

MASTER OF  
SCIENCE PROGRAMS

MSc IN FINANCE

MSc IN MANAGEMENT

MSc IN MARKETING



BECOME AN **EXPERT**  
IN YOUR FIELD



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## BIENVENUE À MONTRÉAL!

Undoubtedly one of the most captivating and endearing places in the country, Montreal is an enchanting blend of old world charm, carefree joie de vivre, and a healthy dose of rebellious spirit.

Despite being one of Canada's oldest cities, Montreal has a youthful exuberance that is unmatched. The city is known equally for its electric nightlife, gourmet cuisine, endless festivals, au courant fashion scene, striking architecture, and bustling business and technology sectors.

Home to more than 3.6 million people and upwards of 80 different ethnic communities thriving side by side, the city has something for everybody. It is affordable, social, and easy to get around. A great city for students, Montreal is home to more than 170,000 of them!

Safe, clean, and cosmopolitan, Montreal offers a high quality of living, a low cost of living, and a warm, welcoming atmosphere. It's an ideal place to live and study.

Since its inception, Concordia University has been educating professionals at all levels of administration and management, preparing them for roles as researchers, innovators, entrepreneurs – leaders in their field. Our research faculty is among the best in Canada, supporting a range of specializations and interests.

With over 9,000 graduate and undergraduate students and more than 44,000 alumni, the John Molson School of Business is one of the most respected business schools in Canada. JMSB is committed to academic excellence, cutting-edge research and student support.



## THE MOLSON BUILDING

The school's state-of-the-art facilities are housed in the John Molson Building, the dynamic green centre of Concordia's downtown campus. This architecturally stunning 37,000-square-metre 15-storey landmark boasts a distinctive design that incorporates bright atriums, modern classrooms, networking spaces, a 300-seat auditorium, six amphitheatres and two basement levels that link it to neighbouring buildings and to the metro system.

In 2012, the building was granted Leadership in Energy and Environmental Design (LEED) Silver certification status by the Canada Green Building Council (CaGBC), officially recognizing Concordia's longstanding commitment to sustainable practices.



## AACSB ACCREDITATION

Accredited in 1997 by the Association to Advance Collegiate Schools of Business (AACSB), JMSB was the first business school in Montreal, and the fourth in Canada, to receive this distinction. Accreditation is a mark of excellence for business schools, and it ensures that JMSB is held to the highest in business education standards. It is another testament to the high-quality education we provide and to our ability to prepare students for the future.





## MESSAGE FROM THE DEAN

It is my great pleasure to serve as dean of the John Molson School of Business (JMSB). In a highly competitive business school environment, our business school excels in all areas. Our teaching is strong, not just because of the quality of our faculty, but also because of the commitment and dedication of our students. Our research profile is continually on the rise as our world-class, international faculty publish prolifically in peer reviewed journals. JMSB is closely connected to the business community and we have been very successful in leveraging our relationships with industry to everyone's advantage.

The rigorous curriculum of our MSc programs provide students with the necessary training to become industry specialists. It also offers them the opportunity to contribute to JMSB's outstanding research profile. The diversity of our student body and our downtown location in Montreal's multicultural, multilingual city centre contribute significantly to the student experience.

If you are looking to pursue an MSc in an innovative and imaginative environment that will help you make the next step in your career, I encourage you to apply to our program.

**Steve Harvey, PhD**  
Dean





## MESSAGE FROM THE ASSOCIATE DEAN (RESEARCH AND RESEARCH PROGRAMS)

I am very pleased that you are considering graduate studies at the John Molson School of Business. JMSB offers an intellectually challenging academic environment, superb student support, a diverse student body, outstanding resources and strong ties to the local business community. Our 158 full-time faculty members come from diverse backgrounds and hold advanced degrees from prestigious Canadian and international academic and research institutions. Many are world-class experts in their fields whose research has been widely published. JMSB is proud to be one of a select few institutions in Canada to be accredited by the Association to Advance Collegiate Schools of Business (AACSB). This designation signifies adherence to rigorous academic standards and reflects the outstanding quality of our research and teaching.

Our MSc programs in finance, management and marketing train highly motivated and qualified candidates to become experts in their field, gaining valuable research experience by working closely with experts on current management issues. The small class sizes in the specialized seminars offer an interactive learning experience while the inbuilt flexibility in the programs allows for cross-fertilization of knowledge across disciplines. I invite you to find out more about our MSc programs. Feel free to write, email or call us. Or better still, visit us at our campus to learn more. We look forward to meeting you.

