

Meeting of School of Business Council
Monday, September 18, 2023, 3:00 – 5:00 p.m.
Room 9-201
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- 09-18

Carried

Motion: It was moved by Chris Hancock and seconded by Bruce Thomson 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, June 26, 2023, for approval.
- 3.2.2 Executive Committee: Minutes, May 31, 2023, for information.
- 3.2.3 Governance Schedule 2023-2024, for information
- 3.2.3 BPCC Report to Council, for information (no report).

SOBC-#02-2023- 09-18

Carried

Motion: It was moved by Makarand Gulawani and seconded by Humayun Qadri to adopt the Consent Agenda, as presented.

4.0 Presentation

4.1 Looking Ahead - 2023 - 2024 Academic Year (C. Monk)

The Provost, Craig Monk, provided an update for the new academic year. The Provost discussed the following:

- Welcomed Council to the 2023-24 academic year.
- Encouraged the use of the fallow period of Mondays to contact the Provost.
- **Faculty hires:** Over sixty (60) faculty hired. Fifty (50) additional hires anticipated for the next year.
- **Convocation ceremony for graduands:** will be held on Tuesday, November 14, 2023 (during Reading Week, due to the Winspear being booked up). Faculty are encouraged to attend.
- **Safety:** Two (2) incidents occurred over the last month. Security has substantially improved emergency response protocols.
- The Provost outlined the five tasks assigned to him by the President for the upcoming year.

During the discussion, the following questions arose:

- Q. What are the enrollments?
A. Over 13,000 for Fall 2023, and up by 6% for the year.
- Q. What are the international enrollments?
A. By September 2023, international enrollments fell by 3.4%. Would like it up by 10% for 2023. The Dean of the Faculty of Arts and Science is looking at the admissions process and impediments in international recruitment.
- Q. What are the enrollment targets for this year?
A. The IMA (Investment Management Agreement) sets the targets as high as possible to around 12.5%.
- Q. With 20,000 students, how will there be new programs for undergraduates?
A. While I am Provost, there will be no graduate school. Putting money in place for new things people want to do, and finding new resources, is challenging. We have a Strategic Vision until 2023, and it is a good thing to have. The redistribution of resources throughout the university makes winners and losers.
- Q. Considering Teaching Greatness, and students' choices at School of Business, they could declare a major after their second or third year, instead of their first—who has the choice to make that change?
A. You do. Make sure there are no unintended consequences. Ensure Red Tape Reduction is used carefully, to bring rigour to the program.

4.2 Introduction of the Allard Chair (K. Botelho)

The Dean introduced the new Allard Chair, Kristina Botelho. The Allard Chair discussed:

- Enjoy meeting and mentoring students.
- Had an opportunity to provide support in the Summer 2023. Looking forward to in-class presentations next week.
- Opened her first plant-based café, kb&co, in downtown Edmonton in 2016; currently, there are seven (7) kb&co locations, with another due to open in the next couple of months.
- Kristina Botelho mainly handles management for the downtown location.
- To book the Allard Chair as a guest speaker, please contact the School of Business Dean's office (with the date, time, and topic).

4.3 Introduction to the Entrepreneur in Residence (T. Ham)

The Dean introduced the new Entrepreneur in Residence, Tristan Ham. The EIR discussed:

- Available to talk with students to explore how they can pursue their entrepreneurship dreams.
- **MacEwan Venture Lab:** Starting October 13, 2023, students can join in free lab sessions that take place three (3) hours per week in a classroom setting. Furthermore, workshops will take place three (3) times annually to support anyone interested (no pre-requisite business required).

During the discussion, the following questions arose:

- Q. Can representatives from different faculties, e.g. Arts, participate?
A. All are, absolutely, welcome. Innovations happen in all pockets of the world (doesn't matter if it is faculty, staff or students).

- Q. Please share more about your social work background.
- A. In Australia, previous experience includes social work and working in classrooms that led to creating purposeful intervention programs with children. Back in Canada, worked with vulnerable people, which involved finding innovations/ways to connect and help them.

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:

- **BPCC activities for 2023-2024:** In addition to the regular activities of BPCC, such as review and recommendation of all proposed program changes, master course syllabi changes, and any other curricular or academic issues as requested, the BPCC will:
 - review the committee Terms of Reference and recommend changes to the School Council
 - continue reviewing the Bachelor of Commerce Core and recommend changes to the School Council
- **BCom Core Review Process:**
 - BPCC is a faculty-driven process: As BPCC chair, will ensure that this new process is maintained, and will need to make a recommendation. Requested Dean's views on flexibility (to deconstruct flexibility) and other important matters in this process.

