

**Meeting of School of Business Council**  
**Monday, January 23, 2023, 3:00 – 5:40 p.m.**  
**Room 9-102**  
**MINUTES**

**1.0 Call to Order** (Dean Richard Perlow, Chair)

- The Chair called the meeting to order at 3:01 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-#01-2023-01-23**

**Carried**

**Motion:** It was moved by Chris Hancock and seconded by Makarand Gulawani to adopt the agenda, as presented.

**Department Chair, Mike Annett requested that the change in the name of a Department** (from: *Organizational Behaviour, Human Resources Management, and Management*, to: *Management and Organizations*) **be added to the School of Business Council agenda as a decision item.**

**SOBC-#02-2023-01-23**

**Carried**

**Motion:** It was moved by Mike Annett and seconded by Noufou Ouedraogo to add the change of a Department name item to the agenda and adopt the agenda, as amended.

**The Council agreed to add the change in name for a Department motion item into the agenda** (added to Item 6.3).

**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, November 28, 2022, for approval.
- 3.2.2 Executive Committee: Minutes, November 21, 2022, for information.
- 3.2.3 BPCC Report to Council, for information.

**SOBC-#03-2023-01-23**

**Carried**

**Motion:** It was moved by Fernando Angulo-Ruiz and seconded by Bob Graves to adopt the Consent Agenda as presented.

**4.0 Presentation**

**4.1 Possible Collaboration with the Edmonton Elks (Victor Cui)**

- Presentation by Victor Cui, President and CEO, Edmonton Elks Football Club.
- Opened with best wishes for a Happy New Year and the Lunar New Year.
- Provided an introduction and background, including his life in Edmonton and Asia, the trajectory his education took after receiving a football scholarship, and the building of a 1.3-billion-dollar valuation company.
- Discussed the business of sports and how the sports landscape has changed, especially due to Covid-19. For example, at the Tokyo Olympics and Paralympics, seats remained empty during the pandemic.
- Elaborated that the pandemic has changed the business model, with a transition from online to the return to live sports—and that *digital adaptation* formed the basis for a digital company business model.
  - With the return of live sports, e.g. NASCAR (in May 2020) and the NBA, digital adaptation followed and became the steel thread in ‘restarting.’
  - Furthermore, with Covid disruption and the ensuing period of unprecedented sports disruption, business revenues have increasingly comprised of older demographics, i.e. 40-year-olds (e.g. the average age of College Football fans is ~47 years old), versus younger demographics (~20-year-olds).

- Compared the Business Traditional Model (e.g. based on ticket sales; sponsorships; TV rights; merchandise), and the transitioning to a Digital Model (e.g. NFTs; sports-betting).
- Edmonton Elks is a non-profit organization and community-owned team.
- Explained what is required to create a media company (e.g. assets; brain-power; proprietary content; access to talent).
- Discussed the Business Model and the three streams to build progressively:
  - 1. Work with MU students (on Content Creation: YouTube; pre-show; pro-show; sharing insights around sports will be a massive growth area in Canada, i.e. legalized sport betting).
  - 2. Create EVERGREEN content, something that has no expiry date (and that continues to grow in value, with Viewership clicks, for example, when watched 50 million times = Proof of Concept, i.e. content has viewership. Could do longer documentary series showcasing stories, google analytics, etc., something that could be bought on viewership).
  - 3. Subscriptions – most sophisticated level.

During the discussion, the following questions arose:

- Q. Do you see this more as a social media business?
  - A. Yes, absolutely. Starting as social media, taking content, following with analytics, to produce that social content. E.g. one championship makes \$3-5 million per month. Covid has leapfrogged us because all the monetization tools are there.
- Q. How does incorporating a company fit in with MacEwan University and students?
  - A. The complexities of MacEwan University could be explored. E.g. with start-up funding from our football club for students to start a company.
- Q. Did you do anything with MacEwan University students via the Centre for Learning?
  - A. I would like to share this.
- Q. When it comes to Digital Contents, the FFAC within the university have the online university tools to make the content to make a reality: Why did you choose MacEwan University, School of Business, versus the University of Alberta's Faculty of Media Studies?
  - A. The School of Business, at MacEwan University, understand content creation and the different processes. Personally, another reason for choosing MacEwan University (along with being a public member on MacEwan University's Board of Directors) is that MacEwan University moves faster out of box than other discussions I have had; this is the mindset I want to be with.
- Q. Would Personal Development of youth, health and nutrition be incorporated?
- A. Yes, absolutely. Topics of Mental Health come up often (more than in Asia).
- Q. How do we sign up?
  - A. Email: [victor.cui@goelks.com](mailto:victor.cui@goelks.com)

