auditing I • Cost & Managerial Accounting II • Ethics • Humanities context credit • Corporate Finance II	Summer vacation
Year 4	• Financial Accounting IV • Taxation II • Auditing II • Two electives	• Strategy • Accounting Analytics • Integration and Problem Solving • Accounting Theory • One elective	Summer vacation

Bachelor of

Business Administration

NCMA ACCREDITED | AGRÉMENT

If you want a career in business, our BBA program allows you to tailor your degree to meet your personal career goals. In your first two years, you'll receive a solid foundation in the functional areas of business along with knowledge of the Canadian and global business environment through a core set of courses. In your final two years, you'll have the option to focus on one of 10 areas of concentration. BBA co-op students will attain a minimum of 12 months of cumulative full-time work experience.

Admissions and Program Information	
Bachelor of Business Administration (BBA)	4-year honours program
Bachelor of Business Administration (BBA) Co-op	4.5-year honours program
OUAC code	BN
Required Grade 12 subjects	ENG 4U, two 4U maths
Target enrollment	330

Admission is based on your top six 4U or 4M courses, including required subjects for the program.

Whether you choose to focus on a specific business discipline, or want to combine various areas of study, you can build a BBA degree that will match your career goals. We offer 10 areas of concentration that can lead to a variety of different job opportunities.

BBA Concentrations

Accounting*
Provides you with knowledge of business and management, as well as technical accounting skills to help make decisions about business activities.

Finance
Provides you with the knowledge of all aspects of money management including investment collection, disbursement, borrowing and fund-raising.

Human Resource Management
Provides you the most effective methods of managing people for the present and the future.

International Business
Provides you with the cultural, political, economic, and linguistic background needed to work effectively in a variety of global environments.

Operations Management
Knowledge and skill required to perform the processes that transform or convert inputs of materials, energy, information and human skills into goods and services that satisfy customer needs.

Entrepreneurship
Provides you with the skills to start your own business or work in small business and non-profit firms.

General Management
Management is responsible for achieving organizational goals by planning, leading and controlling activities and staffing.

Information Systems
Provides the skills needed to analyze business processes and identify ways to improve those processes through innovative application of information technologies.

Public Administration
Prepares you for working in public institutions, managing people in the public sector and government and business operations.

Marketing
Provides the skills to perform a variety of essential strategic business activities including product development, distribution, pricing, sales, and advertising.

*The BBA program (Accounting concentration) provides a broader managerial degree with a more limited focus in accounting. The BBA program meets some, but not all, CPA requirements. The BAcc program is designed for students intending to pursue a professional accounting designation and includes all university courses required by CPA Ontario (Chartered Professional Accountants).

Interested in data?

Check out Brock's Bachelor of Science in Data Sciences and Analytics

The BSc in Data Sciences and Analytics program is a collaboration between the Faculty of Mathematics and Science and Goodman. The program bridges the gap between computational data sciences and business analytics by forming well-rounded graduates with strong core knowledge and skills in programming for big data, data mining, business analytics and management and information systems.

Learn more at
brocku.ca/mathematics-science/data-science

Complete your

MBA

in as little as

8 months

If you achieve high marks in your undergraduate courses, you may be eligible for up to 10 advanced standing core course exemptions in the MBA program.

Courses eligible for advanced standing must consist of substantially similar content and curriculum and have been completed in Canada or the USA, within the last seven years, with no grade less than **70% / B- / 2.7**

"Brock University has equipped me with the required skills for my future career by offering program concentrations; focusing my degree to the exact area of business I intend to pursue. Between the three-term co-op program, experiential learning projects with local community partners, and case competitions to sharpen my acumen, I am leaving Brock with real world experience and technical knowledge. A highlight of my undergraduate experience was representing Goodman at the 2023 Jeux De Commerce Competition (JDCC) in Ottawa, allowing fellow teammates and I to employ the technical skills learned in the lecture hall to bring home a podium finish for various business-oriented disciplines."

Aidan Walmsley
Fourth-year BBA Co-op student

Bachelor of Business Administration Sample Schedule

	Fall	Winter	Spring/Summer
Year 1	• Financial Accounting • Microeconomics • Business Principles • Statistics • One Humanities context credit or one Sciences context credit	• Data Analysis & Business Modelling • Macroeconomics • Communications • Calculus • One Humanities context credit or one Sciences context credit	Summer vacation
Year 2	• Managerial Accounting • Legal Environment of Business • Managerial Economics • Econometrics • Entrepreneurship	• Corporate Finance I • Information Systems • Marketing • Organizational Behaviour • Operations Management	Summer vacation
Opportunity to select concentration			
Year 3	• Corporate Finance II • Marketing Management • Human Resource Management • One elective • Humanities context credit or Sciences context credit not taken in Year 1	• International Business • Ethics • One business elective • One elective • Humanities context credit or Sciences context credit not taken in Year 1 • Optional international exchange term	Summer vacation
Year 4	• Two business electives • Three electives • Optional international exchange term	• Strategy • Two business electives • Two electives	

Bachelor of Business Administration (Co-op) Sample Schedule

	Fall	Winter	Spring/Summer
Year 1	• Financial Accounting • Microeconomics • Business Principles • Statistics • Sciences context credit	• Data Analysis & Business Modelling • Macroeconomics • Communications • Calculus	Summer vacation
Year 2	• Managerial Accounting • Corporate Finance I • Marketing • Organizational Behaviour • Information Systems	• Econometrics • Corporate Finance II • Marketing Management • Human Resource Management • Operations Management	Summer vacation
Opportunity to select concentration			
Year 3	Co-op work term 1	• Managerial Economics • Entrepreneurship • One business elective • Two electives • Humanities context credit	Co-op work term 2
Year 4	• International Business • One elective • Two business electives • Humanities context credit • Optional international exchange term	Co-op work term 3	• Commercial Law • Ethics • Two electives
Year 5	• Strategy • Two electives • Two business electives		

NEW Metaverse Marketing Course

- Responds to consumer and industry demand.
- Provides students a thorough understanding of the Metaverse and its applications for marketing.
- Students learn about the customer journey in the Metaverse, key considerations for successful marketing and principles for ethical marketing in the virtual world.

