Meeting of School of Business Council
January 11, 2017
Room 5-158
MINUTES

1. Call to Order (Elsie Elford, Dean and Chair)
   • Quorum of 20 was reached and exceeded.
   • Student members present were introduced: Erika Bruneau, Shawna Large and Zachary Grant. Zachary is a new member since the last meeting, and he has just started his co-op. New member Luis Ruiz arrived later.
   • Patti Callaghan was thanked for stepping in as Acting Chair of BPCC, in place of Stephanie Ibach, the elected Chair, who is on leave.

2. Approval of Agenda/Items contained on the Consent Agenda (Elsie Elford)
   2.1 Minutes, School Council Meeting, October 4, 2016
   2.2 Business Programs & Curriculum Committee (P. Callaghan, A/Chair)
      2.2.1 Update (for information)
      2.2.2 Motion – Library and Information Technology Program of Study Changes (for decision)
      2.2.3 Motion – Asia Pacific Management Diploma Admission Criteria Changes (for decision)
   2.3 Faculty Development Committee (E. Elford, Chair)
      2.3.1 Update (for information)
   2.4 Research Institutes’ Annual Reports (for information)
      2.4.1 Institute of Asia Pacific Studies (M. Roberts)
      2.4.2 Institute for Innovation in Management Education (S. Elbarrad)
   2.5 Academic Governance Council Update - Meeting Synopses, Oct 25, Nov 22

SOBC-01-2017-01-11

Bruce Thomson moved the motion; Noufou Ouedraogo seconded.
Discussion:
   • Chris Hancock sought an update with regards to the potential relocation of the School of Business (SoB) to the 5th floor on the new CFAC building. Elsie said that this matter would be addressed later in the meeting, as part of the Dean’s Update (Item 6).

All were in favor; the motion was passed.

3. Business Programs and Curriculum Committee (BPCC)

3.1 Motion - Legal Studies in Business Major (P. Callaghan)

SOBC-02-2017-01-11

Background:
The relevant information was distributed prior to the meeting via Google Drive and email, as part of the SoBC agenda package. The Dean read the motion:

“It is moved that School of Business Council recommend the Bachelor of Commerce Legal Studies in Business Major Proposal, as presented, effective Fall 2018”.

• Lyle Benson moved the motion; Michael Roberts seconded it.

• The Dean acknowledged the team efforts in the development of the proposal, and thanked those involved, including Ken Ristau from IAP. The proposal has solid industry support and will go to APPC.
Discussion:
- Chris Hancock enquired about funding in relation to the new proposal. Michael Roberts stated that the SoB has already been fully funded for a new faculty member, who is due to start July 1st, 2017. The Dean added that the funding was allocated in the budget.

The Dean called the question; all were in favor; no one opposed or abstained; the motion was passed.

4. Executive Committee
4.1 Motion – Establishment of Ad Hoc Committee on EPAS and approval of Terms of Reference (M. Roberts)

SOBC-03-2017-01-11

EPAS is the Brussels-located European Federation of Management Development’s (EFMD) Program Accreditation System. The Bachelor of Commerce degree program will be put forward for accreditation. It will have a positive impact on students and faculty in terms of having an accredited program in Europe.

The idea stemmed from a number of SoB events that occurred throughout 2016: the Academic Summit, at which international strategic partnerships were discussed, as well as the Deans and Chairs Retreat, an exchange trip to Prague, and a December 2 Faculty Town Hall meeting.

Membership in EFMD was obtained soon after the Town Hall meeting. The next phase of the process is establishment of a committee to put together the application for pre-screening and then accreditation.

The Chair summarized the motion:

That School Council strike an Ad Hoc Committee to complete the application process for EPAS.
That School Council approve Terms of Reference, which were attached; and
That the School Council approve the members who agreed to serve on the committee after being canvassed by Chairs, as listed in the motion.