**Harjeet S. Bhabra, PhD**

Associate Dean (Research and Research Programs)



## BECOME AN EXPERT IN YOUR FIELD BY SPECIALIZING IN A KEY BUSINESS DISCIPLINE

Our MSc programs in finance, management and marketing attract some of the best and brightest from Canada and around the world. Some come to find the inter-related subject matter that will help them create their own futures in the private sector by becoming specialists in fields as diverse as human resources and investment management. Others want a fast-track to a PhD program and an academic career. Everyone has their own reasons for choosing an MSc program at JMSB, but all of them are attracted by our dedication to superior business education and practical application of academic research.

Prospective students often question what the differences are between the MSc and the MBA programs at the John Molson School of Business. The MSc prepares students to become an expert in one business area; it teaches advanced analytical and technical skills with the emphasis on research. The MSc program is accordingly designed with few core courses and more specialized seminars. The MBA is a general business degree that trains students for broad based managerial skills that are not focused on a specific area. The MBA program similarly is designed with a large number of core courses, few electives and no compulsory research requirement.

## PROFESSORS— THE HEART OF A GREAT BUSINESS SCHOOL

The best professors attract the best students, and having the best students ensures we attract and retain the best professors. We draw on some 158 full-time and 145 part-time professors from 34 countries. Our faculty members have a diverse and multicultural background and are graduates from prestigious universities in Canada and around the world. Their work has been published extensively in leading academic journals and has been presented at a variety of international conferences. Many have written books that are widely used by business schools and several of them serve as board members of international learned societies, editorial boards of research journals, or as senior advisors to government and industry. Some are also simultaneously active and successful in the business world and can impart real-world knowledge that supplements the theoretical foundations of the discipline.

The breadth and depth of research expertise available at JMSB ensures that MSc students can work closely with a faculty member in developing their thesis in an area they are passionate about. JMSB also holds numerous funded research positions, including endowed chairs, professorships and Concordia University Research Chairs.



## RESEARCH CHAIRS

### ENDOWED RESEARCH CHAIRS

- Michel Magnan, Department of Accountancy, Stephen A. Jarislowsky Chair in Corporate Governance
- Lorne Switzer, Department of Finance, Van Berkom Endowed Chair in Small Caps Finance

### CONCORDIA UNIVERSITY RESEARCH CHAIRS

- Michael Carney, Department of Management, Concordia University Research Chair (Tier 1) in Strategy and Entrepreneurship
- Gary Johns, Department of Management, Concordia University Research Chair (Tier 1) in Management
- Gregory Kersten, Department of Supply Chain & Business Technology Management, Concordia University Research Chair (Tier 1) in Decision and Negotiation Systems
- Lawrence Kryzanowski, Department of Finance, Concordia University Research Chair (Tier 1) in Finance
- Kathleen Boies, Department of Management, Concordia University Research Chair (Tier 2) in Leadership Development
- Bianca Grohmann, Department of Marketing, Concordia University Research Chair (Tier 2) in Consumer Research
- Gad Saad, Department of Marketing, Concordia University Research Chair (Tier 2) in Evolutionary Behavioral Sciences and Darwinian Consumption

### DISTINGUISHED PROFESSORSHIPS

- Claudine Mangen, RBC Professorship in Responsible Organizations
- Michel Laroche, Royal Bank Distinguished Professorship in Marketing
- Michèle Paulin, RBC Professorship in Strategic Relationship Marketing
- Stylianos Perrakis, RBC Professorship in Financial Derivatives
- Peter Jaskiewicz, CIBC Distinguished Professor in Entrepreneurship and Family Business
- Paul Shrivastava, David O'Brien Distinguished Professor of Sustainable Enterprise
- Rustam Vahidov, RBC Professorship in Interorganizational Governance of Information Technology
- Thomas Walker, Laurentian Bank Professorship in Risk Management

The JMSB Master of Science (MSc) programs equip students with a unique combination of research skills and an in-depth knowledge of their area of specialization. The MSc experience involves small classes, a mix of students from a variety of educational backgrounds, a high level of interaction among students and faculty, and a focus on analytical and critical thinking. As a member of the JMSB marketing faculty, I have been teaching specialized seminars in retailing and brand management in the MSc program since 2004, and I challenge students to use relevant theories and rigorous methods to find a solution to problems retail or brand managers face. One of the most important components in terms of student development is the MSc thesis. In collaboration with their faculty supervisor, students conduct their own research project to provide a theory-based, empirically tested solution to a managerial question. I have supervised MSc theses in the areas of retailing, branding, and sensory marketing, and continue to be impressed with the high level of enthusiasm and the quickly developing skill set that MSc students apply to their thesis research. The fact that several of our students presented their work at international conferences or published in peer-reviewed journals is a testament to the quality and relevance of the skills they acquire through the MSc program.

**Bianca Grohmann, MBA, PhD**  
Associate Professor, Department of Marketing  
Concordia University Research Chair (Tier 2) in  
Consumer Research



## A DYNAMIC RESEARCH CULTURE

With eleven research centres brimming with talent and ambition, JMSB faculty and graduate students are busy creating innovative solutions to many contemporary business problems. Our work is solidly rooted in actual practice, putting theory through its paces to respond to real industry challenges.