Bachelor of

Business Administration Co-op International Double Degree

EFMD ACCREDITED | Bachelor

Experience Canada's only international double degree program that includes co-op work experience. Our BBA Co-op International Double Degree will differentiate you from your peers. We've partnered with five leading business schools in Europe to offer you the best in international business education and co-op work experience in both Canada and Europe. Students must accept their offer in order to be placed in a track. Track selection is first-come, first-served.

Admissions and Program Information	
BBA Co-op International Double Degree	4 to 4.5-year honours program
OUAC code	BN
Required Grade 12 subjects	ENG 4U, two 4U maths
Target enrollment	50

Admission is based on your top six 4U or 4M courses, including required subjects for the program. This program is limited to only 50 students per year.

United Kingdom, Lancaster University Management School (LUMS)

- Located in Lancaster, United Kingdom, approximately 1.5 hours by bus from Manchester
- 2 years at Goodman, 2 years at LUMS (depart for United Kingdom in fall term of Year 3)
- Degree: BSc International Business Management
- 5 spots available

France, NEOMA Business School (NEOMA)

- Located in Reims, France, approximately 1 hour by train from Paris
- 2.5 years at Goodman, 2 years at NEOMA (depart for France in fall term of Year 3)
- Classes at NEOMA taught in French and English in Year 3 & 4. All students in the NEOMA track will study French language in Years 1 and 2 at Brock
- Degree: Diplôme du Centre d'Etudes Supérieures Européennes de Management (CESEM), with option to specialize in Year 4
- 20 spots available

"My best memories with Goodman are the events and opportunities that I participated in with the Goodman clubs! From conferences to trivia nights, I made so many friends and memories from getting involved on campus.

Brock has helped me to feel very prepared for the corporate world and for my studies abroad! The staff at Goodman are there to support me every step of the way with many information sessions and they are quick to answer my questions and concerns. I've also had opportunities to chat with students from the partner school who helped me understand what life will be like when I go abroad!"

Marena Schneider
Third-year BBA Co-op International Double Degree student at NEOMA Business School.

Germany, European Business School (EBS)

- Located in Ostrich-Winkel, Germany, approximately 45 minutes by train from Frankfurt
- 2.5 years at Goodman, 1.5 years at EBS (depart for Germany in winter term of Year 3, classes taught in English)
- Degree: Bachelor of Science in Management, with option to specialize in Year 4
- **Not accepting students for 2024**

Germany, ESB Reutlingen University (ESB)

- Located in Reutlingen, Germany, approximately 45 minutes by bus from Stuttgart
- 2.5 years at Goodman, 2 years at ESB (depart for Germany in fall term of Year 3)
- Classes at ESB taught 70% in German in Year 3 and 100% in Year 4 – all students in German track will study German language in Years 1 and 2 at Brock
- Degree: Bachelor of Science in International Management, with option to specialize in Year 4
- 10 spots available

Ireland, Dublin City University (DCU)

- Located in Dublin, Ireland
- 2.5 years at Goodman, 2 years at DCU (depart for Ireland in fall term of Year 3)
- Degree: Bachelor of Arts in Global Business, with option to specialize in Year 4
- 20 spots available

Earn two degrees

When you successfully complete the program, you will earn a Bachelor of Business Administration degree from Brock University in addition to a second degree from the partner school.

Pay tuition to Brock

All tuition fees are paid to Brock University so that you don't have to pay international student fees at the partner school.

Mandatory co-op terms

This co-op-only program gives you the global perspective desirable in today's economy and the work experience to back it up. You will complete one co-op work term in Canada and one co-op work term abroad.

Lancaster University Management School, U.K.
BBA Co-Op International Double Degree Sample Schedule

	Fall	Winter	Spring/Summer
Year 1	• Financial Accounting • Microeconomics • Business Principles • Statistics • Humanities Context Credit	• Data Analysis & Business Modelling • Macroeconomics • Communications • Calculus • Humanities Context Credit	Summer vacation
Year 2	• Managerial Accounting • Corporate Finance I • Information Systems • Marketing • Organizational Behaviour • Co-op training	• Commercial Law • Corporate Finance II • Econometrics • Two Science Context Credit Courses	Co-op work term 1 in Canada
Year 3	• Operations Management • Managerial Economics • Human Resource Management • Two electives	• Management & the Natural Environment • Marketing Management • Management & IT • Two electives	Co-op work term 2 in the United Kingdom
Year 4	• Strategic Management • Entrepreneurship: Discovery & Practice • Business Ethics • Management Simulation	• International Business • Two electives • Dissertation	Summer vacation

☐ Goodman School of Business, Canada ☐ Lancaster University Management School, U.K.