The entirety of the motion was on the screen:

It is hereby moved that:

- School of Business Council strike an Ad Hoc Committee of Council with the mandate of completing the application process for EFMD’s EPAS accreditation.
- The Committee would be established effective January 12, 2017, and would automatically dissolve upon the completion of the application process for EPAS accreditation.
- School of Business Council approve the Terms of Reference of the Committee, as presented.
- The following faculty members who, after being canvassed by their Chair, expressed interest in serving on the Committee, and are approved as the members of the Committee, pursuant to the composition in the Terms of Reference:

1) Sundeep Bhango, Accounting and Finance
2) Subhadip Ghosh, Decision Sciences
3) Travis Huckell, IB, MKTG, Strategy & Law
4) Lyle Benson, OB, HRM MGMT & MGMT
5) Bruce Thomson, member, Executive Committee
6) Michael Roberts, member, Executive Committee (who also happens to be a Department Chair)
7) Elsie Elford, Dean, or designate, who shall be the Chair.

Bruce Thomson moved the motion; Lorrie Adams seconded;

Discussion:
5. Library Presentations

5.1 Library Subscription Project (Sandra Stift, Association Dean, Collection Services)

- The library is struggling to maintain journal subscriptions due to factors such as budget, inflation and the CAD/US exchange rate; it isn’t sustainable. As a result some resources will have to be canceled (approximately $250,000 in savings).
- In order for the Library to make informed decisions and to facilitate the university’s needs, Martina King, the Librarian member of School of Business Council, will receive feedback from faculty.
- A SoB Library Advisory Group has been set up, and one meeting has already occurred.
- Sandra Stift requested that anyone with concerns should contact her; any concerns will be addressed as part of the library’s assessment.

Discussion:
- New student member Luiz Ruiz enquired whether cancelled services will be reinstated in the future. Sandra said it is possible, however conducting a review will help establish which resources are actually utilized by SoB; ultimately this will enhance service, as well as cost effectiveness.
- Joong Son enquired about publication printing restrictions, as well as database support such as ‘Business Source Complete.’ Sandra stated that ‘Business Source Complete’ will not be canceled as it was supported by provincial funding. Also, any journal printing restrictions are governed by the publications themselves, not the library.

5.2 Research Online at MacEwan RO@M (Robyn Hall - Scholarly Communications Librarian)

- Robyn Hall publicized Research online at MacEwan (MacEwan RO@M), a digital collection of research, scholarship and creative works by MacEwan faculty, students and staff members, that acts as a digital archiving service for items noted below. The aim is for everyone to create a profile to enhance MacEwan’s public exposure of scholarly activity.
- Robyn requested that the submission of resumes (with citations for copyright and verification purposes), conference materials, videos of presentations and peer reviewed final draft articles, published in research journals, be send to roam@macewan.ca.
- Chris Hancock enquired whether a link will appear in the MacEwan portal banner. Robyn confirmed that it will. She encouraged anyone with ideas on how to publicize the scheme to contact her.
- Debbie McGugan stated that there will be an event to mark the official naming of the library in honour of John L. Haar, the first president of MacEwan. This is appropriate as the John L. Haar Theatre at the CFAC Building on Stony Plain Road will be closing, and there is a tradition that libraries are named after a university’s first President. Everyone is welcome to attend; the event details will be available in MacEwan Today and the president’s newsletter.

6. Dean and Associated Deans’ Updates

Elsie Elford
Allard Chair in Business 2017
The New Allard Chair in Business for 2017 will be Dr. Ray Muzyka. He is the co-founder and CEO of BioWare, and the founder and CEO of ThresholdImpact. Dr. Muzyka will be meeting with the Deans and Chairs Group on February 16, 2017. He will also conducting classroom visits and will interact with students at the Student Leadership Group on March 4th, 2017. A different approach to the Allard Chair event will be adopted this year; it will be a more interactive and dynamic event, to be held on in the Heart of the Robbins at 4:00 p.m. on March 7, 2017. In addition to a keynote by Dr. Muzyka followed by a question and answer session, SoB will showcase students’ Mission Possible projects.

