

EMPLOYER SPONSORSHIP | PART-TIME MBET

Invest in your employee. Build your organization's capacity for innovation.

Offered by the Conrad School of Entrepreneurship and Business in the Faculty of Engineering at the University of Waterloo, the Master of Business, Entrepreneurship and Technology (MBET) is a three-year, part-time graduate program designed for working professionals.

HOW MBET CAN BENEFIT YOUR ORGANIZATION

MBET graduates develop the skills and mindset to:

- Navigate ambiguity and solve complex problems using creative and critical thinking.
- Identify and evaluate opportunities for new products, services, ventures and business models.
- Drive innovation and transformation using practical entrepreneurial tools and frameworks.
- Build an innovation mindset within teams and across their organizations.
- Apply learning immediately to workplace challenges, projects and strategic opportunities.

SPECIALIZATIONS

Students can tailor their MBET experience to their career and organizational goals through one of three specializations:

- **Product Management and Innovation:** Develop skills in customer discovery, product strategy, innovation management and bringing products and services from concept to market.
- **New Venture Creation and Commercialization:** Learn to evaluate opportunities, develop business models, build ventures and bring innovations to market.
- **Artificial Intelligence and Digital Transformation:** Explore the application of AI and emerging technologies to business strategy, innovation and organizational transformation.

APPLIED LEARNING

MBET students learn from industry leaders, collaborate with experienced mentors and apply their learning through practical projects and experiences. The curriculum covers areas such as leadership, product management, market validation, venture creation, commercialization, AI and digital transformation.

Students can apply these tools and perspectives to challenges and opportunities within their workplace or venture.



PROGRAM AT A GLANCE

- **Format:** Three-year, part-time graduate master's program
- **Courses:** 12 courses
- **Delivery:** Primarily in person
- **Schedule:** Sessions are typically held every three weeks on Friday evenings and full-day Saturdays, for approximately 13 weekend sessions per year.
- *Note: Depending on the specialization selected, some classes may be scheduled during the week.*

COST

- For Canadian citizens and permanent residents, part-time tuition for the 2026/2027 academic year is approximately \$11,643* CAD, plus incidental fees.
- The approximate total tuition for the three-year program is \$34,929* CAD.
 - **The tuition rates listed are subject to change and meant as a guide only. For exact amounts, and incidental fees, visit the university's Student Financial Services page regularly.*

Learn more: <http://bit.ly/ptmbet>



UNIVERSITY OF
WATERLOO



conrad
School of Entrepreneurship and Business