NEOMA Business School, France
BBA Co-Op International Double Degree Sample Schedule

	Fall	Winter	Spring/Summer
Year 1	• Financial Accounting • Microeconomics • Business Principles • Statistics • French Language I	• Data Analysis & Business Modelling • Macroeconomics • Communication • Calculus • French Language I (cont'd)	Summer vacation
Year 2	• Managerial Accounting • Corporate Finance I • Marketing • Information Systems • French Language II • Co-op training	• Entrepreneurship • Corporate Finance II • Organizational Behaviour • Commercial Law • French Language II (cont'd)	Co-op work term 1 in Canada
Year 3	• Strategic Management • Business Ethics • Human Resource Management • Globalization and Innovation • Strategic Marketing • French as a Foreign Language	• Operations Management • Data Analysis • The Digital Organization • Org Development and Leadership • Elective	
Year 4	• Final Project • International Business Development • Two concentration electives • Personal Development	Co-op work term 2 in France	Co-op work term cont'd
Year 5	• Managerial Economics • Econometrics • Elective • Two sciences context credits		

☐ Goodman School of Business, Canada ☐ NEOMA Business School, France

ESB Reutlingen University, Germany
BBA Co-Op International Double Degree Sample Schedule

	Fall	Winter	Spring/Summer
Year 1	• Financial Accounting • Microeconomics • Business Principles • Statistics • German Language I	• Data Analysis & Business Modelling • Macroeconomics • Communications • Calculus • German Language I (cont'd)	Summer vacation
Year 2	• Managerial Accounting • Corporate Finance I • Marketing • Organizational Behaviour • German Language II • Co-op training	• Marketing Management • Econometrics • Corporate Finance II • Operations Management • German Language II (cont'd)	Co-op work term 1 in Canada
Year 3	• International Economics • Management Information Systems • Human Resource Management • Accounting and Corporate Finance • Applied Research in International Management	Co-op work term 2 in Germany (six months in length)	Co-op work term 2 cont'd and summer vacation
Year 4	• Business Strategy • Business Ethics • Business Law • Entrepreneurship	• Dissertation • Four business electives	Summer vacation
Year 5	• Commercial Law • Managerial Economics • International Business • Sciences context credit		

☐ Goodman School of Business, Canada ☐ ESB Reutlingen University, Germany

Dublin City University, Ireland
BBA Co-Op International Double Degree Sample Schedule

	Fall	Winter	Spring/Summer
Year 1	• Financial Accounting • Microeconomics • Business Principles • Statistics • Humanities Context Credit	• Data Analysis & Business Modelling • Macroeconomics • Communications • Calculus • Humanities Context Credit	Summer vacation
Year 2	• Managerial Accounting • Managerial Economics • Corporate Finance I • Organizational Behaviour • Information Systems • Co-op training	• Commercial Law • Econometrics • Corporate Finance II • Marketing • Human Resource Management	Co-op work term 1 in Canada
Year 3	• Operations Management • International Economics • Human Resource Management • Marketing Communications • Organizational Theory • Contemporary Irish Society	Co-op work term 2 in Ireland (six months in length)	Co-op work term 2 cont'd and summer vacation
Year 4	• New Enterprise Project • Business Strategy • Business Project • Business Analytics • Two business electives (Specialisms)	• New Enterprise Project (cont'd) • Business Strategy (cont'd) • Business Project (cont'd) • Business Ethics • Two business electives (Specialisms)	Summer vacation
Year 5	• Two Science Context Credit Courses • International Business • Marketing Management • One elective		

☐ Goodman School of Business, Canada ☐ Dublin City University, Ireland

The Goodman experience.

ALUMNI

Jacinta Grootjen (BBA '13)

Founder and Principal Consultant,
Primary People Group Inc.

"After exploring numerous business schools and evaluating the programs they offered, I knew that the Goodman School of Business was the perfect choice for me. Not only does it possess the esteemed reputation I was looking for, but it also presented an environment in which I could flourish and create lasting connections with fellow students and faculty members. It was evident that the Goodman School of Business was genuinely committed to its students' success, which was incredibly importance to me.

I remember when I was grappling with a particular accounting concept. My professor made the effort to meet with me individually and personally guided me through the material. This experience was far from the typical "you are just another number" approach; she made the time for her students and was genuinely invested in my success, ensuring that I received the support I needed to learn effectively.

Upon graduation, my initial goal was to gain exposure and experience in the HR field. Today, I am the proud founder, owner, and principal consultant of a boutique HR Management Consulting Firm called Primary People Group Inc."

ALUMNI

Conrad Davies (BBA '14)

Owner,
Breakwall Brewing Co.

"Goodman provided me with opportunities inside and outside of the classroom that help me with navigating owning my own business. Being able to specialize and focus more on the area I was interested in has helped me with all aspects of my brewery.

I have always had a passion for creating community and craft beer and have always known that I wanted to be my own boss. I feel very honored to be doing what I love in an industry that I love. Working in the restaurant industry along with creating amazing beer and experiences for my customers allows me to be creative and do what I love to do. Our Brewery has integrated with the community, and I truly believe my experiences and teaching at Goodman has helped get me to this point in my career."

ALUMNI

Sukhwinder Gill, (BBA '20)

Business Technology Analyst,
Deloitte Enablement RBC

"I chose Goodman because of the ease of access to developmental resources that would help me grow personally and professionally. Going into Goodman I was not too sure what I wanted out of my time as an undergraduate student but knowing I had access to people and resources such as upper year students, the Goodman Group, the Goodman BSA, workshops, case competitions or access to Goodman alumni, I knew I would have the full support within the School to assist me in finding what I am passionate about and how I could find myself employed in that space.

I now find myself working as a marketing technology consultant at Deloitte where I blend my passion for digital and marketing strategy into one, passions I was only able to discover through case competition clubs like DECA and JDCC and other external competitions where I was able to meet people with similar interests and experiences that helped me navigate the interview process and break through at Deloitte."

ALUMNI

Andrew Filinski (BAcc '20)

Accounting Manager,
Parker Hannifin Canada

"Goodman was an easy choice for me, as the school's reputation and co-op programs are one of the best in the country. Heading into my first year I had a goal of attaining a public accounting co-op position, and 5 years later I'm still with the same firm I was originally placed with.

The in-depth focus on accounting at Brock allowed me to establish a high level of foundational and in-depth knowledge that greatly contributed to succeeding on the CPA 2021 Common Final Exam, finishing in the top 1 per cent in the country, and attaining my CPA designation.