Relocation to CFEC Building (E. Elford)
The president has emphasized that his priorities for capital funding remain same:
1) Relocating SoB to the 5th floor
2) Expanding Sciences labs
3) The Library expansion
However, there has been no communication from the President with regard to the next steps. Luis Ruiz asked if there would be study space for students in the new space. The response was yes.

Recruitment
As a result of a pitch to the Budget Advisory Committee on December 2nd, 2016, funding was put aside for full-time continuing faculty positions. Elsie’s pitch emphasized how the conversion of savings, relating to sessional costs, could self-fund full time positions. John Corlett signed off on 7 new recruitment requisitions; these have been advertised.

Provost Reappointment Process
The Provost has notified the President of his intention to reapply for reappointment; he is seeking a second term. The last year of his 5-year term will commence in February 2017. The process for reappointment review has begun. Elsie Elford has received a letter from President requesting that she provide him with the name of one continuing faculty member that will sit on a Review Committee.

The Review Committee will gather feedback and hold a forum; there will also be an interview that the President will chair. Composition of the Review Committee will consist of three Board members, as well as a continuing faculty member from each school. Elsie Elford will have a call sent out for interest to continuing faculty; if there is more than one person interested, an election selection process will be conducted. This action must be completed by January 27, 2017.

Sabbatical Leave Committee Update (E. Elford)
The Sabbatical Leave Committee has recommended three sabbatical leaves that have been approved by the University Sabbatical Committee. Joong Son, Brian Keller and Norene Erickson were congratulated.

Gordon Lucyk
Minors – Revised Degree Regulations/ Minors
In terms of minors, degree regulations are very specific (specifying the number of credits) and don’t reflect what happens within the major. Revised degree regulations will be restructured to give more flexibility to students in terms of pre-requisites; a minimum number of credits will be required, and double majors could be recognized.

The restructuring will be presented for approval at BPCC on January 22, 2017. The item will return to School Council; following same, it will be identified what minors each department would like to offer. Gordon posed a rhetorical question ‘Do we want minors solely within the SoB, or perhaps build something that works for holistic education (non-business electives)’.

Discussion
- Erika Bruneau asked when the restructuring will come into effect. Gordon Lucyk stated Fall 2018.
- Luiz Ruiz enquired if students that are still studying at MacEwan in fall 2018 will be classified for a minor or a double major if they meet the requirements. Gordon Lucyk said yes; that is, if they haven’t graduated and meet the requirements. The advisors will provide guidance.
• Shawna Large asked if the development will be communicated effectively to students. Gord Lucyk said that it would.
• Zachary Grant inquired if a business student will be able to minor in non-business? Gordon Lucyk replied that yes, they would. The Dean added that this will be very likely.
• Ken Ristau cautioned that there are still Ministry issues to be addressed with respect to the item, and that it shouldn’t generate any misleading expectations. He stated that a lot of work has to be done in the background, and that changing degree regulations does not imply that students will obtain a minor in 2018; there is still significant work to be completed.

Student Engagement
• European Innovation Academy (EIA); the Entrepreneurship Club has obtained funding to select five students, from faculties outside school of the School of Business, to go to Europe and engage in entrepreneurship activities.
• Ali Taleb is coordinating a High School Challenge hosted by SoB on March 18th, 2017, that will give high school students an insight into university life. There will be opportunities for students and faculty to get involved. This should reinforce awareness of the SoB in the high school community.
• Bow Valley College is innovating a program to encourage 150 student start-ups to mark Canada’s 150th anniversary. Under this umbrella program, the SoB has requested $10,000 from Alberta Innovates. Luis Ruiz enquired about communication to students. Gordon Lucyk noted that the Entrepreneurship Club will be approaching faculty members, in order to speak to students.
• The faculty of Arts and Science will be hosting a student conference on equality. Gordon requested that anyone with any students or faculty concern could present a paper or poster. Students and faculty will receive detailed information by email.