During the discussion, the following questions arose:

- Q. [BPCC Chair to Dean] Could the Dean speak on 'flexibility'?
A. This a faculty-driven process. Does it fit with the university vision? As a faculty-driven process, you should accommodate students.
- Q. [to BPCC Chair] Have you determined your decision criteria?
A. That is in process. More details to come.
- Q. [to BPCC Chair] Is the elimination of courses part of the equation?
A. Building on what the subcommittee presented back in May 2023, that the BCom Core subcommittee has a BCom Core with twenty-two (22) courses in total (which might be too much), flexibility benefits students (cited Alex Usher, president of HESA [Higher Education Strategy Associates]). When it comes to flexibility, the reality is, when it comes to courses, people are losing their jobs. Declaring a major during the first year, and reducing to sixteen (16) courses, offers more flexibility (vs. students declaring a major in year 2 or 3).

6.0 Leadership & Governance Updates

6.1 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 presented some goals and information to the faculty:

- Refreshing the School of Business website and gearing it towards prospective students.
- Enhancing MacEwan ventures by increasing the number of sessions.
- Increasing enrollments.
- Revamping aviation management major.
- Continuing to work with the AOL Committee on the AOL definitions of the five competencies.
- We are hiring nine faculty and a supply chain director.
- Mike Annett is working on development of a Work Integrated Learning (WIL) course.
- The Dean indicated that he would reduce the number of faculty serving on the Allard Chair Selection Committee from four to one given the difficulty of scheduling faculty who have volunteered to serve. He received feedback from the area chairs indicating that there was no problem to enact this change to the Allard Chair Terms of Reference (TOR).
- We are offering an introductory sports management course this winter. Mike Annett and the MacEwan's Athletic Director Joel Mrak produced a video on the university you tube channel about the course that Joel will teach.

6.2 Associate Deans' Update:

Associate Dean Sherif Elbarrad provided the following update:

- The Associate Dean wished all a happy new academic year!
- **Advising Services:**
 - Activities in the Summer and September 2023 include:
 - Advising students during the beginning of the semester.
 - Preparing for the Open House.
 - Planning for student for a day – do not want to replicate open house.
 - Advising Center Administrative Assistant – hiring today.
 - Reviewing new students' packages.
- Fall 2023 Enrollments:
 - Enrollment trends for BCom, Diploma, and total students, for 2021, 2022, and 2023.
- Fall 2023 Diploma Trends:
 - Trends in the Diploma for AD, BM, HR, Library, Paralegal, and Travel, for 2021, 2022, and 2023.
- Fall 2023 International Enrollment Trends:
 - Trends in International Enrollments for International, BCom, and Diplomas, for 2021, 2022, and 2023.
- Recruitment and Retention:
 - Preparing for several events for a student for a day.
 - Coordinating with international recruiters to increase international students.
 - A retention initiative – We need the faculty members' help.
 - Re Faculty mentorship: Associate Dean could assist by preparing some messages to send out, to help support students.
- Tutoring
 - A big thank you to Raina, Natasha, and Deep.
 - Hired Tutors for the Fall in ACCT, MGTS, and FNCE.
 - Held a kick-off meeting with the tutors to set expectations.
 - We need to spread the word.
- What I did that worked: September 29, 2023 – send to Associate Dean, Sherif Elbarrad.

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

- **Business Student Conference (BSC)**
 - **Date:** Friday, October 13, 2023
 - **Time:** 8:30 a.m. to 4:30 p.m.
 - **Place:** Edmonton Convention Center.
 - **Keynote address:** by Joe Roberts – The ‘Skid Row CEO’
 - **Website to reserve your spot:** MacEwan.ca/BSC
 - The tentative BSC agenda includes:
 - Two (2) parallel sessions that consists of various themes:
 - Emerging Technologies & Business Education: AI, VR, etc.
 - Personal Finance
 - Data Analytics for Business Intelligence
 - Why Pursue and International Career?
 - Entrepreneurship as Career Choice
 - Personal Branding
 - Mental Health
 - The Art of Career Management
 - Job Search: What works and what doesn't work?
 - Supply Chain Management: Trends & Prospects
 - A panel with distinguished industry speakers to discuss:
 - What we can learn from successful business people?
 - Lessons on leadership and impact.
 - All day booths and exhibitors.
- **Seed Funding Applications** (while funds last):
 - There are Six (6) Rounds.
 - Key dates for **Round 1** are:
 - Submission by the applicant to the Department Chair: **October 24, 2023**
 - Submission by the Department Chair to the Committee Chair: **October 31, 2023**
 - Review of the applications by the Committee: **November 7, 2023**
 - Seed funding is for research only, for example, chapters, journals, scholarly work.
 - Will be meeting with new faculty to discuss research.
 - If you have cases or work in progress, let the Associate Dean, Ali Taleb, know.
- **Research & Scholarship presentations:**
 - There are two (2) Research and Scholarship presentations scheduled on:
 - **November 6th, 2023:**
 - **Presenter:** Noufou Ouedraogo, Professor, Department of Management and Organizations
 - **Title:** Effects of innovation types on organizational performance
 - **December 4, 2023:**
 - **Presenter:** Theresa Chika-James, Associate Professor, Department of Management and Organizations
 - **Title:** Learning In Crisis: Analyzing a university’s transition to microlearning using infographics
 - More presentations will be scheduled between January and May 2023.
 - Let the Associate Dean know if you would like to present your work that is not related to seed funding.