For anyone else considering Brock's accounting program, and/or the Goodman School of Business, I ensure that you'll have not only a high quality of education that will be invaluable to your future career, but you'll also meet and connect with so many great professors, role models, and peers with the same aspirations as yourself."

FACULTY

Shuai Yuan

Assistant Professor,
Finance Operations and
Information Systems

"I enjoy working at Goodman because of its commitment to academic excellence in both teaching and research, which strongly resonates with my professional goals and interests.

The collaborative environment at Goodman facilitates meaningful engagement and exchange of ideas among colleagues.

Goodman stands out for its well-designed curriculum that effectively integrates theoretical knowledge with practical application. The program ensures that students receive a comprehensive education that prepares them for real-world challenges.

What sets Goodman apart is its emphasis on experiential education. The school provides students with project-based, real-world opportunities to apply their knowledge and gain industry experience. Through internships, co-op programs, and partnerships with local businesses, students can directly engage with industry professionals, expand their networks, and develop the practical skills needed for their future careers."

FACULTY

Asma Zafar (MSc '13)

Assistant Professor,
Marketing, International Business
& Strategy

"Both graduate and undergraduate students get a truly enriched learning environment at the Goodman School of Business. The mix of theoretical knowledge in classrooms, hands-on experiential learning opportunities, the ability to pursue their entrepreneurial dreams through Brock LINC, and the expansive opportunities for professional and personal development, such as participating in and leading student clubs, representing the university in world-renowned case competitions, co-op opportunities, all make the Goodman experience unique, highly regarded and marketable.

The Goodman faculty are leading world-class, cutting-edge research in various fields. This allows the faculty to introduce the students to the latest developments in their areas. Our faculty are also committed to student learning and development and take personal pride in our students' success."

Local impact, global reach

Goodman is a globally oriented and community dedicated business school. Our school provides a conduit between the local and global community, generating opportunities which bring together Niagara and the world.

This year Goodman received the Business School Impact System (BSIS) label in recognition of the significant contribution the School makes both locally and globally.

The BSIS external review quantifies the extent and nature of a business school's impact on its environment. What it found was Goodman's contribution to the Niagara economy adds ups. The School's activities contribute to an economic impact totaling $380 million annually through direct, indirect and induced contributions.

Goodman is just the third North American business school to receive this label.

$380 million

total annual economic contributions to the

Niagara Region

$49M DIRECT	$59M INDIRECT	$271M INDUCED

Goodman co-op students contribute

$11.7 million

to the Ontario economy

Experiential class projects contribute

$29.6 million

in value for non-profit & business partners

Excel academically

The Goodman experience

Experience makes the difference. We invite you to make the most out of your degree and chart your own path through academics, global mobility, experiential education, career development, student club leadership, entrepreneurship and innovation.

Key learning outcomes

Our curriculum is designed to teach you core business theories and concepts while also equipping you with applicable skills. No matter what program you choose, we will help you build a foundation of key knowledge to succeed in business.

- Communication
- Scholarly Inquiry
- Critical Thinking
- Social Responsibility
- Professionalism

Small class sizes

At Goodman, you're more than a number. With the average accounting and business class size of 45 students, your peers and professors will get to know you by name. Small class sizes allow for interactive lectures and class collaboration, further enhancing your communication and teamwork ability.

Academic Advising

Our team of academic advisors is available exclusively to Goodman students. They are your go-to resource for all things related to academics, from your first course registration all the way through to graduation.

Beta Gamma Sigma

Beta Gamma Sigma (BGS) is the premier international honours society recognizing business excellence. It is the highest recognition a business student anywhere in the world can receive. Students who achieve membership in BGS are not only top 10 per cent of their Goodman undergraduate class, they are also recognized as the top business students in the world. Students who have completed a minimum of 10 credits are eligible for BGS.

BETA GAMMA SIGMA

International badge of excellence for the top 10 per cent of the Goodman undergraduate class.

betagammasigma.org

Experts in experiential education

In today's business world, you need to set yourself apart from the rest. An outstanding education is just the start. Our learning environment extends beyond the classroom to provide you with every opportunity to build your skills and experiences so you can stand out from the crowd.

Learn from the best

Brock University has become a leader in experiential education in Canada, and we pride ourselves on integrating experiences into your studies. 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 giving back to the community.

How it works

Taking the theories and key concepts discussed in class lectures, simulations, case studies, role playing and other teaching tools that Goodman professors use to engage students, you and a small group of students will apply these learnings to solve business problems for small and medium sized businesses, not-for-profit organizations, charities and local institutional partners.

Benefits of experiential education

- Classroom theory is brought to life.
- Gain practical business skills and experience while giving back to the community.
- Community partners gain a fresh perspective on their business models and new ideas they can implement.

More than

2,000

Goodman students

are involved in experiential projects annually.

This represents more than

40,000

hours of work

in service of our community partners.

Consulting Project Topics

Develop your career

In today's labour market, graduating with experience and career knowledge will give you a critical advantage. Our Co-op, Career and Experiential Education team is dedicated to providing you with a variety of hands-on learning opportunities, both inside and outside the classroom, to help launch your career.

Co-op employment by geographic region

- Greater Toronto Area
- Niagara Region
- Hamilton/Burlington
- Southwestern Ontario
- Eastern Ontario
- International
- Northern Ontario
- Out of Province

*BAcc co-op students can apply 16 to 20 months of practical work experience towards the Chartered Professional Accountant (CPA) designation. BBA co-op students will attain a minimum of 12 months of cumulative full-time work experience. BBA Double Degree students are required to complete a four-month co-op work term while at Brock University.

Direct entry from high school

4-6 months of paid experience

Goodman career

As a Goodman student, you have exclusive access to a team of professionals who will help you to understand your skills, connect your experiences to jobs, map your career goals and build your professional network.

