Faculty of Business
Council Meeting
Dean’s Report

Friday, December 16, 2016

1. Advancing the Faculty of Business

i. Outreach to the Middle East: The MBA Program Director, S. Rinehart, recently returned from a tour of the United Arab Emirates where she met with senior university administrators in Dubai and Abu Dhabi to discuss partnership agreements, conducted two recruitment fairs and met with university officials to review the assessment of course equivalencies for the MBA with an eye to transfer credits and exchange opportunities. She also met with the President and the Provost at the Canadian University of Dubai (CUD) to explore opportunities for students to transfer from CUD to UNB at both the undergraduate and MBA levels. In the meetings and presentations to students and faculty, she discussed the possibility of various mutually beneficial bilateral opportunities, including faculty exchanges. Further details on this important outreach initiative are provided in Section 4 (ii) below.

ii. MBA Student Recruitment: S. Craig recently completed a tour of Mumbai, Bangalore and Delhi in India to recruit students for the MBA Program and meet with agents. A good number of well-qualified applicants have been brought forward for admission to the MBA program in 2017. More applications from Indian students are expected in the months ahead. Earlier this month, S. Craig also travelled to Miami to meet with and recruit agents for markets that have the potential to generate additional students.

iii. SSHRC Grant-Writing Workshop: On December 9th, UNB hosted a SSHRC Grant-Writing Workshop at its Fredericton campus, video conferenced to the Saint John campus. The event attracted eight scholars from UNB Saint John, all from the Faculty of Business. There was also one participant at the event from donor relations and development. Some faculty members drove early in the morning to Fredericton for the full-day event to be in the same room as the SSHRC facilitators. R. Moir was instrumental in advertising this event within the Faculty.

iv. Class Visits: In his role as Dean, F. Siddiq has been making occasional appearances in undergraduate and MBA classes over the past three years to meet with students in a classroom setting to talk about substantive academic issues as appropriate, listen to their concerns directly (one issue this past July, for example, concerned the timing of offering Intermediate Accounting for the benefit of Co-op students in the spring/summer, which has since been corrected) and to bring them up-to-date on issues that affect their overall learning experience at UNB Saint John. In BA 3421 (Financial Planning), non-Co-op students brought up the issue of career counseling, help with resume-writing and so forth. The lack of finance courses that are offered at UNB Saint John, relative to UNB Fredericton, was another issue that was brought up. MBA students recently made reference to the heavy workload, which is normal in most one-year programs.

v. These class visits help with timely intervention, retention and assuring students that the senior leadership within the Faculty is concerned about the well-being of students.
These visits are also immensely popular and much appreciated by students. Students feel that the Faculty really cares about their success, which in turn helps to create a healthy learning environment and a positive student experience overall. Entrance requirements and student retention are much higher in Business, which bodes well for the future of the Faculty.

vi. *MBA Conversations:* The MBA Conversations is an initiative led by E. Civi that gathers faculty members who currently teach in the MBA program to discuss challenges they go through, share experiences, raise issues with their peers for feedback or ask simply questions of each other. *MBA Conversations* will be an informal series, possibly meeting a couple of times in each module. The first meeting took place on December 8th.

vii. *Brown bag lunch sessions:* These brown bag lunch sessions will bring faculty together in casual lunchtime sessions to share things they are doing to engage students, provide opportunities to discuss and model characteristics of quality teaching, to get support with teaching challenges as they arise, and to try out new ideas or concepts before introducing them to students. E.Civi and B. Collings are collaborating to organize these lunchtime sessions. The plan is to gather every other week, beginning in the 2016-2017 Winter Term.

viii. The first Teaching Colloquium of the 2016-2017 academic year was held on December 2nd. The Colloquium, initiated and coordinated by E. Civi, was led by 3M award-winning scholar, David Creelman of UNB Saint John’s Department of English who spoke about and demonstrated how to use group work effectively in the classroom. Seventeen individuals, including members of faculty and some guests participated in the session, which covered various types and formats of group activities and principles for maximizing the benefit of group work for student learning.

ix. At the Deans’ Council meeting on November 3rd, Council members received a briefing from H. Ongo on the new electronic contracting system for contract academic employees (CAEs), which will go live at UNB on January 16, 2017.

