

Meeting of School of Business Council
Monday, November 27, 2023, 3:00 – 5:00 p.m.
Room 9-102
MINUTES

1.0 Call to Order (Dean Richard Perlow, Chair)

- The Chair called the meeting to order at 3:00 p.m. as **the quorum of 21 was met** and exceeded.

2.0 Land Acknowledgement Statement

- Dean Perlow read the land acknowledgement statement to open the meeting.

3.0 Approval of Agenda

3.1 Motion – Meeting Agenda

SOBC-#01-2023- 11-27

Carried

Motion: It was moved by Makarand Gulawani and seconded by Neetu Sharma to adopt the agenda, as presented.

3.2 Motion – Consent Agenda

The following items were approved, or were received as information on the Consent Agenda:

- 3.2.1 School Council: Minutes, October 16, 2023, for approval.
- 3.2.2 Executive Committee: Minutes, October 2, 2023, for information.
- 3.2.3 BPCC Report to Council, for information (no report).

SOBC-#02-2023- 11-27

Carried

Motion: It was moved by Murli Muralidharan and seconded by Bruce Thomson to adopt the Consent Agenda, as presented.

4.0 Good News and Announcements by Members of Council.

- **Publication:** The paper “A model for preventing academic misconduct: Evidence from a large-scale intervention,” co-authored by Dr. Lyle Benson, Department of Management and Organizations, and Dr. Rickard Enström, Department of Decision Sciences, has been accepted for publication in the *International Journal for Educational Integrity*.
- **Award:** Dr. Qian (Claire) Deng, Department of International Business, Marketing, Strategy & Law, has won a Strategic Research Grant from the University for \$ 20000 for her research on consumer behaviour.
- **Convocation:** We had good faculty turnout at the fall convocation.
- During this Fall 2023 term, Mr. Barry Williams, Department of Management and Organizations, arranged and hosted the following three events:
 - **A tour of the Enbridge Centre - October 16, 2023:** involving students from the Property Management 301 course, the MacEwan University Real Estate Club, and any interested students from ORGA 201.
 - **Emerging Leaders Lunch -November 8, 2023:** had BOMA (Building Owners and Managers Association) managers from local commercial properties meeting with students that included those from the Property Management 301 course, the MacEwan University Real Estate Club, and any interested students from ORGA 201.
 - **Building tour of 103 Street Centre/Lunch meeting with REIC (Real Estate Institute of Canada) - November 22, 2023:** event held to announce an MOA (Memorandum of Agreement) between REIC and MacEwan University to have the Property Management Minor courses be credited toward the

Certified Property Manager certification. All above participants were invited, as well the local REIC and Calgary REIC members. REIC National CEO, Don Inouye, from Toronto, attended.

5.0 Stewardship Items

5.1 Business Programs and Curriculum Committee (F. Angulo-Ruiz)

5.1.1 Fall 2024 Programs of Study (POS) – (no items)

BPCC Chair, Fernando Angulo-Ruiz discussed:

- **BCom Core Update.**
- Upcoming: BPCC Town Hall on December 4, 2023.

5.2 Letter of Intent (LOI) – Proposed BCom Cybersecurity Minor (G. Springate)

Accounting and Finance Chair, Gregory Springate, presented on the LOI – Proposed BCom Cybersecurity Minor.

The following have been proposed:

- The proposed Cybersecurity Studies Minor is an interdisciplinary program with coursework from three Faculties/Schools – The Faculty of Arts and Science (Department of Computer Science), the Faculty of Health and Community Studies (Department of Public Safety and Justice Studies), and the School of Business (Departments of Accounting and Finance; International Business, Marketing, Strategy and Law; and Management and Organizations). The minor requires coursework in information security, cyber threat and risk assessment, cybersecurity and digital investigations, and introductory business and financial accounting.
- The program will be available to students in the Bachelor of Arts (BA), Bachelor of Science (BSc), Bachelor of Commerce (BComm), and the proposed Bachelor of Public Safety and Justice. Students in the BA, BSc, and BComm can declare the minor in Fall 2025, and the Faculty of Health and Community Studies will include the Cyber program in the proposal for the Bachelor of Public Safety and Justice (planned effective date of Fall 2026).
- Unlike other cybersecurity programs that require completing a computer science program before admission, this program will complement other programs such as majors in computer science, management, accounting, criminology, and psychology. The minor introduces and develops a broad foundational knowledge in cybersecurity but leaves mastering topics to computer science, accounting, and justice programs.
- The Department of Computer Science has proposed a new interdisciplinary Minor effective Fall 2025:
 - Cybersecurity Studies Minor for the Bachelor of Commerce.

Committees are still in the early stage of developing the proposals, but before we can proceed, both the School of Business School Council and the Arts and Science Council need to recommend the Letters of Intent (LOI) to Deans' Council for their endorsement.