Whether you are just starting to explore career paths and opportunities, or you are looking to secure full-time employment upon graduation, Goodman Career is your one-stop resource.

Personalized services

Coaching on career and professional designation options, job search and networking strategies and professional skill translation and development.

Industry partners

We partner with thousands of employers across different industries and sectors to build your network and they share their industry knowledge and expertise with you.

Networking events

Connect directly with employers through a variety of networking and recruitment events.

Job opportunities

Access local, national and international career opportunities through Goodman Career's specialized job board.

Take your co-op experience international

Goodman is the first business school in Canada to form a co-op partnership with the United Nations Association in Canada (UNA-Canada). Students can work in any country with a United Nations agency on an eight-month economic development co-op work term, from September to May, while receiving up to $1,000 from Brock's Co-op Education office and an additional $8,000 in financial support from the School through a gift received from the Goodman Family Foundation in 2012.

Students work as junior professional consultants in a specific area of business, including business analytics, finance, accounting, strategic communications and international trade, while also contributing in meaningful ways beyond the boardroom.

The co-op advantage

Co-op at Goodman brings the concept of career development theory to life by training students on skill translation, exploring career possibilities and developing new skills and competencies to help build the confidence necessary for the next step in their career journey.

Some of Goodman's top co-op employers

Accounting

- BDO Canada LLP
- Canada Revenue Agency
- Deloitte Canada
- Durward Jones Barkwell & Company LLP
- Ernst & young LLP
- MNP LLP
- PricewaterhouseCoopers LLP
- Taylor Leibow LLP

Business Administration

- Blackberry
- Canadian Tire Corp.
- Hydro One Networks Inc.
- Ontario Public Services
- RBC
- Scotiabank
- Shopify

Go global

Today's employers are looking for individuals who have a global perspective and cultural sensitivity. At Goodman, we offer international programs as an extension of in-class learning and to encourage personal development.

25+
countries with exchange opportunities

50+
business school partnerships

short-term, one semester and full-year exchanges

- Pay tuition at Brock
- Mobility awards available from Goodman per semester
- Continue to receive all student awards and scholarships

"Goodman exchange was a once in a lifetime experience! I was given the opportunity to grow as an individual, grow my studies and grow my experiences that I will be able to bring with me into the business world! I have met lifelong friends from all over the world and I would recommend an exchange semester to everyone!"

Jessica Foster

International Exchange to Strathclyde Business School, Scotland, Fall 2022

Jessica Foster (left)

Benefits of Global Mobility Programs:

- Travel and earn your degree at the same time
- Add international experience to your resumé
- Expand your global network
- Immerse yourself in a new culture
- Develop interpersonal skills and independence

Partner school with the International Partnership of Business Schools (IPBS)

Goodman is the only Canadian business school part of the International Partnership of Business Schools (IPBS).

This consortium of 13 globally oriented, leading business schools in Europe, North and Latin America all grant double degrees, which require study in two countries and promote language and cultural fluency along with business aptitude.

See pages 15 to 21 to learn more about Goodman's global business streams for our BBA Co-op International Double Degree program.

Innovate and create

Do you have the next great business idea?

At Brock, you will have the opportunity to follow your entrepreneurial dream. Through the Brock LINC, our on-campus innovation and entrepreneurship centre, you will be able to learn new skills that support innovative thinking and entrepreneurship.

Kick-Starting Entrepreneurship

Kick-Starting Entrepreneurship is a collection of introductory workshops delivered with local entrepreneurial partners focused on topics around starting a small business. Learn about topics like The Entrepreneurial Mindset, Market Research, Steps to Starting a Small Business, How to Fund Your Business, and more. Take one or all workshops, no commitment is required.

Business Consulting Pathway

Interested in a consulting career? The Business Consulting Pathway is a new non-credit extracurricular program that provides students with hands-on training from faculty members and industry experts in business case competitions, presentation etiquette, case-based interviews and more. Students then spend several months working as a consultant for a startup business in areas such as business strategy, human resources, marketing and sales, or finance.

NAVIGATE

NAVIGATE is an intensive 11-week program that uses the Lean Startup methodology and customer discovery process to validate a business idea. This includes small group work and weekly mentorship. By the end of the program, participants should have 100 customer interviews and a prototype or minimum viable product for their business idea.

Get involved

Case competitions are a great way to enhance your problem solving and presentation skills. Plus, you can represent Goodman on a national or international stage against some of the brightest business students from all over the world.

Why get involved?

- Great experiences to bolster your resumé and differentiate yourself in the job market.
- Enhance your problem solving and presentation skills by competing in business competitions.
- Develop leadership, teamwork and communication skills by getting involved in student clubs and associations.

ACE Goodman Team

ACE Goodman brings together the top business students in Ontario for a weekend of competition and memories.

In January 2023, the Goodman team competed in Toronto at the national competition. ACE Canada tests students analytical and communication skills in several business categories that mimic real-life situations they might face in the workplace. Goodman's team of 33 delegates won 25 medals including first in debate and corporate finance and accounting.

International Case Competitions

Goodman students have placed first in the World Trade Center Buffalo Niagara International Case Competition five years in a row, representing both Brock and Goodman proudly on an international stage.

Leadership opportunities

Develop your leadership skills by getting involved with our many clubs and student associations. The opportunities are here — the experience will be yours.

- Eleven exclusive Goodman student clubs
- More than 100 events throughout the year
- Case competitions and conferences
- Invitation to Distinguished Leader series

2023 3M National Teaching Fellow

Kai-Yu Wang (pictured right)
Professor of Marketing and Chair of the Marketing, International Business and Strategy Department

Each year 10 instructors from across Canada are selected by the Society for Teaching and Learning in Higher Education to receive a prestigious 3M National Teaching Fellowship.