## 5.0 Stewardship Items

### 5.1 Define New Committees (Working Group or Standing Committee) – Assurance of Learning, Mission, Internationalization, Research & Scholarship (Dean R. Perlow)

- Presentation by Dean R. Perlow, Chair, and Dean of the School of Business.
- Regarding Working Groups and Standing Committees, Dean Perlow brings the following *question* forward for discussion concerning:
  - Assurance of Learning: As committees, with Terms of References, the Dean asks to hear the School Council members' thoughts as working groups, standing committees--and as a mission group, the information gathering group that takes the School of Business mission and, essentially, creates rubric to access information on how MacEwan University students are doing.

- 1. Would like to see BPCC become more strategic to realize our mission. This would be one annual standing group, and there would be a vote on it becoming a committee.
- 2. Mission committee: develop a mission statement that captures why we exist, that guides what we do, and helps us with our priorities. Would like to hear School Council members' ideas. Once determined, would revisit in five (5) years.
- Q. to Associate Dean, Ali Taleb: In the area of research and scholarship, what are faculties' views on that regarding working groups versus committees?
  - A: 1. Working groups are faster and easier, and get things done (a.k.a. 'skunkgroups')
  - 2. Definitions: A Standing Committee has an ongoing life versus a Working Group, which is an ad hoc committee. If we are going to have a standing committee, that committee should go through School Council for academic advice. The committee would need a Terms of Reference, and these need to come through School Council. e.g. Bachelor of Commerce could be a Working Group.

## 5.2 Business Programs and Curriculum Committee (Fernando Angulo-Ruiz)

### 5.2.1 Letter of Intent – Proposed Bachelor of Commerce Finance Major

- BPCC met on December 12, 2022. Approved revisions to the Master Course Syllabi for INFM 202: Information Services II, and BUSN 240: Introduction to Business Research.
- BPCC met on January 12, 2023 (ad hoc meeting). Recommended a new primary specialization within the Bachelor of Commerce program via a Letter of Intent, reviewed by the Quality Assurance Manager.
- The new Finance Major intends to support students seeking to meet the demand for Finance skills in domestic and international business. The curriculum will offer the learning outcomes necessary for success in the workplace as well as meeting the requirements of Certified Financial Analyst (CFA) and Certified Finance Planner (CFP) which will be attractive to graduates, and fits in with MacEwan University's strategic vision of 'Teaching Greatness.'
- Over 2,000 students were surveyed, and over 700 students said they would likely enroll into a School of Business Finance major.
- Q. Re Bloomberg Terminal: Would the library be managing access (e.g. as at the University of Calgary, Mount Royal University, University of Alberta)?
  - A. Yes.

**SOBC-#04-2023-01-23**

**Carried**

**Motion:** It was moved by Greg Springate and seconded by Humayun Qadri that School of Business Faculty Council approve and recommend to the **Deans'** Council for endorsement of the Finance Major Letter of Intent. (*\*Added revision of the motion* – from: Dean's Council, to: *\*Deans' Council*).

**SOBC-#05-2023-01-23**

**Carried**

(Minor Amendment to Motion *SOBC-04-2023-01-23*)

**Motion:** It was moved by Sherif Elbarrad and seconded by Lyle Benson to amend Motion #04 with the minor change from Dean's Council to **Deans'** Council, and to approve the amended motion.