That's the JMSB distinction – a research-intensive graduate education deeply engaged in actual practice.

1. Centre for Multidisciplinary Behavioural Business Research
2. Centre for Small Business and Entrepreneurial Studies
3. CN Centre for Studies in Sustainable Supply Chain Management
4. CPA Research Centre in Accountability
5. David O'Brien Centre for Sustainable Enterprise
6. Desjardins Centre for Innovation in Business Finance
7. Institute for Community Entrepreneurship and Development
8. Institute for Governance of Private and Public Organizations
9. InterNeg Research Centre
10. Luc Beauregard Centre of Excellence in Communications Research
11. Laboratory for Sensory Research



I have taught in the MSc program for 10 years, and I have supervised over a dozen students during that time. Our MSc classes are seminars, in which students interact with their professors and their peers as discussion partners. Student-led presentations, debates and conversations about conceptual and applied ideas take precedent over lecturing, and students learn not just from their professors but also from each other. I encourage my students to develop a systematic and critical style of thinking about how organizations work, push them to consider multiple ways of understanding what organizations can be, and set a foundation for the analytic skills they will need to write a good thesis. I am also proud of the working relationships I have developed with the students I have supervised, giving them guidance and advice on carrying out a comprehensive research project while allowing them to experience intellectual ownership of their work. The students in this program are highly self-motivated and dedicated to their studies. As part of the thesis requirement in the MSc program, our students learn to leverage that motivation and dedication to accomplish a research project many would not previously have thought themselves capable of achieving.

Kai Lamertz, PhD  
Associate Professor, Department of Management





I have been teaching empirical market microstructure as a part of the MSc in Finance for the last four years. Over this period, I have supervised seven MSc students' theses and have served as thesis committee member for several other students. Some of my students have chosen to pursue academics and are in the PhD programs in prestigious institutions such as the Rotman School of Business and London School of Business. Many of my research papers are coauthored with these students which is a testimony to the quality and academic potential of our students.

Rahul Ravi, PhD  
Assistant Professor, Department of Finance

## ANNUAL GRADUATE RESEARCH EXPOSITION

The Annual Graduate Research Exposition (AGRE) is an event that showcases the research findings and talent of JMSB's Doctoral (PhD) and Master of Science (MSc) students. It exemplifies the school's commitment to research excellence based on rigour and relevance.

The AGRE uses a "poster" format that provides students in the PhD and MSc programs a forum to present their original research to the academic and business communities. The participants' posters and presentations are judged primarily by executives from Montreal's business community, who express great enthusiasm for the event. They are often hard-pressed to choose the winners for the Best Poster prizes as the calibre of the work displayed is very strong.

The AGRE provides students with a unique opportunity to present and communicate their ideas and research findings, along with their real world implications, to members of the business community, for which the students are rewarded with invaluable feedback. This event facilitates students networking with industry representatives and gives them the chance to explore career options.

For more information visit [johnmolson.concordia.ca/agre](http://johnmolson.concordia.ca/agre)

I entered the MSc in marketing after having worked in the professional world for a few years. I particularly enjoyed the small class sizes because this gave students the chance to interact with colleagues and professors. One of the most rewarding parts of the program was the thesis, which gave me the opportunity to conduct a rigorous research study in the area of corporate social responsibility and to share my findings at conferences. Another great part of this program is the many different ways one can develop their research interests outside of the classroom. I had the chance to learn new angles about my research interests in ecological sustainability through my involvement at Concordia's David O'Brien Centre for Sustainable Enterprise. My positive experiences in the program shaped my decision to continue on to my doctoral studies here. I don't think there is a better way to become a specialist in a field while acquiring valuable research skills.

Andrea Kim, PhD Candidate,  
MSc Marketing 2011





## STUDENT LIFE

### JOHN MOLSON GRADUATE STUDENTS ASSOCIATION

JMSB graduate students have formed a model of student governance through the John Molson Graduate Students Association (JMGSA).

A number of student-organized events and clubs under the leadership of the JMGSA exist to help students establish future working relationships and to have a memorable time at JMSB. As an MSc student, you are automatically part of the JMGSA: you get to participate in a multitude of exciting events, and eventually run for a position to make your own contribution to JMSB student life.

For more information, visit [jmgsa.ca](http://jmgsa.ca)

**WOMEN IN BUSINESS CLUB (WIBC)** offers women in our graduate programs a positive, informal venue in which to meet and connect with other professionals via a series of speaker engagements, luncheons and mentoring opportunities. The students can interact with alumni and successful business women.

