

Meeting of School of Business Council
Monday, April 19, 2021, 3:00 – 5:30 p.m.
Webex
MINUTES

1.0 Call to Order

- The Dean called the meeting to order at 3:03 p.m. as the quorum of 21 was met and exceeded.

2.0 Indigenous Ceremony

- The Dean read the land acknowledgment statement, and MacEwan's Indigenous Knowledge Keeper, Roxanne Tootoosis, opened the meeting with an Indigenous Ceremony.

3.0**3.1 Motion – Meeting Agenda**

- **SOBC-01-2021-04-19**

Carried

Motion: It was moved by N. Ouedraogo and seconded by C. Hancock to adopt the agenda as presented.

3.2 Motion – Consent Agenda

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

- 3.2.1 School Council: Minutes, March 29– For approval
- 3.2.2 Executive Committee: Minutes, April 12 – For information
- 3.2.3 Business Programs and Curriculum Committee Report: For information

- **SOBC-02-2021-04-19**

Carried

Motion: It was moved by H. Qadri and seconded by H. Chapardar to adopt the Consent Agenda as presented.

4.0 Presentations**4.1 Advisory/Council Boards & External Engagement Framework (Dean Costen)**

- Dean Costen shared information she gathered by reaching out to other deans across Canada to determine what kinds of frameworks and structures they were using for external engagement. The consensus was that many of them have some version of Dean's Advisory Council in place and it is quite common for these council or advisory groups to have a monetary commitment.
- The average term is three years to allow some degree of turnover with a limit on the number of people (10-15 members would be recommended for a school our size). There could be a tiered system where there is a Deans advisory board, industry partners, etc. Each of those groups would have clear guidelines and expectations for engaging with our School and the university. They would be regularly involved with the institution, whether that be through career fairs, guest lectures, and other events. The Terms of Reference will dictate the frequency of meetings (typically a meeting twice a year, fall and winter). Coordination and impact really matter to avoid duplication in these bodies.
- The next steps include the Dean coordinating with Fund Development and the President's office to make sure the structure and potential members do not impact what is happening at the university level. The finalized structure will be brought forward to Council. A Dean's advisory body would be the Dean's responsibility. Departments may decide to put together their own advisory council or industry board.

5.0 Stewardship Items**5.1 Business Programs and Curriculum Committee****5.1.1 Fall 2022 Programs of Study (A. Wesley, BPCC Chair)**

- 5.1.1.1 Asia Pacific Management Diploma** (No change)
- 5.1.1.2 Paralegal Studies Diploma** (No change)
- 5.1.1.3 Travel Diploma** (No change)
- 5.1.1.4 Legal Studies in Business Major and Minor** (No change)
- 5.1.1.5 Human Resources Major, Minor & Honours** (No change)
- 5.1.1.6 Innovation & Entrepreneurship Minor** (No change)
- 5.1.1.7 Business Management Diploma & Certificate** (No change)
- 5.1.1.8 Business Management – Aviation Major Diploma** (No change)
- 5.1.1.9 Human Resources Management Diploma & Certificate** (No change)
- 5.1.1.10 Library & Information Technology Diploma** (No change)
- 5.1.1.11 Management Major, Minor & Honours** (No change)

- A. Wesley shared that the majority of the Programs of Study being presented had no change. The respective departments had reviewed them and determined no changes were needed at this time. The only change was to the Management Major, Minors, and Honours. INTB 311 Diversity & Intercultural Communication was

removed. The department felt that other courses covered the course material from that particular class. The department determined ORGA 312 Entrepreneurship and ORGA 412 Business Innovation & Intrapreneurship should be added to this program. The department felt that these two courses provided more value to the program.