## 6.0 Leadership & Governance Updates

### 6.1 Dean's Update (Dean Perlow):

Dean Richard Perlow provided the following update:

- The Dean expressed his deep **appreciation** to the School of Business Faculty. Sharing general results from their **evaluations**, the Dean highlighted accolades from students. Examples of terms/phrases used by students to describe their professors included: 'amazing,' 'best professor ever,' 'fantastic,' and 'I know your superior is reading this, give this person a raise!' The Dean expressed how proud and impressed he was by the School's Faculty overall.
- **Supply Chain Canada** – discussed some options to consider, including faculty and support staff making connections with students (e.g. 3,500 people are being hired Amazon). The Dean (with the Provost) discussed

the options the Supply Chain Canada presented, including strategies, that will require hiring additional Faculty.

During the update, the following question(s) arose:

- Q. Are you going to create **Research and Consulting initiative** for the Supply Chain Centre?
- A. I envision the Supply Chain Centre facilitating teaching, research and consulting opportunities to be sustainable.
- **Professional Development initiative:** an Alum will be presenting on various topics including, e.g. ‘The Art of Quitting.’ Other possible topics include ‘Dress for Success.’
- The **Buffalo Indigenous New Circle** is interested in creating an Indigenous group to, for example, Indigenize courses.
- The Associate Dean, Ali Taleb, is actively working with the current Entrepreneur in Residence (EIR), Colin Christianson. In July 2023, the School of Business have a new EIR and is looking for a candidate with good community connections.
- Hubert Lau would like to come into classrooms to talk about Entrepreneurships.
- Suggested perhaps having a get together on a Friday after work with all School of Business colleagues.

## 6.2 Associate Deans’ Update:

Associate Dean Sherif Elbarrad provided the following update:

- **Advising Services** has been busy during **January 2023** with, for example, prerequisite waivers and program planning. The Associate Dean provided numbers on the activities (595 emails, 61 phone/33 video/106+ in-person appointments, 16 program check requests, 402 student drop-ins) in the first two weeks of January.
- **New Hire:** Jessica Gillis has joined MacEwan School of Business as a **New Advisor**. Gillis has made a new change in her career, transitioning from High School Teacher to MacEwan University Advisor.
- **Student applicants/enrollments for Winter 2023:** Bachelor of Commerce Degree - 180 students; Business Management Diploma - 60 students; Accounting Diploma (also a large diploma) – there many were international students (number of students were not available on the School of Business dashboard).
- **Enrolment increases:** When Students apply, the Dean sends a package which includes a Welcome Letter from the School of Business Dean. The student is addressed by name. Students are recruited at high schools. Through ‘UniBuddy’ and the applicant is provided a mentor. The student can engage in information sessions and is introduced to a Study Skills (self-enroll/self-paced) workshop to bridge the gap between high school and university.
- **Targeting retention:** Head Start distributed **questionnaires** to determine access students had for success, needs development, and resources available. Students require additional support, university wide. The **data mining model** results per course have revealed that students are struggling per course they are taking, by the beginning of their first year, i.e. 160 students are at **academic risk**. With GPAs down to the 2.2-level, these students were emailed and they responded via email. The School of Business has started a Mentorship program with senior School of Business students mentoring around 40 newcomers. The students could also enroll a coaching course, and last year three to four (3-4) students applied. However, low enrollment in the coaching course was not enough to push the course forward.
- **Tutoring:** Tutors are available for School of Business students with five (5) for Statistics, four (5) for Finance 301, and three (3) for Accounting.
- Tutor demand by students is low. The Associate Dean encouraged to please promote tutoring.
- The following questions were raised during the presentation:
  - Q. Do we have a Finance tutor for ACCT 322?
  - A. Yes.
  - Q. Is there anyway the student can know Times/Locations for Tutoring?
  - A. Alannah has created a spreadsheet. We could also create an online Google version.

- **Upcoming:** On January 30, 2023, from 2-3 p.m., Shankar Subramani (Department of Accounting & Finance) and Randy Jenne (Department of Decision Sciences) will present at the next bi-monthly event, ‘What I did that worked!’
- **Academic schedule 2023-24:** To see the 2023-2024 Academic Schedule, click [here](#).
- **Information sessions:** School of Business Chairs will be present at upcoming the Information Sessions on February 8<sup>th</sup> and 11<sup>th</sup>, 2023, in Room 5-152, with a panel of students, to help with conversion.