**JOHN MOLSON SUSTAINABLE BUSINESS GROUP (JSG)** is a student-run sustainability resource organization. Its mission is to provide JMSB students with the knowledge to effectively incorporate sustainability in their pursuit of becoming ecologically aware, socially just and economically responsible business leaders.

**INTERNATIONAL COMMUNITY OUTREACH PROGRAM (ICOP)** provides John Molson School of Business students with the opportunity to apply and transfer knowledge within the developing world. Work in microfinance, help with market analysis, and provide mentoring or consulting services to local entrepreneurs through iCOP's volunteer work placements.

**JOHN MOLSON GRADUATE STUDENTS SPEAKER SERIES** aims to give current graduate students an opportunity to realize what it takes to make an organization work, and how the theory learned in the classroom is put into practice by industry leaders.

**JMSB SOCCER CLUB** was set up to help bring all the soccer lovers under the JMGSA together. From small beginnings, the club has grown from year to year. The team is made up of current students and alumni, and is a great way for students to integrate into the JMSB life.

### MSC STUDENT COMMITTEE

The MSc Committee is a student-led initiative, the purpose of which is to enhance the experience of students in the JMSB Master of Science programs through organizing or facilitating social, networking and professional events. These events are aimed at developing skills essential for personal and professional growth. The Committee also acts as a liaison between students and faculty members.



## CONNECTED TO THE BUSINESS COMMUNITY

Many JMSB professors maintain close links with the business community, frequently acting as consultants to the country's most prominent enterprises across all sectors of the economy. The ground-breaking research being done by our faculty today will be applied in the world's board rooms tomorrow.

## DIVERSE, WORLDWIDE ALUMNI NETWORK

Concordia welcomes international students, representing 150 countries and enriching the learning and living environment with the diversity of languages, backgrounds, approaches and cultural perspectives. Graduates become members of a worldwide family of committed alumni. Many maintain close ties with the business school, open doors to fellow alumni looking for career opportunities. They also contribute financially, professionally and socially to the vibrancy of the university community in Montreal and around the world.

After completing a BComm in marketing here at JMSB and working for four years in the area of product management, I decided to pursue an MSc in Marketing to further enhance my knowledge and become an expert in the field. My experience so far has been very enriching. The small classrooms at the MSc level create a charming environment, lead to customized interactions between the professor and student as well as amongst the students, and encourage a process of co-creation. What's more, I'm able to integrate my passion for luxury fashion marketing in different courses, such as Services Marketing and Brand Management. Recently, I have started working on my thesis, which revolves around the effects of social media marketing on Millennials' emotional appeal for luxury fashion. My two supervisors are not just experts in their fields, but also mentors who continuously support and believe in me.

**Aela Salman, MSc Marketing Candidate 2014**  
Awarded Bourses d'études Hydro-Québec

Among my top priorities when deciding to pursue an MSc in Management was finding a program that develops industry experts that are able to provide concrete business solutions. I had already started my career in the banking industry; however I knew that I needed a more in-depth understanding of business fundamentals to become an expert in my field. The personal faculty attention that I received throughout this program helped me grasp some of today's most challenging organizational issues.

From volunteering in the Start-Up Club, the MSc Committee and the Annual Graduate Research Exposition, I have been able to participate in a variety of extracurricular activities and networking opportunities, which have opened many doors to interesting career avenues. I obtained my dream job in the management consulting industry through one of the many networking events I participated in.

The collaborative spirit at the MSc department was the most enriching experience I have had in my academic life. Working with world-renowned professors, PhD students and peers, all from different industries and with different professional, academic experiences provides an unparalleled learning opportunity.

**Gohar Tajik, MSc Management 2013**  
1st Runner up, 5th Annual Graduate Research Exposition  
Concordia Merit Scholarship 2012  
VP management, MSc Committee 2012-2013





## CAREER MANAGEMENT SERVICES: YOUR PARTNER IN BUILDING YOUR EMPLOYABILITY AND INDUSTRY CONNECTIONS

An integral part of the John Molson School of Business' Master of Science student learning experience is preparation for life after the MSc. The Career Management Services (CMS) mission is to support all JMSB students and alumni in their professional endeavours and to provide the relevant resources to reach their career aspirations.

As an MSc student, you will have access to a dedicated graduate advisor who will guide you throughout your career planning and strategy implementation process. CMS offers a variety of career building solutions to help you become a confident and market-ready job applicant.