Numbers of Textbooks Ordered by Bookstore
The MacEwan Book Store book stock numbers are based on sales from previous years. Faculty that require books that are essential to students were encouraged to notify the Book Store.

Discussion:
• Darlene Lowe asked if the bookstore can override their current model, as she has encountered problems this term. Gordon Lucyk said that a joint solution will be sought to address the problem.
• Michael Roberts stated that the book store bills a department if there is a surplus of books ordered.
• Martina King shared that from a library perspective, quite often students complain that books are not available at the book store, however a two-hour textbook loan option does exist.
• Patti Callaghan declared that she has never encountered this problem; that students have always managed to obtain required text books.
• Noufou Ouedraogo asked if the library could purchase a greater volume of textbooks, to allow for a one-week loan. Debbie McGugan said that option would be too costly for the library to sustain. The bookstore is piloting a textbook rental scheme. It will start modestly in order to gauge uptake, and the cost will be 60%  of the book cost. It is uncertain if the model will succeed as the cost may be too high.
• Raina Rudko referred to a cost-effective binder and e-book option by Nelson Publishers that is a fraction of the cost of text books. She acknowledged that it could be a future trend.
• Chris Hancock stated that is important to meet with book reps. Leo Wong echoed this view, as it is important when negotiating book costs. Noufou Ouedraogo asked if this could be done from a collective SoB perspective. The Dean said that it is a possibility.
• Luiz Ruiz stated that from a student’s perspective textbooks are expensive, and that price is a barrier.

William Wei
International Student Update – Fall 2016
William Wei projected an overhead PowerPoint outlining the key statistics relating to MacEwan International students for Fall, 2016. 458 (46%) of international students were in the school of Business (the largest number of any faculty). William stated the following:

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Students</th>
<th>Largest Source Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Commerce</td>
<td>112</td>
<td>China</td>
</tr>
<tr>
<td>Business Management</td>
<td>169</td>
<td>India</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>25</td>
<td>India</td>
</tr>
<tr>
<td>Insurance and Risk Management</td>
<td>6</td>
<td>India</td>
</tr>
<tr>
<td>BABA – Accounting Students</td>
<td>5</td>
<td>China</td>
</tr>
<tr>
<td>Accounting and Strategic Management</td>
<td>114</td>
<td>India</td>
</tr>
<tr>
<td>Asia Pacific Management</td>
<td>21</td>
<td>China</td>
</tr>
<tr>
<td>Legal/ Office Ass’t., Travel, LIT</td>
<td>6</td>
<td>Various continents</td>
</tr>
</tbody>
</table>

Discussion:
- Teresa Costousros enquired if the figures presented related to Fall 2016. William Wei confirmed that they did.
- Raina Rudko asked if any extra tuition paid by international students is allocated to the SoB, especially as diploma classes have a large proportion of international students. She requested more financial assistance from MacEwan international. Raina also proposed that the topic could serve as a research opportunity.
- The Dean clarified that there is currently no shared revenue model in place, however SoB could press the Board for same. She agreed that the Raina’s proposed research topic would be beneficial.
- Michael Roberts, a MacEwan international Committee member, stated that a letter has been addressed to the Board requesting that international tuition be increased, as MacEwan currently has the lowest international student fees across Alberta and Canada.
- Michael added that the identity of international student numbers are often confused. William clarified that there are two strands of students: 1) those who are international and pay the international fees 2) Students who are actually recent Canadian Citizens or Permanent Residents (they aren’t defined as international).

School of Business Research Update
- A School of Business Research Newsletter should be distributed in the near future. It aims is to promote research. Highlights will include:
  - The SoB first Research Forum, which was held in December, 2016. Six faculty members presented their research topics; some have had their articles published in high ranking journals.
  - Features on SoB faculty publications and their international scope.
  - Information on internal and external funding.
  - Data relating to SoB faculty research grant recipients. The SoB Research Funding Review Working Group approved and peer reviewed 30 applications in 2016, totaling $150,000 in grants. One application was denied.
- The Dean added that School of Business is fortunate to have its research funding, and encouraged faculty to embrace funding opportunities internally and externally.

