

Meeting of School of Business Council
Monday, January 17, 2022, 3:00 – 5:30 p.m.
Webex
MINUTES

- 1.0 Call to Order** (Dean C. Kuziemy, Chair)
- The Chair called the meeting to order at 3:00 p.m. as the quorum of 18 was met and exceeded.
- 2.0 Indigenous Ceremony**
- Dean Kuziemy read the land acknowledgment, and a record was played from Indigenous Knowledge Keeper Elder Whiskeyjack to open the meeting with an Indigenous Ceremony.
- 3.0 Approval of Agendas**
- 3.1 Motion – Meeting Agenda**
- SOBC-01-2022-01-17** **Carried**
Motion: It was moved by D. Feils and seconded by R. Rudko 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, November 15 - For approval
 - 3.2.2 **Executive Committee:** Minutes, November 8 – For information
 - 3.2.3 **BPCC Report to Council** – For information
- SOBC-02-2022-01-17** **Carried**
Motion: It was moved by S. Ghosh and seconded by S. Elbarrad to adopt the Consent Agenda as presented.
- 4.0 Presentation** – No presentations at this time
- 5.0 Stewardship Items**
- 5.1 Business Programs and Curriculum Committee** (A. Wesley)
- 5.1.1 Fall 2023 Admission Criteria**
- 5.1.1.1 Asia Pacific Management** (No change)
- SOBC-03-2022-01-17** **Carried**
- Motion:** It was moved by L. Benson and seconded by S. Ghosh that School of Business Council recommends the Admission Criteria for the Asia Pacific Management Diploma program for approval to the Academic Standards, Curriculum and the Calendar Committee.
- 5.1.1.2 Bachelor of Commerce** (No change)
- SOBC-04-2022-01-17** **Carried**
- Motion:** It was moved by E. Muralidharan and seconded by M. Gulawani that School of Business Council recommends the Bachelor of Commerce Admission Criteria for approval to the Academic Standards, Curriculum and the Calendar Committee.
- 6.0 Leadership & Governance Updates**
- 6.1 Dean's Update**
- Pandemic & Winter 2022**
- MacEwan University will continue to offer the majority of programming online until February 22, 2022. The plan after that date is to resume more face-to-face activity after the reading break. There is some flexibility to selectively bring back some aspects of classes such as exams or face-to-face activities beginning January 24. Faculty can think about some aspects of their course that they may want to bring back strategically for a selected period face-to-face prior to the reading break. Requests can be made to the department chair.
- EFMD Recommendations:**
- EFMD had three main areas that they had recommended for improvement. The first was developing and implementing a Bachelor of Commerce program strategy with a clear vision, target markets, and positioning KPIs to measure success. The second was improved governance of the program and more involvement with different stakeholders to make sure the curriculum is relevant, up to date, and consistent with what our community is saying a Bachelor of Commerce program should offer. The third was enhancing faculty intellectual contributions by increasing research opportunities – academic-type research, practical or professional-oriented research, and research in the classroom.
 - Overall, EFMD's recommendation was to be more innovative, internationally focused, and put more innovative pieces into the curriculum. We want to be a premier undergraduate business school, and our primary purpose is talent development. We are here to try to enhance the careers and development of our students as well as our faculty and staff. These recommendations should be used to help our school reach

and achieve new heights. EFMD has asked for a lot of key performance indicators, but we cannot use KPIs as the end of what we want to do but as the means to the end. We need a plan for getting more international collaboration and how we will be more innovative and digitized in our delivery. We need to develop an underlying robust research program to increase research opportunities.

Goals & Objectives:

- The Dean's office is working on specific goals and objectives to grow our school. Currently, there are three active faculty hires right now. There is a Canada Research Chair Search coming up, and there is a meeting with that search committee later this week. The call has gone out for a Chair in Accounting and Finance.
- We are also looking to pursue opportunities internationally, but we also want to ensure that they are a good fit for our school. We continue to make progress for the new School of Business building. There will be an announcement about a virtual town hall on the new School of Business building. This session will offer people an opportunity to look at some of the specifications, hear some of the design planning, and allow people to comment on the specifications, design, and the business case of the building.