### RESOURCES, TOOLS, WORKSHOPS

**ONLINE DATABASE OF JOBS:** Gain access to internships, volunteering opportunities and full-time or part-time positions in various sectors, including financial services, consulting, pharmaceutical, aerospace, marketing, not-for-profit, and more

**WORKSHOPS:** Learn how to upgrade the following skills: résumé and cover letter writing, job search, interview (general and industry-specific technical interviews), negotiating job offers, Linked In/digital brand management, and dining etiquette

**ON-CAMPUS RECRUITMENT AND EMPLOYER INFORMATION SESSIONS:** Meet recruiters directly to learn about current job and internship opportunities and build your network of professional contacts

**ANNUAL CAREER FAIR:** Raise your visibility and showcase your value proposition to over 45 exhibitors from different industries looking for talent

**GRADUATE-LEVEL STUDENT ELEVATOR-PITCH DAY:** An exclusive networking event where students introduce themselves by delivering a 30 second elevator pitch to employers and industry representatives

### OPPORTUNITIES TO CONNECT WITH JMSB

**ALUMNI:** Once students graduate from JMSB, they become lifelong ambassadors of the business school. Our alumni are widely recognized for their desire to help students and are ready to share industry knowledge at a CMS workshop, answer a student email message, or talk to a student over the phone

**ONLINE RESOURCES:** Take advantage of complimentary access to information and expertise with Evisors (webinars by industry leaders), Career Insider Vault (industry-specific tips on the application process), and Going Global (country-by-country data on industry, lifestyle and cultural trends for a career abroad)

**JMSB BRANDED BUSINESS CARDS:** Always be ready to build new relationships by having your own personalized JMSB branded business cards. This important business tool will help bolster your polished and professional image in any setting

**VOLUNTEER PROGRAM:** Get a head-start on your career planning by volunteering at CMS. This enriching learning experience will help you connect with recruiters, gain valuable knowledge on industry trends and needs, and develop transferable skills for your next job



## DID YOU KNOW?\*

- In 2012, nearly 73% of JMSB graduate students, including MSc, were gainfully employed within three months after graduation and over 80% work in Quebec (14.3% across the rest of Canada and 4.8% internationally)
- The average starting salary of a JMSB graduate student (excluding MBA) was approximately \$65,000
- Where have JMSB graduate students worked? Here's a partial list of past hiring companies (full-time and summer positions)

Accenture  
BCA Research  
Casgrain  
CGI  
CIBC  
Cisco Systems

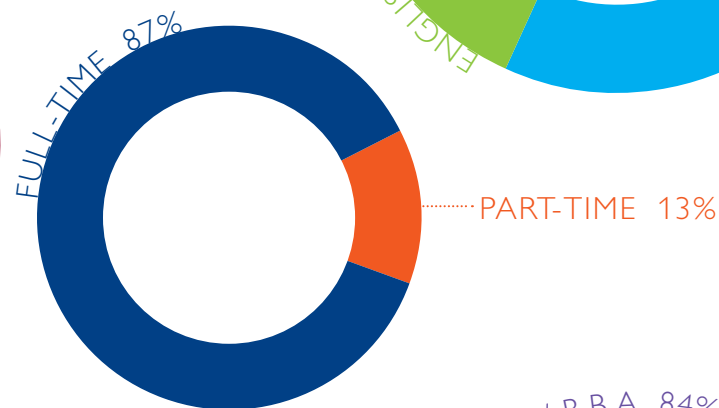
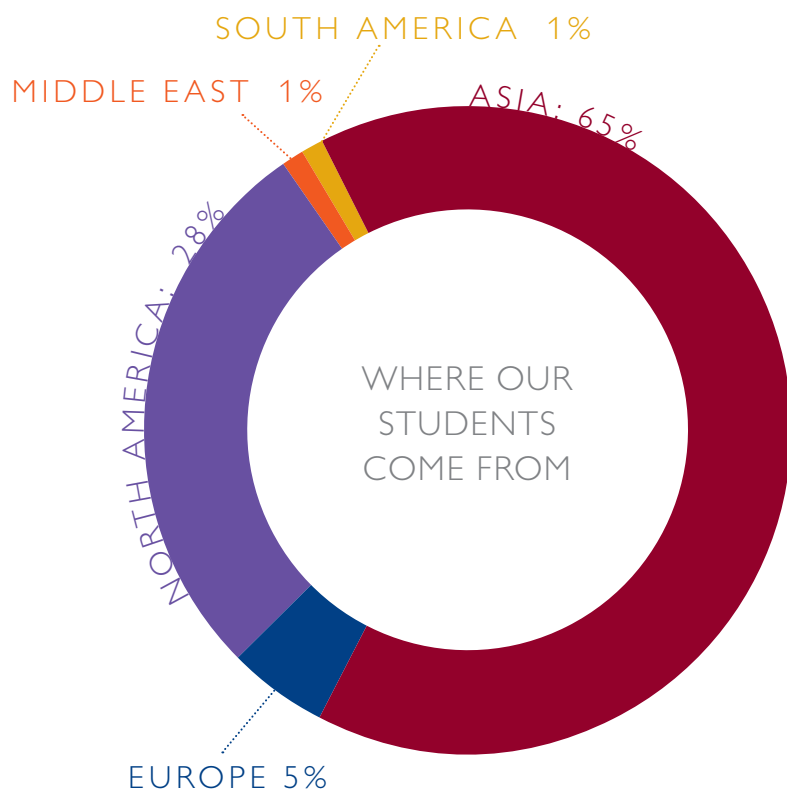
Concordia University  
Coriel Capital  
Forest Fibers Inc.  
Google  
Imperial Tobacco  
Ipsos-Reid