**Associate Dean Ali Taleb** provided the following update on research, international and community engagement:

- **International Study Tours:** are held typically in May. Need more options for students, ideally, three (3) to (4) study tours options. Please send ideas on where destinations could be, globally, to have study tours, or if have an interest in leading a tour. The School of Business does not subsidize tours.
- **Approvals of international half-courses:** Courses, approximately three (3) to four (4) are based on demand. Transfer of credits could be provided for short, interesting courses for; these could be half-courses (45 hours / 1.5 credits). The proposed MacEwan School of Business course could be created to explore a range of topics. Department Councils will provide a brief to Faculty for these specifically designed courses and expectations.
- **XCi:** Multinational teams have been working on a common project for over six (6) weeks. Feedback has been well-received for School of Business cross-cultural communications projects enrolled with other institutions. For example, the School of Business is working on a project in collaboration with partners in Morocco, a new participant that has joined the network, École supérieure pour le développement économique et social (ESDES) via [Maroc] Ecole de Management (ESCA). Please forward need/ideas for joint teaching projects with partners to MacEwan School of Business Associate Dean, Ali Taleb.
- **Research:**
  - **Seed funding:** For Round 1 in 2023, received three (3) applications, with a mix of cases involving qualitative and quantitative research. The next filing **deadline for submission by Chairs is February 16, 2023.**
  - **Research presentations:** The first presentation this week will be on Wednesday, January 25, 2023 (virtually, from 3 p.m. to 4 p. m.) by Claire Deng (International Business, Marketing, Strategy & Law) on the topic, “Lessons learned from developing the business case MDC: Bring Canadian beauty to China during global pandemic by our colleague.”
  - **April – Month of Scholarship:** Faculty projects can be featured in April, the Month of Scholarship. Please contact Associate Dean Ali Taleb on any interesting research/scholarship initiatives to suggest to Office of Research Services (ORS) that could be featured during the Month.
  - **Ongoing research and scholarship achievements:** The Associate Dean asked Faculty to share news own accomplishments to increase exposure of their work beyond the School of Business.
  - **Let your students know about:**
    - **Undergraduate Student Awards:**
      - Details will be emailed to Faculty; share the information with students.
    - **Student Research Day:**
      - Date: April 20, 2023 – 8:30 a.m. to 5:30 p.m.
      - Applications open: January 9 to March 10, 2023.
      - Details to share with students coming soon.

### 6.3 Department Chair Update:

Etayankara (Murli) Muralidharan:

- No report.

Rohit Jindal

- Parminder Singh Kang has assumed a new post with Administrative Sciences Association of Canada (ASAC) as a(n) Divisional Chair and Editor, Production & Operations Management.
- Victor Bilodeau’s sabbatical leave application is successful.

Greg Springate

- School of Business Faculty Council approved and recommended to the Deans' Council for endorsement of the Finance Major Letter of Intent.
- New hires within the department.

Mike Annett:

- The School Council will decide on approving and recommending the department name change be moved to Deans' Council.
- Department name is being changed to 'Department of Management and Organizations.'

**SOBC-#06-2023-01-23**

**Carried**

**Motion:** It was moved by Rohit Jinhal and seconded by Lyle Benson that School of Business Faculty Council approve and recommend that Deans' Council approve the change in name for a Department from: *Organizational Behaviour, Human Resources Management, and Management*, to: *Management and Organizations*.

#### **6.4 Faculty/School Council Representatives Update:**

Natasha Khinkanina (Arts & Science)

- Next meeting is on March 6, 2023.

Tarek Salem (Fine Arts & Communications)

- Promoting Student Research Day.
- Tactical Plan for Scholarship was presented by the Office of Research Services (ORS)
- Major renovation has been approved.
- Waiving admissions requirements for the Bachelor of Design; approved the removal of portfolio and statement of intent.

Norene Erickson (Health & Community Studies)

- No report.

Raina Rudko (Nursing)

- Next meeting is on February 13, 2023.

Hadi Chapardar (SCE)

- No report.