- Students will have the choice to graduate with a Minor in Cybersecurity and this adds another valuable Minor to the Bachelor of Commerce.

Next Steps: School of Business Council – November 27, 2023; Deans' Council – December 4, 2023.

SOBC-#03-2023-11-27

Carried

Motion: It was moved by Noreen Erickson and seconded by Shankar Subramani that School of Business Council recommend the letter of intent for the Cybersecurity Studies Minor to Deans' Council.

6.0 School of Business Workplan

6.1 EFMD Update and Plan (Ali Taleb)

- EFMD: Have started the process to apply for accreditation: 1. Submitted the data sheet (no major changes since previous); 2. Worked on some minor adjustments. The process will start in January 2024, to work on the actual application. The Visit will be in the first week of April 2024.

6.2 Bachelor of Commerce Action Plan (Dean Perlow)

Dean Perlow presented the faculty with the mission statement the Mission Committee created.

- *Teaching greatness is our vision.*
- Action Plan: Previously sent a report to Council members.
 - Updated that the review of the 17 major/minors in progress are making great progress.
 - Integrate a timely interview process.
 - Development of pedagogical approaches is in process.
 - Determine international goals (education) and ensure the process (Teaching 2030 Vision; 10 percent of ads going out to the student body; School of Business, Nursing, etc. Tactics to engage international students: Since last year until present (November 2023), Associate Deans have been going out to answer questions about the School of Business.
 - There will be pressure on the Dean to bring the enrolments up. Talking to the Brazilian consult and will discuss bringing in Brazilian students. Goal is to bring up enrollments to 10 percent from **8 percent (on our last admissions)**.
 - Experiential learning: goal is to increase the response rate of student evaluations and to discuss this at a What I Did That Worked session.
 - Data collection and analysis: We must communicate our mission. Suggested to put our plaques up with our mission.
 - Mission Statement priorities: We have a great committee, we have created the competencies, and now we are working on the rubrics. The Dean discussed:
 - AOL: Trying to increase faculty.
 - Finance major.
 - Cyber security: spans across three areas, which is fantastic.
 - Possible collaboration with Legal students/sociology opportunities.
 - Increasing international student enrollments.
 - Maintain engagement with the external community.
 - Enhance experiential learning across the School of Business.
 - If you have needs for guest speakers, please ask the Dean, and he will provide some.

During the discussion, the following questions/comments arose:

- Q. Re CBC News: Ethical nature needs to be considered. We need to be mindful of who we associate with.
 - A. Yes, we want to also keep our standards high. We do not want to compromise that for warm bodies.
- Q. Re Experiential learning: requires a lot of effort from the faculty member, and it is not included in the workload assignment. We need to include that in the workload; the Government of Alberta has included that as part of 2023. It takes a lot of energy and needs to be taken in to Workload Assignment.
 - Want to bring to your attention.
 - A. Thank you.
- Q. Re Experiential Learning: We also forget student load. Along with the anxiousness of doing learning in front of a business partner, we need to balance student capacity with student/faculty. Co-op is missing—why?
- A. We are not doing anything to move away from Co-op. We need to reach out to students again (faculty could mention Co-op in classrooms). This may have had to do with COVID.

7.0 Leadership & Governance Updates

7.1 Dean's Update (Dean Perlow):

- **Mission:** *Through teaching greatness and scholarship, we develop culturally aware business professionals, contribute to our disciplines, and enable organizations to thrive.*

Dean Perlow shared the following with faculty:

- Convocation: 13 attended during Reading Week.
- We had a successful etiquette dinner event: 120 attended.
- Andrew Ross, CEO of Clark Builders, spoke at a PDI event about managing and growing your career.
- Allard Chair working group evaluated the nominees. They selected an individual. The President will make the announcement.
- November 30, 2023: Former Allard Chair Liz O'Neil, the Executive Director of Big Brothers Big Sisters, will be presenting at a PDI event on non-profits.
- Dean Perlow connected community members and faculty.
- Connected a community member with University Relations regarding a bursary for insurance students and with Rohit Jindal on working to get more students engaged in the program.
- Met with Heather Thomson, Executive Director of the Alberta School of Business Centre for Cities and Communities, about possible collaboration involving MacEwan University and University of Alberta business students.
- Met with administrators from Thailand about a collaboration between their institution and MacEwan.
- MacEwan Ventures (Demo Day): Entrepreneur in Residence, Tristan Ham, will organize and run the event on December 15th, 2023.
- AOL Committee members Neetu Sharma, Evandro Bocatto, Ryan Orchard, and Travis Huckell are working on rubrics.
- Dean Perlow has started faculty performance evaluations. Let the Dean know if you receive any feedback, letters, or comments from people in the community, on class projects you have done. We can use it to demonstrate impact.

