

Faculty of Business Council Meeting

Dean's Report

Friday, October 27, 2017

1. Advancing the Faculty of Business

- i. The UNB Saint John Fall Convocation was held on October 20, 2017 at the Imperial Theatre. Forty-eight MBA, 18 BBA and three BAMHT degrees were awarded.
- ii. The 2017 MBA Convocation dinner was held on the evening of October 21st at the Hilton, attended by members of the graduating class, faculty members and guests.
- iii. The Fall 2017 Open House was held on the campus of UNB Saint John on Saturday morning, October 21st. The turnout was good and 57 students were admitted campus wide. A. Stephen managed the Faculty of Business desk admirably, ably supported by a number of faculty members. Three BBA student volunteers – Abby Bryant, Taylor Lee and Sara Shipley – stood out for their professionalism and dedication. They are a credit to the BBA, the Coop Program and to UNB Saint John.
- iv. The President has struck an eight-member working group to consider how best to explore potential opportunities for bi-campus collaboration to further advance business education at UNB. The members are E. Civi, D. Doiron, M. Ibn-Boamah and S. Rinehart from the Saint John campus and N. Betts, S. Grant, B. Sharma and G. Srinivasan from the Fredericton campus. The President has noted that the mandate for the group will be intentionally vague so as not to pre-suppose any kind of outcome.
- v. The following motions were passed at the Faculty of Business Council Meeting on September 22nd:
 - Due to ongoing low enrolment, we recommend that admissions to the Bachelor of Applied Management in Hospitality and Tourism be suspended.
 - That the Bachelor of Applied Management in Hospitality and Tourism undergo a formal Program Review.

The first motion has since been approved by both AP&R and Senate. The second motion is for the Faculty of Business to consider in due course. The temporary suspension of the BAMHT program admissions supports the Faculty's mission to "provide high quality business education" since current enrolments are consistently low, by refocusing resources on foundational programs where the demand is greatest. Additionally, a review of the BAMHT program to determine how to best deliver hospitality and tourism reflects the mission to "support the community in its local and global dimensions" by working towards preparing students to work in the hospitality and tourism sector, which is a sector of much economic significance and potential in the region.

2. Student and Faculty News and Accomplishments

- i. UNB Fredericton Faculty of Kinesiology student Sarah Bridges has been awarded a \$15,000 MITACS Accelerate research internship. S. Bridges will conduct her research project on “Physical Activity Opportunities in Saint John, New Brunswick: A Neighbourhood Assessment by Income” in partnership with the Heart and Stroke Foundation of New Brunswick and under the supervision of M. McKenna and UNB Saint John Faculty of Business Adjunct Professor A. Adisesh.
- ii. M. Ibn Boamah has a new publication: Ibn Boamah, M., “Real interest parity: Evidence from trade partnerships,” in the *Review of Financial Economics* (2017), <https://doi.org/10.1016/j.rfe.2017.10.002>

3. Enrolment

- i. The 2017-2018 MBA class orientation got off to a bright start on Monday, September 25th with 77 new full-time students from 15 countries (including 31 from India, 17 from China, five from Nigeria and seven from four countries in Latin America), six full-time continuing students and 27 new and returning part-time students for a headcount total of 110. Additionally, seven to 10 new full-time students are expected in January 2018. The biggest challenge at the moment is space since the existing space in Oland Hall is inadequate for the number of students in the program.
- ii. The MBA program (consisting of 62.5 credit hours spread across five back-to-back modules over a 12-month period) is among the larger graduate programs in Atlantic Canada. This program is a full-cost recovery program, does not receive any public funding, and turns over 22 percent of tuition revenue to central administration. Current tuition is \$18K (\$24.5K for international students), rising to \$20K (\$27K international) in 2018-2019 and to \$22K (\$29.5K international) in 2019-2020.
- iii. Despite the drop in international enrolment, the undergraduate (BBA and BAM) FTE enrolment as of September 2017 has risen 4.1 percent relative to September 2015, bucking the demographic decline in southern New Brunswick. Over 70 percent of the 600 or so undergraduate business students in the Saint John campus are from New Brunswick.

4. External Engagement

- i. On Friday, September 29, the Faculty of Business provided the venue for a screening of the film *Green Rights: The Human Right to a Healthy World*. Nova Scotia Filmmaker and writer Silver Donald Cameron presented the documentary and answered questions from the audience. Associate Dean (Research & Special Projects) R. Moir was on hand to help with the technology and to direct people around the floor. The tour of this movie was sponsored by the New Brunswick Environmental Network, the Atlantic Credit Union, and the Council of Canadians.
- ii. On October 2nd, R. Moir represented the UNB Saint John Faculty of Business and the New Brunswick Health Research Foundation at a major CIHR funding announcement by the Federal Minister of Health in Toronto. He was accompanied by CIHR Post-Doctoral Fellow Duyen Thi Kim Nguyen, for whom R. Moir is co-supervisor. D. Nguyen is one of

a very few select post-doctoral fellows receiving an award, the only New Brunswick-based researcher, and one of only two in all of Atlantic Canada.

- iii. Members of faculty S. Rizvi (Organizational Behaviour) and C. Van Horne (Management) pitched a radio show on local entrepreneurs to the UNB Saint John radio station <http://localfm.ca/> and having received the necessary theoretical and hands on training in broadcasting began hosting the weekly program on Monday, October 16th from 6:00 to 6:30 pm. Tune in at 107.3FM for future editions of the program.
- iv. F. Siddiq represented the Faculty of Business and UNB Saint John at two recent conferences of business school leaders: the annual conference of the Northeast Business Deans Association (NEBDA) held this year in Providence, Rhode Island (October 5 – 6); and at the annual conference of the Canadian Federation of Business School Business School Deans (CFBSD) in Montreal (October 18 – 20). He was re-elected to serve as the Canadian Representative on the NEBDA Executive and was the only business dean from the Maritime Provinces to be elected to the CFBSD Board of Directors.

■ Fazley Siddiq