"Goodman's use of experiential education helps students apply what they've learned in the classroom to real problems. These opportunities give students the chance to connect textbook knowledge to day-to-day business activities. Our grads enter the job market confidently because they already have experience in their field, which sets the ahead."

Develop your skills

Get ready for Goodman

Goodman offers a mentoring program open to all incoming first-year students. A round table discussion will focus on the transition to university, including the successes and challenges often faced by students. A time management workshop led by a Goodman professor will help you manage coursework and extracurriculars. You'll meet some of your fellow classmates, Goodman faculty and staff, and become more familiar with the Brock campus.

Law Plus

Interested in a career in law? Pair your studies with Brock's unique pre-law experience program. Law Plus is a competitive, four-year, program that runs concurrently with your academic studies. The curriculum includes skill-development workshops, volunteer placements, job shadows, observational visits, networking with industry professionals, mentoring, one-on-one career coaching and interview prep for profession school applications. The programs helps students develop a competitive edge when applying to professional law programs and employment opportunities.

brocku.ca/lawplus

Programs & support

You come first at Brock. We'll make outstanding service something you encounter every day. We offer programs to assist you in making a smooth transition to Brock, and to ensure that you have positive experiences in every aspect of your Brock journey.

Smart Start

Prepare for the year ahead and learn from current students and campus partners during Smart Start. The program will connect you to student supports and services, ways to be successful, campus life and the community, course registration support, and our academic environment.

LEAP

Get a first-hand look at our campus through the lens of our experienced student leaders and mentors. In a small group with other new students, you'll spend the night in residence, participate in skill-building workshops and help out a local community partner during a service-learning volunteer opportunity.

BU101

Prepare for your academics and complete the BU101 course for free and at your own pace before classes begin. BU101 will help you to explore university expectations and practise academic skills. The course is available beginning in July.

Learn more at **brocku.ca/start**

NEW

Black Student Success Centre

advances and celebrates our Black, African, and Caribbean students' achievements and successes through specialized programs that support connection, well-being, and academic, personal and professional growth.

1st

in Canada for

Mental Health Services

MACLEAN'S MAGAZINE UNIVERSITY RANKINGS, 2022

2nd

in Canada for

Academic Advising

MACLEAN'S MAGAZINE UNIVERSITY RANKINGS, 2022

Hadiya'dagénhahs First Nations, Métis and Inuit Student Centre

Cultural and academic support for our First Nations, Métis, and Inuit students.

Academic success

We're here to help. These services can assist with academic challenges, time management, goal setting, program planning and academic skill development. We'll share strategies to keep you on the path to success.

- Hadiya'dagénhahs First Nations, Métis and Inuit Student Centre
- Academic Advising
- Learning Services
- Transfer Success Program

Student wellness and accessibility

These services will help you to stay healthy in mind, body, and spirit. We care about your overall well-being and strive to create inclusive, supportive and collaborative environments through our service areas.

- Student Accessibility Services
- Personal Counselling Services
- From Intention to Action (FITA)
- Student Health Services

Diversity and student engagement

Brock is committed to promoting a safe, diverse and inclusive community and a campus environment that is free from discrimination, harassment and bullying. Multiple departments across campus work to make this possible.

- Human Rights and Equity Services
- Campus Safety Services
- Faith and Life Centre

Learn more at **brocku.ca/current-students**

Living on campus

Living on campus is an essential part of the University experience. It is where the transition to independence is supported and lifelong friendships begin. Brock provides various on-campus housing options for students from first year through graduate studies.

Brock residences

Our residences are home to nearly 2,800 students, with an eight-building community offering traditional, semi-suite and townhouse options.

Our residence guarantee

Brock is pleased to guarantee a space in residence to full-time undergraduate students in any year of study who apply and pay the residence application fee by June 3, 2024. The guarantee does not apply to Brock Suites, which continues to be first-come, first-served.

Learn more at

brocku.ca/housing

Why live in residence?

- Eight-month contract.
- All-access meal plan.
- Fully furnished.
- Convenience with close proximity to classes, services and academic supports.
- Transition support co-ordinators who are resources for mental health and wellness.
- Residence Life staff who are upper-year live-in mentors and program co-ordinators.
- Lifestyle and Living Learning Communities where students may live with others who have similar academic or lifestyle interests.
- 24-7 Service Desk and Campus Safety Services support.

Let's eat!

Residence meal plans

Students living in residence must purchase a meal plan, with options varying based on your assigned residence. All-access meal plans are made up of three components — the all-access meal plan portion, dining dollars and flex dollars.

All-access meal plan benefits:

- All-you-care-to-enjoy dining, including late-night hours at both Fresh Food Company dining halls.
- Red Seal Chef-certified executive chef and team preparing and serving your daily menus.
- Registered dietitian to support your dietary needs, accommodations and food education.
- Special events programming.
- Dining and flex dollars accepted at familiar brands on campus.

Badger meal plans

The Badger meal plans are available for students living off campus and upper-year and graduate students living in Brock Suites. Students choose a plan that works for their cravings: whether it's a quick snack between classes or a meal with friends.

Learn more at

brocku.ca/dining-services

Traditional

DeCew

Single and double rooms and shared two- or three-piece washrooms. Each floor has a study lounge and a TV lounge shared by all 12 people on the floor.

Rendering of single room.

Rendering of double room.

Semi-suite

Lowenberger

Single and double rooms, with adjoining washrooms.

Rendering of single and double rooms.

Earp, Vallee, Residence 8

Two single rooms, sharing an adjoining washroom.

Rendering of single rooms. Earp and Vallee have bathtubs instead of showers.

Townhouse

Village

Three single bedrooms, plus one double bedroom with two shared washrooms, a kitchenette and a living area.

Rendering of one style of double room.
Not pictured: washrooms, living room and kitchenette.
*Single rooms also available.