7.2 Associate Deans' Update:

Associate Dean Sherif Elbarrad provided the following update:

- **Advising Services – Activities in the Summer and September 2023** include:
 - Organized and participated in Open House.
 - Organized Student for a day. Thanked Mr. Humayun Qadri for his assistance with the event.
 - New student's packages are sent to all students who received an offer.
- **Winter 2024 enrollments:** Trends on Students who paid their deposit:
 - International students:
 - Bachelor of Commerce Degree students – declining from previous year.
 - Diplomas students.
- **Winter 2024 Enrolment:** Trends in Winter Enrollments:
 - International students.
 - Bachelor of Commerce Degree students - – declining from previous year.
 - Diplomas students.
- **Recruitment Activities:**
 - Student for a day: December 7, 2023.
 - Students and Parents' night: February 28, 2024.
 - Dual degree students' visits.
 - Reaching out to High Schools
- **Tutoring:**
 - A big thank you to Raina, Natasha, and Deep.
 - Hired Tutors for the Fall in ACCT, MGTS, and FNCE, and now preparing for the Winter.
 - Preparing for Winter and expanding the initiative to include more statistics courses.
 - Prepared a video that is shared on Social Media.

- **What I did that worked:** This upcoming event is cancelled as there were not enough participants.
- **International Recruitment & Partnerships:**
 - EduCanada:
 - Visited ~20-25 High Schools.
 - Visited two universities (in Saudi Arabia and Dubai).
 - Visited a Ministry of Higher Education (in Oman).

During the discussion, the following questions/comments arose:

- Dean Perlow thanked the outgoing Associate Dean, Sherif Elbarrad, on behalf of the School of Business. Dr. Elbarrad will be assuming a new position with Student Services in January 2024.

Associate Dean Ali Taleb provided the following update:

- Study Tours: Discussed two (2) study tours, one in the United Arab Emirates (with Mr. Shankar Subramani) and one in Nairobi, Kenya (with Dr. Noufou Ouedraogo).
- In January 2024, meetings will take place before the tours to inform students on what to expect.
- The School of Business is attracting students, and our students are going overseas. The School of Business has virtual experiences with other partners. If partners are needed, Associate Dean, Dr. Ali Taleb, as he can help (e.g. can create an international experience without leaving the city). Please contact the Associate Dean if you have any ideas.
- Research Scholarship presentations: encouraged to attend these. Can submit to conferences; upcoming, on December 4, 2023, Dr. Theresa Chika-James will be presenting.

7.3

Department Chair Update:

Dr. Etayankara (Murli) Muralidharan:

- Provided updates for the Department of International Business, Marketing, Strategy & Law:
 - No update.

Dr. Rohit Jindal:

- Provided updates for the Department of Decision Sciences:
 - Dr. Parminder Singh Kang and co-principal investigators received the SSHRC Institutional Grant (SIG).
 - Dr. Xiaojia (Sunny) Wang and co-principal investigators received a research grant from the Office of Research.
 - Parminder was a panelist and keynote speaker at an industry event in Winnipeg.
 - Dr. Rohit Jindal attended the annual convocation of the Insurance Institute of Northern Alberta.
 - Decision Sciences is updating MGTS 312 and MSYS 200 to integrate recent technological advances.

Mr. Greg Springate:

- Sabbatical was approved for Mr. Shankar Subramani for next year.

Dr. Mike Annett:

- Two sabbaticals were approved, for Dr. Norene Erickson, and Dr. Dianna Dempsey.
- Property Management (PMGT):
 - Advanced Standing Agreement with REIC continues as a work in progress. Will provide students with recognition of MacEwan course work towards the Certified Property Manager professional designation.
 - PGMT Industry and Information Hub has about sixty (60) students and they learn generally about property management and use the hub to register for events.
 - Weidner event coming up on January 23rd and 24th, 2024, includes a mini-career fair on the 24th. Marketing project in Winter 2023 identified that Management major paired 'best' with PMGT minor, but also interest across the board. Faculty can connect with Mike or Barry if they want Weidner to come to their class to discuss

the intersection of PMGT and their topic (e.g. Marketing, Law/Contracts, Accounting).

- HR Diploma review:
 - The review is underway, and now in the data collection phase: student focus group, alumni surveys, industry interviews. A topic that review will have to address is how to formally incorporate WIL into the program.

7.4 **Faculty/School Council Representatives Update:**

The Dean and Dean's designates provided updates from the other Faculties and Schools at MacEwan University (when available). For further details, please see the minutes from the respective Faculties and Schools, [here](#).