7. Department Chairs’ Updates (S. Elbarrad, R. Enstroem, M. Roberts, N. Ouedraogo)

Sherif Elbarrad (Accounting & Finance)
- Students have achieved a CPA level pass rate of 82% (above normal). Faculty were thanked.
- Two professors will be recruited in the Accounting and Finance Department. The process has been initiated, and the roles have been advertised.

Rickard Enstroem (Decision Sciences)
The Project Management Institute have expressed interest in a Project Management Course. Rickard will meet with their Vice President of Marketing. The course would offer a form of advanced standing to students, which would count towards their Project Management Professional (PNP) designation.

A student has expressed interest in launching a Project Management Club, and wishes to submit a proposal for the same.

There will be two students participating in the SCMA case competition, supported by Mark Arnison.

Recruitment is in progress for a Supply Chain Management Professor, and for a Data Analytics Professor.

There will be ‘Decision Sciences Enlightenment Seminars’. Rickard encouraged those interested in participating to contact him.

Noufou Ouedraogo (OB, HRM & MGMT)

- The department has hired a new full-time faculty member, Masoud Shadnam (Assistant Professor in Human Resources Management) who previously worked at Simon Fraser University.
- Recruitment interviews are in progress for one Human Resources Management Professor.
- Two new Assistant Professor positions have been advertised: One in Entrepreneurship & Innovation and another in Management & Organizational Behaviour.

Michael Roberts (IB, MKTG, Strategy & Law)

- The department has hired a new full time faculty member (Evguenia Iskra, Assistant Professor in Law), who will start on July 1st, 2017.
- A new Assistant Professor in Strategy position will be advertised in the near future.

8. New Business

8.1 Background and planning – CALIBER (S. Elbarrad)

Sherif introduced the topic of Centre of Applied Learning and Innovative Business and Education Resources (CALIBER) in the context of his role as IME Director. He thanked the CALIBER Internal Advisory Group.

Sherif stated the overall aim of CALIBER; that the School of Business evolves into inspirational and trend-focused Business School at the cutting edge of teaching, community engagement and research, ultimately benefiting students, faculty and the University. He explained that CALIBER will consist of 3 main components:

1) Innovation in Business Curriculum: Supporting innovation in business curriculum applied learning; cooperating with the Social Enterprise and Innovation Hub for real life application; linking curriculum to real life projects and through consulting services.

   Examples provided included the Social Enterprise and Innovation Hub, case competitions, business projects and consulting.

2) Community Engagement: Organizing events that promote innovation in teaching and learning while promoting alumni / industry, community / professional bodies’ engagement and partnerships.

   Examples provided and proposed included the Connecting with Tomorrow event, a possible business teaching innovation symposium (open to anyone in Edmonton/Alberta to discuss different ideas and approaches to courses) and a Business Community Round Table, such as a Property Management industry networking event that would impact both students and research.

3) Business Services: Providing professional management consulting services to small and medium sized firms, as well to not-for-profit sector and government agencies; cooperating with the School of Continuing Education to deliver executive seminars in the field of Business.
Sheriff highlighted that Government, non-profits, as well as small and medium enterprises could be approached. The CALIBER initiative would encompass teams of faculty members supported by students. Sheriff noted that MacEwan has a professional liability insurance coverage limit of $5 million, and that taxation and auditing would not be included in the scheme. Sheriff also noted that other universities in Canada that have consulting services, some at undergraduate level, and some at the MBA level.