Brock Suites

Brock Suites offers upper-year and graduate housing with features such as all-inclusive pricing, independent living, security, optional meal plans and many other benefits.

brocksuites.ca

Not pictured: washrooms, living room and kitchen.

Off-campus living

Find the perfect place off campus with support from the Off-Campus Living team. There are a wide variety of housing options close to Brock's campus. Find up-to-date listings at **brocku.ca/ocl.** Planning to commute from home? Brock's convenient location is easily accessible from other communities.

"Living on campus was the best decision I made. Getting to classes was easier and I was introduced to my close friends. I would highly recommend staying on campus."

– Tarini, Quarry View

Financial support

Brock wants to invest in you! We want to recognize your achievements and help you to meet your financial needs. Brock offers one of the best awards programs in Ontario, with guaranteed scholarships beginning at 80 per cent.* With a combination of Brock awards and bursaries, and available government support, we'll help you to develop a plan to make your education at Brock affordable and manageable.

Brock Scholars Awards*

These awards are automatic for all incoming students entering their first undergraduate program directly from high school.

$1,600

$400 each year
80 – 84.9%

$3,600

$900 each year
85 – 89.9%

$7,600

$1,900 each year
90 – 94.9%

$13,600

$3,400 each year
95%+

MORE THAN

$4,000,000 awarded

to entering students each year.

Chancellor's First Nations Award

Incoming First Nations students with a minimum 80 per cent high school academic average are eligible for this prestigious award.

Learn more at

brocku.ca/safa/awards

The OneApp
$1,000,000+

One application — hundreds of awards and bursaries. Awards are valued up to $20,000 and are based on varying criteria, including academic performance. Bursaries with a value of up to $3,000 are available, based on financial need. Complete our OneApp as early as possible to maximize your earning potential. Applications close April 15, 2024.

Brock Leaders Citizenship Award*
$8,000 ($2,000/yr)

We're looking for leaders. If you've achieved exceptional academic success in addition to demonstrating outstanding leadership and community involvement, we want you as part of the Brock Leaders Citizenship Society. Apply for this prestigious award by April 15, 2024.

Specialist High Skills Major Award*
$500

Finishing a Specialist High Skills Major program? Graduates entering Brock with an admission average of 80 per cent or higher will automatically be awarded a $500 scholarship.

Ontario Student Assistance Program (OSAP)

OSAP provides eligible Ontario students with financial aid to help pay for education-related costs such as tuition, books, living costs and transportation. Students and families earning less than $140,000 can also benefit from generous grants and loans. Visit **ontario.ca/osap** for more information.

Goodman Ambassador Scholarship*
$1,500

Students entering second year or above with financial need, high academic standing and demonstrated leadership in school and community life or entrepreneurial talents are eligible to be selected as Goodman Ambassadors.

Goodman Scholarship*
$8,000 ($2,000/yr)

Goodman scholarships are awarded to students entering the Goodman School of Business. Apply via the OneApp.

Joe Robertson Scholarship & Bursary in Business*
$2,000

Three scholarships based on academic merit and three bursaries based on demonstrated financial need are available to undergraduate students studying in the Goodman School of Business.

*Brock-funded awards are subject to funding approval by the Board of Trustees.
**Fees are subject to change.

Typical costs for first-year students**

Tuition (domestic)
$6,089 - $8,953

Tuition (international)▲
$34,152 - $35,704

Residence
$8,340 - $9,700

Residence meal plans
$5,410 - $5,754

Badger meal plans
$1,305 - $5,754

Textbooks
$1,500 - $3,000

Please visit **brocku.ca/safa** for the most up-to-date information. Co-op fees may be found on page 10.

▲ International students have up to 5 academic years to complete their program at their entering tuition rate.

Applying to Brock

Step 1: Select a program

After exploring your options at Brock, select the program you wish to pursue.

Applying to multiple Brock programs?

Please note: you can expect to receive and hold an offer of admission to only one Brock program at a time. When more than one Brock program is indicated on the application, the highest choice listed for Brock will be considered first. If you are not eligible for your first choice, we will consider your subsequent choices (in the order of preference you have indicated). If you apply to only one Brock program and do not qualify, in most cases consideration will be given for an alternate and related program.

If you apply for but are not admitted to a co-op program, you will be considered automatically for the regular non-co-op program (if you have **not** included a second choice on the application).

Step 2: Review admission criteria

Admission information will vary depending on what type of applicant you are.

Ontario secondary school applicants should refer to the admission chart found on pages 96 to 101 for specific criteria required for each program. Your six highest 4U or 4M grades, including prerequisite subjects, will be included in the calculation of your final admission average. Please note: co-op credit cannot be used as one of your 6 4U or M credits.

All other applicants should use this information as a guideline to determine the prerequisite courses for each program. Equivalent courses may be considered. Refer to the following pages in this book for additional information related to your specific applicant type. Visit **brocku.ca/admissions/requirements** for more information.

Indigenous students

Don't forget to self-identify!

You may self-identify on your OUAC application or within your Brock student profile after you have applied. Self-identifying will allow you to access numerous services and supports at Brock, specifically tailored for our First Nations, Métis and Inuit students.