- Re Sharing your research and scholarship achievements:
 - These may include:
 - Publications
 - Conferences
 - Awards
 - Anything research-/scholarship-related and worth sharing
 - **Note:** Research/scholarship achievements will be compiled by the Associate Director and shared in an email with everyone.
- **Cross-cultural communications initiative (XCI):**
 - We have two XCI partners:
 - [Maroc] Ecole de Management (ESCA) in Casablanca, Morocco
 - Collegium Civitas in Warsaw, Poland
 - Upcoming cross-cultural communications initiative topic comprises:
 - Business Etiquette in the Workplace: A Comparison of Canada, Morocco and Poland
- **Actions** important to take include:
 - **Business Student Conference (BSC) Actions:**
 - Flexibility with students who attend the BSC.
 - You are welcome to register and attend!
 - **Research Actions:**
 - Apply for Seed Funding grant as soon as possible.
 - Attend research/scholarship presentations.
 - Share any research/scholarship-related achievements with the Associate Dean, Ali Talib.
 - **International Actions:**
 - Joint-initiatives with international partners are encouraged and supported.

6.3 Department Chair Update:

Etayankara (Murli) Muralidharan:

- Provided updates for the Department of International Business, Marketing, Strategy & Law:
 - McKay White's paper, "Access to justice for victims of Economic Exploitation," has been accepted at the Alberta Law Review.
 - McKay White and Arlan Delisle, along with Daniel Alati (from Sociology), have their paper accepted to present at the Alberta Restorative Justice Association Conference in Calgary.
 - Alexandra Lyn's paper, "Age-related Bias and Artificial intelligence: A Scoping Review," was accepted for publication in Humanities and Social Sciences Communications.
 - Along with colleagues from Thompson Rivers University, Albena Pergelova has won external funding for half a million dollars from Employment & Social Development Canada (ESDC) for their project titled, "Building WISE (Work Integration Social Enterprises) for Black and Racialized Canadians: Evidence from British Columbia and Alberta."

Rohit Jindal:

- Provided updates for the Department of Decision Sciences:
 - Parminder Singh Kang got a new Mitacs research grant.
 - Decision Sciences faculty presented their research at international conferences over summer.
 - The Department Chair introduced Dr. Arka Mukherjee, the new faculty in the Department of Decision Sciences.

Greg Springate:

- Provided updates for the Department of Accounting and Finance:
 - The Department of Accounting and Finance welcomed new faculty, finance professor, Dr. Igor Oliveira Dos Santos, and accounting professor, Dr. Rahat Jafri.
 - The Cybersecurity Minor is working its way through the university. It will consist of Business, Computer Science and Justice courses. ACCT 311 and BUSN 201 will be core to the minor, Bachelor of Commerce students will already have these courses so they will have to take others. Electives could be ORGA 312, ACCT 322 and others. Except for the possibility of a few more students in some classes, there is likely to be very little effect on the School of Business.

Mike Annett:

- Provided updates for the Department of Management and Organizations:
 - The Department Chair welcomed colleagues, Dr. Xi Chen and Barry Williams.
 - Complementary comment to Martina King for conversation with faculty on Critical Thinking and Information Literacy and our pedagogy.
 - Renewed hiring action for Property Management (PMGT) minor.
 - For information: Program of Study Activities:
 - a) New special topics course: Sport Management
 - b) Aviation Management Refresh
 - c) HR Diploma Enhanced POS review

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

6.5 GFC member update - (no update)

Next update: **October 2, 2023.**

7.0 School of Business Workplan

7.1 EFMD Update and Plan (Ali Taleb)

7.2 Bachelor of Commerce Action Plan (Dean Perlow)

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

8.0 Good News and Announcements by Members of Council.

9.0 Question Period/Open Discussion/Other Business

- Qian (Claire) Dang to talk about the Business Undergraduate Participant Pool (BURP) – details to come.
- There was a brief discussion of having Fernando Angulo-Ruiz lead a special meeting on the core curriculum.

10.0 Future Agenda Items/Next meeting

- The next School of Business Faculty Council meeting is on: **October 16, 2023.**

11.0 Adjournment.

Meeting adjourned at 5:05 p.m.