Laurentian Bank Securities  
Les Affaires  
McGill University  
Montrusco Bolton  
Investments  
National Bank of Canada

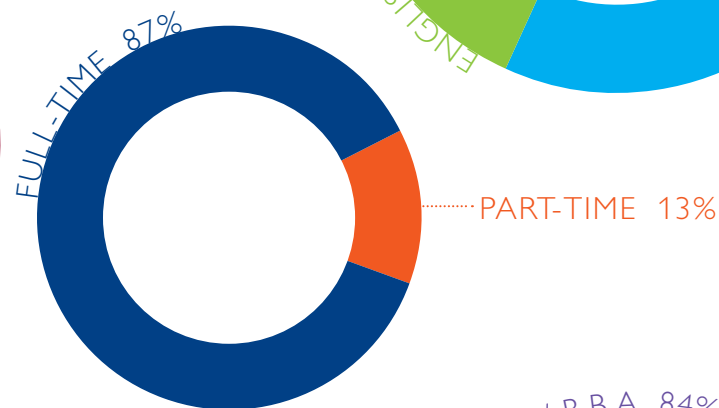
Sanofi-Aventis  
Sobeys  
The Globe and Mail  
Toronto Dominion Bank  
Uni-Select

\*Data source: JMSB June 2012 convocation exit survey

AVERAGE  
AGE  
24



ENG. & COMP SC. 3%



## LET'S STAY IN TOUCH



facebook.com/JMSBCMS



linkedin.com/company/concordia-university-john-molson-school-of-business

I enrolled in the JMSB MSc in Finance program in the fall of 2008, coming straight out of an undergraduate program and fresh off a couple of awkward job interviews. I felt as though I didn't have the skills to succeed in the depressed job market I was thrust into. Sitting in my first classes, the outside world descending into financial panic, it became clear I would not feel that way when I left.

First and foremost the program is an intense crash course in how to perform empirical research in finance. The dedicated faculty always had time, in and outside of class, to indulge students' particular areas of interest, and also by incredibly supportive classmates who I learned from just as much.

I can say without exaggeration that my two years in the program were life-changing. I now apply my skills in a rewarding career in the financial research industry and am constantly using skills and recalling concepts I learned in the MSc in Finance program at Concordia.

Ryan Swift, MSc Finance 2010  
Associate Editor, BCA Research

With a BA in psychology and a minor in management, I was looking for a post graduate program to help build the skills necessary to succeed in the business world. I chose the JMSB MSc in Management because I felt it provided the challenge I was looking for...and I was not disappointed.

It was an amazing experience. The teachers are dynamic and invested in providing the most to their students. The biggest take-away for me was learning to push my limits. As hard as I had worked in the past, this program showed me that I can achieve more than I ever anticipated. This is a lesson I have since applied to all aspects of my life and has helped me to build a successful career.

Jody Engel, MSc Management 2003  
Director of Business Development,  
Klox Technologies



I learned to apply and appreciate a number of theories during my BComm in Finance but by the end of the degree I still hadn't a good idea about where those theories came from, or how to improve upon them. Talking to one of my professors I learned of the MSc program and was tempted to learn more about it. Completing the degree was one of the most formative events in my life. Not only did I get a chance to learn a great deal about financial theory but statistical methods and computer programming as well. I found the skills I attained in the program to be on par with skills I could get at any top master's program in North America. Generous fellowship funding through the Institut de Finance Mathématique de Montréal (IFM2) also meant that I was earning as much after-tax to pursue my master's degree as some of my colleagues were earning in industry after their BComm. The MSc is a rewarding experience whether it's the chance to work on advanced theories, work with large datasets or take courses with small enrollment so you can engage the professor.