- **SOBC-03-2021-04-19** **Carried**
Motion: It was moved by A. Wesley and seconded by A. Pergelova that School of Business Council approves the Fall 2022 Programs of Study for Travel, Asia Pacific Management, Paralegal Studies, and the Legal Studies in Business Major & Minor as presented.
- **SOBC-04-2021-04-19**
Motion: It was moved by A. Wesley and seconded by H. Qadri that the School of Business Council approves the Fall 2022 Programs of study for Human Resources Major, Minor & Honours, Innovation & Entrepreneurship Minor, Business Management Diploma & Certificate, Business Management – Aviation Major Diploma, Human Resources Management & Certificate, Library & Information Technology Diploma as presented.
- **SOBC-05-2021-04-19** **Carried**
Motion: It was moved by A. Wesley and seconded by L. Benson that the School of Business Council approves the Fall 2022 Program of Study for the Management Major, Minor & Honours as presented.

5.2 **BCom Action Plan – BPCC Workplan** (A. Wesley)

- A. Wesley shared that BPCC had a discussion on timelines for their work as part of the BCom Action Plan. The committee discussed the first action item, which is a review of the program learning outcomes with an idea to review the core. The committee would like to start a preliminary review of the intended program learning outcomes and build upon that to review the core curriculum. The committee will be asking departments to provide them with a list of 4 – 6 desired key program learning outcomes that all graduates from the program should have. The committee is hoping to receive that list from departments by the end of June. BPCC will compile and streamline the input received from the departments. It would then be brought back to Council or another event where faculty will have a broader discussion on these particular items.

5.3 **Grade Distributions and Grade Conversion Scale Discussion** (M. Annett)

- M. Annett presented on the current grading system and opened it up to Council members for discussion. It was decided that departments should ensure that they achieve consistency within their departments and what excellence looks like at a general or course-specific level. This would come back to Council in the fall. Executive Committee would determine timelines for this. Departments were encouraged to add this discussion item to their upcoming department meetings.

6.0 **Strategic Initiatives**

6.1 **EFMD Accreditation Update** (S. Elbarrad)

- Faculty were asked to provide their input on SWOT Analysis as part of EFMD by April 21st.
- Department Chairs provided feedback on individuals to be included as external engagement partners for the EFMD Virtual Campus Visit. Communication has been sent out to those partners.
- Faculty members from all four departments have volunteered to be interviewed during the EFMD Virtual Campus Visit. Sessions will be hosted to prepare all the various stakeholders who will be interviewed as part of the visit. The Dean's office is working on finalizing the visit schedule, which will be approved by EFMD.
- The Base Room is almost complete, with the exception of course evidence from some faculty members, student feedback samples, and some internal documents.

7.0 **Leadership & Governance Updates**

7.1 **Dean's Update**

- Dr. Elbarrad has been reappointed as Associate Dean for the School of Business. Dean Costen thanked the Associate Dean Reappointment committee members for their work on the committee.
- The CRC/SII Director search is in the final stages and the search committee will be meeting shortly to reach a consensus on a candidate. Faculty were thanked for their participation in the presentations and meetings and for providing their feedback to the committee.
- Open House will be on November 26, 2021 and will be a hybrid face-face and virtual event.
- A partnership with Student Affairs and Careers and Experience has been launched called First Year Experience. This will be an opportunity to partner incoming students with student ambassadors as peer mentors.
- Alumni Relations and School of Continuing Education have come up with a 10% discount initiative for our alumni to take professional development courses.

- Due to the pandemic, we did not put students on RTW (Required to Withdraw). That will be returning this term, and that status will be communicated to our students in May.
- The European Innovation Academy is moving forward this summer with online type of engagement. There will be 16 slots available for MacEwan. It will likely be the same adjudication process as before.
- The provincial government would like post-secondaries to have more face-to-face engagement in the fall. The overwhelming majority of School of Business courses have intentionally been scheduled as hybrid to allow for maximum flexibility and a room assignment if we pivot back to face-to-face instruction. Courses will also go back to previous caps so that people can fit into classrooms.
- Micro-credentials are moving forward, and faculty members were thanked for their work on this.
- The university is moving forward with its 50th-anniversary fundraising. There will be a series of campaigns, and one of those will be specifically geared for the School of Business building. More information will be coming out about it.
- The university is launching an Expert Guide on the website, allowing MacEwan and people outside MacEwan to find faculty experts. Faculty will now be able to include 3 – 5 areas of expertise to include in the Expert Guide, which will be searchable. There will be a dedicated person in the School of Business who will receive and update this information.