Step 3: Choose your application

Most students applying to Brock will apply via the Ontario Universities' Application Centre (OUAC) at **ouac.on.ca**

Applicant type	Application & deadlines	
	Fall enrolment	Winter enrolment*
Current Ontario secondary school applicants	**Ontario Universities' Application Centre (OUAC)** **ouac.on.ca** Due January 15	Brock application **brocku.ca/admissions/apply** Due December 1
Canadian applicants outside of Ontario	**Ontario Universities' Application Centre (OUAC)** **ouac.on.ca** OR Brock application **brocku.ca/admissions/apply** Due January 15 Some programs are highly competitive. If you apply after the January 15 deadline and your preferred program has reached capacity, you may be offered admission to an alternate program. If space becomes available at a later date, you may be re-assessed for admission to your preferred program. Applications cannot be assessed without the submission of your documents. The early submission of documents is critical for admission to competitive programs.	Brock application **brocku.ca/admissions/apply** Due December 1
Canadian university/ college graduates or transfer applicants		Brock application **brocku.ca/admissions/apply** Due December 1
Ontario secondary school graduates		Brock application **brocku.ca/admissions/apply** Due December 1
International applicants		Brock application **brocku.ca/admissions/apply** Due December 1
Part-time applicants	Brock application **brocku.ca/admissions/apply** Due August 1	Brock application **brocku.ca/admissions/apply** Due December 1
Open Studies	Brock application **brocku.ca/admissions/apply** Due August 1	Brock application **brocku.ca/admissions/apply** Due December 1
Non-matriculated (Mature) applicants	Brock application **brocku.ca/admissions/apply** Due August 1	Brock application **brocku.ca/admissions/apply** Due December 1 (see page 89 for more information)

If you are a current or returning Brock student, please contact **futurestudent@brocku.ca** for application instructions.
*Not all programs are available to begin in Winter. Please visit **brocku.ca/admissions/apply** for details.
Please note that an additional application is required to stay in residence at Brock. Learn more on page 78.

Fall 2023
Complete the OneApp

Oct. 21-22, 2023
Visit us at OUF in Toronto

Nov. 5, 2023
Explore Brock at our Fall Preview Day

Nov. – May
Offers of admission begin

Jan. 15, 2024
Deadline to apply for Fall 2024

Important dates

Fall 2023
Complete the OneApp to be eligible for donor awards and bursaries. Apply early to maximize your earning potential. Learn more at **brocku.ca/discover/awards**

October 21-22, 2023
Visit the Ontario Universities' Fair at the Metro Toronto Convention Centre, the largest educational fair in North America. Visit **ontariouniversitiesfair.ca** for details.

November 5, 2023
Brock Fall Preview Day
Explore all that Brock has to offer at one of our largest on-campus events. Look for details and register at **brocku.ca/discover** as the date approaches.

November 2023 to May 2024
Offers of admission, entrance scholarship offers and co-op offers are sent to Ontario secondary school applicants.

January 15, 2024
Deadline to submit applications for Fall 2024 entry to Brock.

January 2024
The earliest date students living outside of Ontario (Canadian and international) can expect an offer of admission from Brock for September 2024. Don't forget to respond by the dates specified in your offer.

Contact us

Brock University
905 688 5550

For additional contact information, visit **brocku.ca/directory**

Future student inquiries, admissions, scholarships and financial aid
x4293
futurestudent@brocku.ca
brocku.ca/discover

Hadiya'dagénhahs First Nations, Métis and Inuit Student Centre
x3113
cbiancaniello@brocku.ca
brocku.ca/aboriginal

Mar. – May
Participate in a virtual or on-campus tour

Apr. 1, 2024
Deadline for Niagara Principal's Scholarship

April 7, 2024
Visit our Open House to learn why Brock should be your first choice!

Apr. 15, 2024
Deadline for Law Plus, Med Plus & Brock Leaders Citizenship Awards. OneApp closes

Jun. 3, 2024
Deadline to respond to offer via OUAC

Summer 2024
Register for Smart Start, LEAP & BU101

April 1, 2024

Applications are due for the Niagara Principal's Scholarship. Learn more at **brocku.ca/discover/awards**

April 7, 2024

Brock Open House

Learn why Brock should be your first choice! Look for details and register at **brocku.ca/discover** as the date approaches.

April 15, 2024

Applications for Law Plus, our pre-law experience program, are due. Learn more at **brocku.ca/lawplus**
Applications for Med Plus, our unique health preparatory program, are due. Learn more at **brocku.ca/medplus**
Applications are due for Brock Leaders Citizenship Awards. Learn more at **brocku.ca/discover/awards.** The OneApp closes on this date.

June 3, 2024

Ontario secondary school students must respond to our offer of admission by this date. Respond at **ouac.on.ca.** *Please note:* check your OUAC portal and email (including spam/junk folders) regularly for updates and potential changes to your offer of admission. If you accept an offer, and are subsequently offered a new program, you must go to **ouac.on.ca** to accept your new offer.

Residence applications and the application fee must be received at Brock by this date for the residence guarantee to apply. Learn more about other residence guarantee terms and conditions at **brocku.ca/residence**

Summer 2024

Start your experience early. Register for our summer orientation programs: Smart Start, LEAP and BU101. Learn more at **brocku.ca/start**

Co-op Programs
x4325
co-op@brocku.ca
brocku.ca/co-op

Graduate Studies & Postdoctoral Affairs
x5197
gradrecruit@brocku.ca
brocku.ca/gradstudies

International Recruitment
x5330
international@brocku.ca
brocku.ca/international

Off-Campus Living
x3721
ocl@brocku.ca
brocku.ca/ocl

Residences
x3370
res@brocku.ca
brocku.ca/residence

Student Accessibility Services
x5357
sasnewstudent@brocku.ca
brocku.ca/sas

Brock University

Goodman School of Business

Brock University
Niagara Region
1812 Sir Isaac Brock Way
St. Catharines, ON
L2S 3A1

905 688 5550 x6202
goodmanrecruit@brocku.ca

Goodman School
@goodmanschool
@goodmanschool

brocku.ca/goodman

AACSB ACCREDITED

CPA ACCREDITED

EFMD ACCREDITED | Bachelor

CPSA

CFA Institute

BSIS IMPACT

EFMD GLOBAL MEMBER

NCMA ACCREDITED | AGREMENT

IPBS

HRPA Human Resources Professionals Association