Discussion:

- Charles Keim enquired whether CALIBER will work with Startup Edmonton. Sheriff stated that CALIBER entity needs to be formally established before Startup Edmonton can be approached.
- Ken Ristau asked to what extent the CALIBER business services element will overlap with Social Enterprise and Innovation Hub. Leo Wong stated that the Hub will be short-term and consultation-based, whereas CALIBER will be more relationship based. Sheriff added that CALIBER will be inclusive; open to both private and public stakeholders of all sizes.
- Michael Roberts suggested it might be helpful to have a professional RFP writer to bid to government funding.
- Sheriff explained that for example, in a case where a municipality asks for MacEwan’s services for budgeting, the first service could be delivered for free, with a charge thereafter. He emphasized the goal is not to obtain fees, rather it is for student or research networking and engagement.
- Patti Callaghan enquired how CALIBER will fit into a faculty member’s workload. Sheriff believes that if it relates to a course topic or project, it will be part of the workload. If not, the faculty member will be remunerated.
- Patti Callaghan asked if it any student involvement will be recorded on their co-curricular transcript. Sheriff said that it would.
- Lyle Benson inquired whether there will be a coordinator and funding available for same, given the size of the project. Sheriff said there will only be funding at the initial stage, however it could be self-funding/generating thereafter. Overheads will be low, given that it will operate from the university.
- Leo Wong added that processes and knowledge developed as a result of the Social Enterprise and Innovation Hub could provide a template for CALIBER, as parallel issues will probably be encountered. Sheriff emphasized that CALIBER will not be competing with the Social Enterprise and Innovation Hub, but rather collaborating with it in order to develop and succeed. Leo Wong will sit on the CALIBER Advisory board.
- Noufou Ouedraogo stated CALIBER would be beneficial as it would offer real-life experience to students, not just theory.

9. Announcements (Council Members)

- Leo Wong announced that the Business 201 ‘NextUp Speakers Series’ schedules will be publicized. Todd Hirsch, (Chief Economist at ATB) and Simon O’Byrne (Vice President, Stantec) and other notable people will be returning as speakers. Alicia St. Laurent, a MacEwan Accounting student, the first Canadian female to win the Great Canadian Death Race, will also be speaking.
- Further information on the series can be found at MacEwan.ca/NextUp, as well as other student media sources.
- Randy Jenne shared that the Faculty Association Negotiating Committee has been doing good work, and will be exchanging a proposal with the Administration on February 1st, 2017. Both Randy Jenne and Rickard Enstroem are on the Committee, and Rickard can be contacted if anyone has any questions.
- Noufou Ouedraogo announced that Bruce Thomson will be holding a ‘Religion in the Workplace’ presentation on January 25, 2017 at 10:40 a.m., in Room 5-305A. Everyone is welcome.
- Gordon Lucyk broadcast that a MacEwan alumni member, Stefan Radzinski will take part in the ‘Race of Champions’ event in Florida, at the end of the January. This is the result of a successful social media voting campaign.
The Dean stated that Emmett Hartfield, Alumni Advisory Committee member, is the owner of ‘Intelligence House’, which has been ranked # 14 on the fastest 50 Alberta growing companies by *Alberta Venture*.

Mike Sekulic shared that January 20, 2017, is the deadline for nominations for the MacEwan Medals for Excellence. He encouraged those who know a worthy candidate to submit a nomination to Mike by email: mike.sekulic@macewan.ca

10. Question Period/ Open Discussion

- Darlene Lowe asked what options exist in terms of the future relocation of SoB, aside from the 5th floor of the CFAC building. Elsie Elford confirmed that discussion is at the very early stages. She emphasized that any potential facility would have to meet the SoB’s requirements, and that this has been made clear in the motion that was put forward. Also, moving to the 5th floor could delay a Business Building for decades.
- Chris Hancock enquired if there will be any promotional materials distributed in relation to the Student Business Conference (SBC) this year. Rob Dean confirmed that it will take place on March 2nd, 2017.
- Patti Callaghan made reference to the upcoming ‘Diversity in Business Event - Connecting Experience, Application and Education’ Global Awareness’ coordinated by William Wei and Bruce Thomson, as part of MacEwan International’s Global Awareness Week. She requested more details. William Wei stated that six business leaders will take part in the panel to discuss diversity management and human resources in their organization. Patti asked whether there is an open invitation to students. William replied yes.

11. Adjournment 5:50 pm.

Scribe: Claire Duggan