#### **6.5 GFC member update (Tiffany Kriz)**

- Provided President Trimbee's report:
  - Myrna Khan, VP University Relations, is leaving.
  - The Alberta Government is creating space in high demand programs (e.g. new non-profit to bring in more international students).
  - More than 700 students attended convocation.
  - The Indigenous Box, Mallory Yawngwe, was nominated for the Governor General's Innovation Award.
  - Receiving good support for Building campaign (e.g. with the Edmonton Elks).
  - Canada Research Chair (CRC) applications.
- Provided Provost Monk's report:
  - Pathway for Sessional-Extended members to be hired as Tenure-Track faculty.
  - Open to candidate recommendations for Honourary Doctorate degrees: looking for recommendations for the future.
  - Research funding: ideas for increased funding for research included seed funding which increased from \$240,000 to \$400,000 across schools.

- Discussion about course release guidelines and criteria,
- Provided an overview of Committee Reports:
  - Executive Committee:
    - Beginning to sketch out updates to GFC bylaws, to be presented to GFC in 2023.
  - Academic Planning and Quality Assurance:
    - Terminated the cardiac care certificate program.
    - MacEwan has been working with the province to slightly expand the definition for Work Integrated Learning (WIL).
  - Academic Standards, Curriculum, and Calendar:
    - Passed a motion to adjust enrolment requirements for some diploma programs from the Business Programs and Curriculum Council (BPCC).
    - Consultation on death of a student standard and Posthumous and Honorary Award Procedure.
    - Central focus is the work of the Student Mental Health Working Group (SMGWG).
    - Encouragement to use the new Headversity app available to students, as well as faculty and staff.
  - Scholarly Activity:
    - Have had some early discussions about revising travel policy to facilitate travel within Canada.
    - Looking at a new policy offering guidance for indirect costs of research, in relation to tri-council funding.
    - GFC voted to pass a motion combining 'Adjunct Faculty' and 'Visiting Scholars' policy documents into a single document.
    - GFC passed a motion to rescind the Distinguished Research Award policy.
  - Teaching and Learning:
    - New teaching and awards criteria have been established for the:
      - Distinguished Teaching Award.
      - Teaching Leadership Award.
      - Early Career Teaching Excellence Award.
    - Nominations are due by January 31, 2023 - see the Centre for Teaching and Learning (CTL) website for further details.

## **7.0 School of Business Workplan**

### **7.1 EFMD Update and Plan (Ali Taleb)**

- Met with the European Foundation for Management Development (EFMD) for standard debriefing. The EFMD is fully confident that the EFMD Action Plan will do well. For example, the EFMD will address Assurance of Learning, Bylaws, the Mission, and work needed for the program (marketing strategy, coordination of the program, adjustments, and additional new items for the plan).

### **7.2 Vision and Mission Update (Dean Perlow)**

- The theme and model of the overall goal we try to strive for is the mission sentence, recognizing the hard work, including rubrics to measure that forthcoming success of the mission statement:  
*We strive for a meaningful and prosperous future for all.*

### **7.3 Bachelor of Commerce Action Plan (Dean Perlow)**

- Allan Wesley, Etayankara (Murli) Muralidharan and Lyle Benson will be the core members for the Bachelor of Commerce Work Plan group. January 10, 2023 was the deadline, and 32/70 faculty responded.
- Information was sent on the survey results. The first four (4) questions had support, and the last five (5) questions had no support. The faculty supported 22-24 courses in the Bachelor of Commerce Core. Finalizing criteria for three (3) majors is not represented (they need core courses).
- Need a fourth member to represent Accounting. Greg Springate will send the name for Working Group.
- Overall, stakeholders at School of Business will be accountable for the Bachelor of Commerce Action Plan.

**8.0 Good News and Announcements by Members of Council.**

- Mental Health Week: shared the calendar and community resources with Council members.
- Frank Saccucci will be going on sabbatical this summer (July 2023).
- Fernando Angulo-Ruiz expressed that volunteers are needed for the Indigenous business working group this Spring.
- Lyle Benson's book chapter has been accepted for publication.

**9.0 Question Period/Open Discussion/Other Business**

**10.0 Future Agenda Items/Next meeting**

- The next School of Business Faculty Council meeting is on: **March 27, 2023.**

**11.0 Adjournment.**

Meeting adjourned at 5:42 p.m.