Growing Our Scholarship:

- EFMD thinks we have a real opportunity to try and incorporate more research into the classroom and engage more students in research. E. Muralidharan and A. Pergelova are working on a strategy for student engaged research. A. Pergelova has been tasked with using a course that she is teaching this term on student-engaged research to develop a protocol for it. Hopefully, this will be a conversation piece to keep building and evolving that aspect of our research and our school going forward.
- We are also looking to create a formal school-level research committee to help drive research in our school. That committee will take some of the good work done in the departments and help scale it up to the school. It will allow us to think more tactically about research opportunities at the school level, enabling us to build some collaboration across departments, presenting new opportunities for funding and research collaboration.
- The Tri-Agency of Canada mandates that all institutions with Tri-Agency funding create a research data management strategy and associated policy. This will cover everything from how research data is collected, formatted, protected, preserved, and created over the research process. It presents a really good opportunity for somebody interested in research data management, either as a service or research activity, to get involved in this opportunity. There are about 2 or 3 specific calls for funding where we can apply for funding to help the development of this research data management strategy. Faculty that are interested can let A. Taleb know.

Engaging with Community:

- One of EFMD's recommendations was to have a more purposeful approach to engaging with the community and drawing in community perspectives. We are in the process of forming a Dean's Advisory Council as we do not currently have one. It is a group of external stakeholders who come together once or twice a term to give us advice on curriculum development and scholarship opportunities.
- The Accounting and Finance department has been working with the Chartered Professional Accountants of Alberta on their Terms of Reference for how the department would formally engage with the CPA at the department level in the context of how that department fits within the school.
- Many people have reached out to us from external organizations such as Edmonton International Airport. We are working on an MOU with EIA. They want to try to leverage our business school expertise in different collaborative ways, from supply chains to marketing at the airport to how they better position demand for the airport.
- The CEO of Health Cities, Reg Joseph, has a strong interest in wanting to work with the school. The biggest problems in health care are management, financing, public/private partnerships, supply chain, and data transfer. Therefore, R. Joseph wanted to explore what opportunities there might be across different departments in our school.
- C. Christensen, Entrepreneur in Residence, has been doing a few guest lectures in classes and wants to plan different entrepreneurial opportunities to bring startups into the school to work with faculty and work with our classes on real-world case studies.

The floor was open to questions and comments.

6.2 Associate Deans' Update

S. Elbarrad

- **Advising Services:** Advisors responded to 532 emails and 105 phone calls, completed 470 Grad Audit applications and 14 Program Check Requests.
- **Promoting Honours and Minors:** The Chairs sent an email to targeted students who fulfill the Honours requirement. A virtual event is planned to promote the Honours program with the department chairs and an advisor in February. Faculty were asked to raise awareness. It will also be announced in the student newsletter.
- **MacEwan Joined Mycreds:** This platform and website offer a pan-Canadian document exchange highway. It is a credential wallet for students and graduates. It enables secure issuing, exchange, and verification of official digital documents, badges, micro-credentials, and diplomas from across Canada and worldwide.
- **What I did that worked – Lessons from the front of the class:** Sessions will be offered where faculty share their experience of what worked for them in the classroom. This will be piloted in the School of Business and may be expanded to include the whole university as it gains momentum. Faculty would present for 15 minutes on an approach they used that helped them deliver their course. There would then be 5 minutes for questions and comments. It would be a one-hour session featuring three faculty members.

A. Taleb

- **Research:** Seed funding is available and is open to all forms of research and scholarship. It does not necessarily have to be a new idea but can be an existing project. The next deadline is February 15, 2022. Faculty would submit their application to the Chair for review, which would then be submitted to the committee. The funding will be available to use for one year. Faculty were asked to contact their department chair or A. Taleb if they needed research tools, data access, or have ideas for workshops.
- **Outreach:** The MacEwan Business Challenge will be held on March 19, 2022. This is an event targeting high school students by bringing them to campus and engaging them. Colin Christensen, Entrepreneur in Residence, has an office at the RBC Centre. His office hours are Mondays and Thursdays from 1 – 3 p.m.
- **International:** The school is partnered with Poland (Civitas) and Morocco (ESCA) on a cross-cultural communications project. Students in INTB 311 Diversity in Intercultural Communications work with students from Morocco and Poland in teams on a predetermined topic. This is a pilot project for March, and in the future, more partners will be brought in. This is a way to engage our partners and show some value beyond student exchange. We want to be engaged with our partners in a meaningful way on an ongoing basis, including the exchange of students and faculty. More updates will be provided on this. MacEwan International puts on International Recruitment Fairs with various areas. Faculty were encouraged to join some of the international recruitment fairs that will take place in the next few months and were asked to contact A. Taleb.