David Newton, PhD, MSc Finance 2003  
Assistant Professor, Department of Finance,  
John Molson School of Business



## RECENT THESES

Please visit Concordia University's Research Repository to access the complete theses [spectrum.library.concordia.ca](http://spectrum.library.concordia.ca)

### FINANCE

- Competitive Analysis of Poison Pills in the United States and Canada and their evolution in the American financial landscape
- Systemic Risk in the Banking Industry of the United States
- The Information Content of Corporate Governance Ratings
- Gold and Risk: A Comparison of the risk-adjusted performance of different Gold Investments
- Ownership Structure in U.S. Corporations

### MANAGEMENT

- What's in it for Me? Competitive Strategy, Issue Interpretation and Practice Implementation in the Institutional Context
- Drawing Boundaries around Airlines and Multipartner Alliances: The Emergence and Institutionalization of Collaboration within the Global Airline Industry
- The Roles of Task Significance and Social Perceptions in Job Stress and Employee Engagement
- An In-depth Analysis of Autonomous Motivation: The Role of Social Media in Gaining Millennial's Support for Charitable Causes
- Leaders' Trustworthiness and the Mediating role of Autonomy in Predicting Employee Performance and Turnover Intentions

### MARKETING

- It Smells Crowded: An Experimental Investigation of Olfactory Influence on Spatial Perception
- Product Involvement as a Moderator in Hedonic Versus Utilitarian Attribute Trade-Offs
- Wise in One's Own Conceit: The Effect of Direct-to-Consumer Advertising (DTCA) on Consumer's Perceived Medical Knowledge
- Benchmarking of Advertising Efficiency in U.S. Car Market Using Data Envelopment Analysis
- I'm Too Sexy (Exciting, Sophisticated, and Sincere) For My Brands: Menstrual Cycle Effects on Attitudes Toward Brand Personalities



## CURRICULUM

THE MSC PROGRAMS: A COMBINATION OF CORE AND ELECTIVE COURSES TAILORED TO YOUR SPECIALIZED AREA OF INTEREST.

The Master of Science programs can be completed either full-time or part-time. Full-time students usually complete their program within two years while it generally takes part-time students four years to complete it. The 45-credit programs consist of a combination of core and elective seminars (24 credits) geared to provide students with the knowledge and skills to complete a thesis (21 credits). All three specializations have a thesis requirement. Students complete the coursework in their field of specialization before commencing their thesis. Courses and seminars are offered in the Fall and Winter terms.

### MSC IN FINANCE

The MSc in Finance equips students with a solid understanding of economic and financial theory as well as research methodology by developing strong quantitative and analytical skills. Graduates are prepared to build successful careers in research or analysis in the financial sector or in government. The program also serves as excellent preparation for those wishing to pursue their studies at the doctoral level.

#### THREE CORE COURSES (9 CREDITS)

MSCA 601-Financial Economics  
MSCA 602-Applied Linear Statistical Models  
MSCA 611-Research Methodology-Finance

#### ELECTIVE SEMINARS IN FINANCE (15 CREDITS)

Up to 6 credits of electives may include the following if approved by the MSc advisor and the professor:

- MSc seminars in any other specialization
- Cognate graduate courses offered by other departments within the university
- PhD seminar in Finance

### MSC IN MANAGEMENT

The MSc in Management is designed for students who wish to enhance their research expertise in the areas of human resources and strategic management. The curriculum focuses on developing knowledge about current management theories and skills in the tools and methods used to conduct advanced research in an organizational setting. For those who wish to pursue a career in industry, the program prepares graduates to assume staff or analyst positions in human resources, change management and strategic planning, or to work as consultants. The program also serves as an excellent stepping stone for those wishing to pursue doctoral studies in management or industrial and organizational psychology.

#### TWO CORE COURSES (6 CREDITS)

MSCA 602-Applied Linear Statistical Models  
MSCA 615-Research Methodology-Administrative Sciences

#### ELECTIVE SEMINARS IN MANAGEMENT (18 CREDITS)

Up to 9 credits of electives may include the following if approved by the MSc advisor and the professor:

- MSc seminars in any other specialization
- Cognate graduate courses offered by other departments within the university
- PhD seminar in Management





## MSC IN MARKETING

The MSc in Marketing is the program for those who wish to increase their knowledge of the most up-to-date marketing theories and the tools and methods used to conduct advanced marketing research. The program provides graduates with the skills and expertise to manage large research projects and prepares them to pursue successful careers as marketing specialists in fields such as brand management, new product development, communications and marketing research. Those who wish to pursue their studies at the doctoral level will find that the program provides a solid theoretical base for advanced research and consulting work.

### TWO CORE COURSES (6 CREDITS)

MSCA 602-Applied Linear Statistical Models  
MSCA 615-Research Methodology-  
Administrative Sciences

### ELECTIVE SEMINARS IN MARKETING (18 CREDITS)

Up to 9 credits of electives may include the following if approved by the MSc advisor and the professor:

- MSc seminars in any other specialization
- Cognate graduate courses offered by other departments within the university
- PhD seminar in Marketing

\*Please see our website for a complete list and descriptions of core courses and electives offered  
[johnmolson.concordia.ca/msccurriculum](http://johnmolson.concordia.ca/msccurriculum)

## FAST TRACK TO A PHD

The MSc programs also offer a fast-track to the PhD in Business Administration program. For meritorious students who have completed all program requirements except for the thesis, these students may apply for permission to proceed directly to doctoral studies in the same discipline without submitting a master's thesis.