7.2 Associate Dean Update

- S. Elbarrad shared that advisors are working on 785 applications to graduate; 210 have been approved, and 546 are waiting on final grades from the winter term. Advisors will have about ten days to fulfill all of those graduation requests.
- Enrolments are better than last year for the spring and summer terms. Classes are running with low enrollment to support students in certain minors and prevent delaying graduation for students. Enrolments are being monitored to determine if additional sections need to be added. Students will be able to enroll for the fall on April 26th. There will be distinguished for the students on how the course will be delivered.
- The Research Seed Funding Review Committee received two applications in April, which have been approved, and the committee will not meet again until the next academic year as funds should be dispersed by the end of June.
- Dr. Françoise Cadigan presented “Managerial Preferences for Inclusive versus Exclusive Talent Management” at the March Monthly Research Seminar. The 7th Annual School of Business Research Showcase will be held on April 21st from 1 – 4:15 p.m. There will be six faculty members presenting. Dr. Elbarrad thanked the faculty members who volunteered to present at these sessions.
- S. Elbarrad shared that promotional videos are being put together for the various programs in the School of Business (BCom and Diploma). A FFAC student has been hired through the LevelUP initiative to do all of the editing of the videos. The Bachelor of Commerce – Management Major promotional video that was put together was very well done. S. Elbarrad asked faculty to let him know if they are interested in volunteering to present their programs in these promotional videos.

7.3 Department Chair Update (L. Benson, R. Enstroem, E. Perez & A. Pergelova)

- L. Benson shared that B. Panganiban has formally resigned, and faculty can reach out to her via email and wish her best wishes for her retirement and future studies if they would like to.
- R. Enstroem shared that he has been engaged in simulating conversations with the School of Continuing Education about micro-credentials pertaining to the Business Intelligence Minor.
- E. Perez shared that the department has been working on applying for the CPA Education Foundation Grants this year and preparing annual reports to report on what they have done.
- A. Pergelova shared that her student, Sabrina Capito, in the Marketing Honors received the Best Student Paper Award at ASAC. It is an excellent achievement for our student and speaks to the overall quality of our students, and the Honours designation. A. Pergelova thanked Dean’s office staff for assistance in sending out the department’s survey to IB employers. This is the last piece of feedback that the department will be waiting to incorporate into their discussions about changes that they will implement into the major.

7.4 GFC Member Update: No updates

7.5 Faculty/School Council Representatives Update: M. Malin (Arts & Science), T. Salem (Faculty of Fine Arts & Communications), L. Shamchuk (Health and Community Studies) N. Erickson (Faculty of Nursing) – No updates

7.6 Moodle Update & Software List

- R. Jenne shared that the software list for what is installed in the computer labs was distributed. Faculty were asked to check the list and to let R. Jenne know of any changes to be made.
- The link to the Moodle project website was shared as follows: <https://macewan.sharepoint.com/sites/dleproject/>.

8.0 Good News & Announcements by Members of Council

- S. Elbarrad has received the L.S. Rosen Outstanding Educator Award for Accounting education and the Howard Teall Award for Innovation in Accounting Education.
- Dean Costen shared the Social Innovation Institute's campaign results from the liquor store theft challenge. The Berlin Group, gathering all of the data analytics for this, has said that it is one of the most successful launches that they have ever been a part of. Dean Costen extended congratulations to H. Braid and the team that worked on this.
- R. Jindal shared that one of his students, Brady Bailey, also won the Best Student Paper Award at ASAC this year. It was determined that both students would be promoted on social media and shared across the university.
- M. Annett shared that D. Dempsey had presented as part of the Office of Research Services presentations this month on Bridging the Gap - Career Resilience in the School to Work Transition.

9.0 Question Period/ Open Discussion/ Other Business

- The interim Associate Dean has not been determined yet. Information will be shared with faculty once that portfolio is determined for this one-year appointment.

10.0 Future Agenda Items/ Next Meeting: May 17, 2021

11.0 Adjournment

- The School of Business Council was adjourned at 5:01 p.m. by M. Gulawani.