- **Faculty of Arts & Science** | Reported by Dr. Natalia Khinkanina, School of Business Dean's designate.
- **Faculty of Fine Arts & Communications** | Reported by Dr. Tarek Salem, School of Business Dean's designate.
- **Faculty of Health & Community Studies** | Reported by Dr. Norene Erickson, School of Business Dean's designate.
- **Faculty of Nursing** | Reported by Ms. Raina Rudko, School of Business Dean's designate.
- **School of Continuing Education** | Reported by Dr. Hadi Chapardar, School of Business Dean's designate.

7.5 **GFC member update**

Dr. Tiffany Kriz provided an update on the November 6, 2023, General Faculty Council (GFC) meeting. To read the November 6, 2023's General Faculty Council minutes, please click [here](#):

<https://www.macewan.ca/about-macewan/governance-leadership/general-faculties-council/meetings/>

Highlights of the meeting include:

- President's Report:
 - We're heavily impacted by the provincial government – attentive toward throne speech content.
 - We're less impacted by the city yet intertwined; local issues inspire interesting and impactful RQs.
 - They understand we can contribute as a downtown university.
 - Involvement in housing-related conversations.
 - Important to make sure students are safe in their commute to campus.
- Provost's report:
 - 25% of operating grant is at risk for current academic year.
 - 13% weighted on 80% WIL target (achieved).
 - 4% on enrolment targets (on track/ahead of the goal).
 - Remainder on ≤12% administrative costs (impossible to overspend in this category).
- Higher Education Strategy Associates (HESA) results:
 - Surveyed TT, tenured, sessional members, and those with teaching + service duties.
 - Suggests we're spending around 70% of time on teaching ("an inordinate amount of time" on course design and teaching-related tasks).
 - Wants to see us make small changes to reduce that percentage (e.g. get help from CTL).
- Two new hires in the Office of Human Rights, Equity, and Inclusion following Irfan Chaudry's departure.
- Committee Reports and Items:
 - Executive Committee:
 - Terms for all committees were updated.

- GFC standing committee and working group budgetary expenses can be covered by the Office of the Provost (approved by GFC).
- All Standing committees reported that they had:
 - Updated TOR.
 - Discussed workplan for 2023/2024.
- Academic Planning and Quality Assurance - Presented Bachelor of Science Action Plan 2023-2025 (approved by GFC), based on self-study and external review:
 - Themes in action plan:
 - Program design (e.g., “meaningfully involve faculty and students during planning and development of increased hybrid and online course offerings”).
 - Human resources (already hired more TT faculty and administrative assistants).
 - Curriculum & scheduling (e.g., review course caps & consider using more TAs to offset class sizes; consider increasing weekend offerings; develop a process to allow faculty choice around preferred delivery mode)
 - Student experiences & outcomes (e.g., more alumni recognition and tracking).
 - Budget & resources (e.g., currently expanding lab space & updating labs).
 - Program sustainability (e.g., creation of teaching stream positions).
 - Beyond scope of action plan:
 - Faculty workload concerns.
 - e.g., officially recognizing student supervision activities as part of teaching workload.
 - Other budget & resource items.
 - student workspaces.
 - increase eligibility of release time awards (currently just over 10%).
- Academic Standards, Curriculum, and Calendar - GFC passed a motion to amend the Academic Standing Policy:
 - Previously, students with heavier CR/NCR course loads could be inappropriately:
 - put on academic probation.
 - required to withdraw.
 - given academic merit distinctions.
 - Key changes included:
 - Definition updates (e.g., new definition for grade point value (GPV) and calculations based on GPV).
 - “No ruling” status for those attempting fewer than 18 credits in academic standing year or not meeting the required number of GPV credits.
 - Implemented minimum required GPV credits to qualify for an academic standing assessment.
 - Students can no longer qualify for academic merit if they have received NCR grade during a given evaluation period.
- Council on Student Affairs:
 - New TOR increased student participation in the Council on Student Affairs.
 - Revised TOR for SMHWG – extended another year.
- Scholarly Activity:
 - Change in when scholarly activity report is released, aligning with academic year.
 - Announcement: research office is hosting networking events.
 - Student research day has been finalized: Friday April 19th (submissions open January – March).
- Teaching & Learning:
 - AI working group should be done soon.
 - Considering a working group to focus on student feedback surveys, and open to other suggestions for working groups.
- New Business:

School of Continuing Education:

- Revised bylaws based on review of other schools, representatives from GFC, and others.
- Discussion of draft centered on:
 - Meeting quorum – making sure at least half of voting members are faculty.
- EDI statement acceptable but could go further.

Next update: December 18, 2023.

8.0 Presentations: (no presentation).

9.0 Question Period/Open Discussion/Other Business:

- Q. What is the plan for Workload for next year (Google plan)?
A. Will let you know.
- The business etiquette dinner received positive feedback.
- Finance Club location.

10.0 Future Agenda Items/Next meeting

- The next School of Business Faculty Council meeting is on: **January 29, 2024.**

11.0 Adjournment.

Meeting adjourned at 4:57 p.m.