# ADMISSION: THE START OF YOUR CAREER AS A BUSINESS SPECIALIST

The John Molson School of Business takes a holistic approach to the graduate admission process. Applications are reviewed as soon as all the required documents are received, so admission decisions are relayed to applicants in a timely fashion. As the competition is high, you are encouraged to apply as early as possible.

## ADMISSION CRITERIA

- An undergraduate degree in any field\* from a recognized university, with a B average in the final two years or a cumulative Grade Point Average (GPA) of 3.0/4.3, or the equivalent.
- A minimum Graduate Management Admission Test (GMAT) score of 580 (Graduate Record Examination (GRE) may also be accepted)
- Submission of:
  - A statement of purpose indicating their reason for choosing the MSc and their chosen program of specialization, along with a statement of career goals and how the program will contribute to achieving those goals. Applicant must also include a preliminary statement of research interests (approximately 500 words).
  - Three detailed letters of reference. Applicants must include at least two academic references (i.e. from former professors). The third letter may be from a business reference. Reference providers must send academic assessment forms (available online) and supporting letters directly to the Graduate Admissions Application Centre; emailed copies and those delivered by students will not be accepted.
  - A current résumé (curriculum vitae)
- Students whose primary language is not English must write a pre-admission proficiency test (TOEFL iBT minimum score 90 or IELTS minimum score 7.0), if not exempted as indicated below.
  - Exemptions:
    - Quebec applicants who have completed a Diploma of Collegial Studies (DEC) and a university degree in Quebec
    - A minimum of three full years of study either at the undergraduate or graduate level in an institution where the sole language of instruction is English

*\*Applicants with a non-business bachelor's degree will be required to take prerequisite courses in addition to the regular graduate program. The specific courses to be taken will be determined by the Admissions Committee with the approval of the School's Associate Dean depending upon the student's background and area of specialization.*

## TUITION

### FULL-TIME STUDENTS

Canadian, Quebec residents	\$5,500*
Canadian, non-Quebec	\$11,600*
International students	\$33,800*

### PART-TIME STUDENTS

Canadian, Quebec residents	\$5,950*
Canadian, non-Quebec	\$11,950*
International students	N/A*

\*Approximate total program costs at time of printing. Please note that tuition costs are subject to change. Please visit [concordia.ca/admissions/tuition-fees](http://concordia.ca/admissions/tuition-fees) for current costs.

Please note: Citizens of French-speaking countries may qualify to pay Quebec tuition fees under bilateral agreements with the Quebec Government.





## LIVING COSTS

In addition, students should budget at least \$12,000 CAD per year for basic living expenses, including accommodation, groceries, clothing, public transportation and miscellaneous expenditures. As a cosmopolitan hub and world-class metropolis, Montreal is remarkably inexpensive for a city of its caliber and size.

## APPLICATION DEADLINES

### CANADIAN/PERMANENT RESIDENT STUDENTS

March 1\*                      September admission  
(completed applications will be accepted until July 31)

September 15              January admission  
(completed applications will be accepted until October 31)

### INTERNATIONAL STUDENTS

March 1                      September admission  
June 1                        January admission

*\*Priority given to applications received earlier than deadline dates; applications will be considered as long as space is available.*

## FINANCIAL SUPPORT

Quebec government subsidizes education in the province, making the MSc programs at JMSB the most affordable AACSB accredited programs in North America.

Graduate students have access to a range of financial support options, demonstrating JMSB's commitment to providing students the foundation and security they need to best pursue advanced research.

Eligible students are encouraged to apply for all funding opportunities available both within Concordia and JMSB and from both federal and provincial agencies.

For more information, go to:  
[concordia.ca/students/financial-support/graduate-funding](http://concordia.ca/students/financial-support/graduate-funding)

## FOR IN-PERSON INQUIRIES:

### JOHN MOLSON SCHOOL OF BUSINESS, CONCORDIA UNIVERSITY

1450 Guy Street  
MB 11.331 (11th Floor)  
Montreal, Quebec H3H 0A1

## TO MAIL DOCUMENTS:

### CONCORDIA UNIVERSITY, GRADUATE ADMISSIONS APPLICATION CENTRE

P.O. Box 2002, Station H  
Montreal, Quebec Canada H3G 2V4

## TO DELIVER DOCUMENTS IN PERSON OR BY COURIER:

### CONCORDIA UNIVERSITY, ENROLMENT SERVICES, BIRKS STUDENT SERVICE CENTRE

1400 de Maisonneuve Boulevard West,  
Room 185, Montreal, Quebec H3G 2V8

Tel 514-848-2424, ext. 4149  
Fax 514-848-4593  
Email [phdmisc@jmsb.concordia.ca](mailto:phdmisc@jmsb.concordia.ca)

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