- 6.3 Strategic Vision: What it means for Academic Affairs (Dr. Craig Monk, Provost & Vice-President, Academic)**
- The Provost presented the Strategic Vision Summary document to School of Business Council, which had undergone extensive consultation and was unanimously supported by GFC (General Faculties Council) and the Board of Governors. The vision has five verticals: Teaching Greatness, Smash the Calendar, Grand as a Griffin, Perpetual Motion, Trendsetters, and Trendbreakers. Individual schools or units may want to create a tactical or operational plan. Faculty feedback is being collected on moving forward with the new Strategic Vision.

The floor was open to questions and comments.

- 6.4 Department Chair Update (E. Muralidharan, R. Enstroem, W. Wei & M. Annett)**

W. Wei

- In December, the Department of Accounting and Finance submitted two applications to the CPA Education Fund. The department held two research sessions in December: one was on Capital IQ and the other with four faculty presentations, including a faculty member from the University of Alberta. The recording is available for those that are interested.
- D. Roberts received seed funding. D. Feils has had an article published by the CPA Dividend Journal. This was a project funded by AIMCO and the CPA Education Foundation. There is a new financial literacy program online.

- 6.4 GFC Member Update (F. Angulo-Ruiz)**

- F. Angulo provided an update on the General Faculties Council meeting on December 6, 2021, which included the President's Report, Provost's Report, the university's budget presentation, and the updates from the standing committees of the General Faculties Council. The following two items were approved at the General Faculties Council meeting: Termination of the Bachelor of Applied Business Administration-Accounting (BABAA) Program and the Bachelor of Science in Nursing Program Review Action Plan.

6.5 Faculty/School Council Representatives Update (M. Malin: Arts & Science; T. Salem: Faculty of Fine Arts & Communications; Representative Needed: Health & Community Studies; N. Erickson: Faculty of Nursing; Representative Needed, School of Continuing Education)

- **M. Malin** – The Faculty of Arts and Science held a town hall on the strategic vision with the Provost in December.
- Faculty interested in serving as faculty council representatives for Health and Community Studies or School of Continuing Education can contact SBGovernance@macewan.ca.

7.0 Creation of School of Business Internationalization Committee and Business Scholarship & Research (A. Taleb)

- A call for volunteers for the ad hoc internationalization committee was sent out to faculty three months ago, and the committee was formed. The committee is in the process of finishing the first part of strategic thinking. The plan and any reporting will be shared with School of Business Council when ready.
- An ad hoc research committee will be formed to review seed funding and do strategic thinking around what we need to do in terms of research and scholarship to improve what we have been doing in terms of quality and quantity. The research plan will be brought forward to School of Business Council when ready. A call for volunteers will be sent out to faculty for the Business Scholarship & Research Committee. The Terms of References for each committee were shared with faculty for reference.

8.0 mēskanās Update (R. Jenne)

- Exputo has been selected as the vendor. The team has finalized the list of Blackboard courses (about 4000). Approximately 20 courses will be piloted from across the university. This will be an iterative process with feedback to help refine Exputo's conversion process. All remaining courses will then be converted. The converted courses will not be perfect and require additional work by the faculty. An example of how to create a course was shown.

9.0 Good News & Announcements by Members of Council – No announcements.

10.0 Question Period/Open Discussion/ Other Business

- M. King shared that Pride Week is looking for community business partners who want to promote activities. There are now five universities involved: Norquest, Nait, Kings, Concordia, and MacEwan.

11.0 Future Agenda Items/ Next Meeting: March 21, 2022

12.0 Adjournment

SOBC-05-2022-01-17

Carried

Motion: F. Angulo moved to adjourn the School of Business Council meeting at 5:31 p.m.