2. Student and Faculty News and Accomplishments


ii. S. Rinehart led a group of recent MBA graduates to the Second Annual DeGroote Case Competition hosted by McMaster University in Hamilton in November 2016. With primary sponsors being 3M and the Royal Bank, the competition focused around business transformation with an emphasis on digital innovation. Seventeen teams of MBA students from 14 Canadian business schools competed in a variety of formats: a video contest, unique competition and formal business case. The UNB Saint John team consisted of Keith Anderson, Jason Basker, Anamika Jain and Nicole Mostafa. The unique case split the teams up, regrouped the students and gave them 90 minutes with a case. Nicole Mostafa’s team placed first in their track going on to finals where, although only winners were announced, S. Rinehart believes they were a close second. The UNB Saint John team also placed second in the video challenge. S. Rinehart’s estimation is that in the case competition they placed second
in their track, which did not take them in to the final round. It was a good learning experience and created a sense of pride in students with respect to their skill set and capacity relative to the bigger business schools. While they were disappointed in the final outcome, it has caused them to want to coach next year’s cohort to get them ready for the 2017 competition, which S. Rinehart believes is an ideal way to engage and integrate alumni in the professional life of the Faculty and, in particular, the MBA program.

3. Enrolment

i. As of October 2016, the headcount undergraduate enrolment in the Faculty of Business was 570 (or 29 percent of the 1,954 undergraduate students on campus) of which 431 were domestic students and 139 international students, comprising over one-half of the 267 international students at UNB Saint John.

ii. By December 2016, despite the drop of international students enrolled in the Faculty’s undergraduate programs from 193 to 147 or a decline of 23.8 percent over the past year, the Faculty’s headcount total is up marginally from 577 to 579 on account of the 12.5 percent increase in domestic students from 384 to 432 over the past year. It has been many years since the Faculty last experienced a year-over-year double-digit increase in domestic enrolment, which is particularly impressive given the overall demographic decline in southern New Brunswick, the main catchment area for undergraduate students. If the Faculty can continue to increase market share in this era of demographic decline in significant parts of Atlantic Canada, the upward trend in the growth of domestic students will continue in the years ahead.

iii. As of December 2016, at 579, the undergraduate enrolment is 30 percent of the campus total of 1,943, up from 29 percent in December 2015, which was 577 of 1,988. The Faculty’s international student enrolment as well as graduate enrolment have both been over one-half the campus total for many years.

iv. AACSB accreditation has the potential to double enrolment within three to five years following accreditation, taking the size of the Faculty’s undergraduate student population to over 50 percent of the campus total. It feels like a marathon at the moment, but with determination one can achieve AACSB accreditation as other business schools have, including three (Dalhousie, Saint Mary’s and MUN) in Atlantic Canada.

v. MBA Enrolment: Current numbers for 2017-2018 are 32 acceptances (22 deferred, 10 new acceptances), three deposits, three applications in process for Fall 2017, one qualifying year student, one new part-time student and the potential for two new full-time students, all starting in January 2017. Fourteen applicants (three deferred, 11 new) have been accepted and five are under review for the Pre-MBA, starting in Fall 2017.

4. External Engagement

i. Following the formal research presentations (eight short ones) by some of UNB’s top researchers at UNB Fredericton, G. Fleet, F. Siddiq, and D. Mitra from UNB Fredericton hosted a "Business Education" roundtable in Fredericton on November 24th, at which J. Irving (Co-CEO) and three JDI Vice-Presidents were present. JDI again noted their interest in having UNB offer a BBA Major in Logistics/Supply Chain Management. UNB Saint John and UNB Fredericton would have to collaborate on such an initiative as both
UNB Business faculties are understaffed in Operations Management, as they are in most areas.

J. Irving also spoke about JDI’s shortage of middle-management supervisors – both in technical leadership and administration – especially those that can manage change. JDI currently employs 680 UNB graduates (President Campbell reminded the group that this was up from 600 a year ago), but there is also room for many more. Here are the areas in which JDI is particularly interested in recruiting qualified UNB graduates:

- Forestry, Wood Science and Policy
- Cybersecurity
- Renewable Energy and Distributed Power
- Big Data and High Performance Computing
- Occupational Biomechanics and Human Factors
- Business Education

At D. Mitra’s invitation, F. Siddiq attended the UNB-FBA Awards Night Dinner in Fredericton on November 24th.

ii. As indicated above, some additional details of S. Rinehart’s recent trip to the UAE are summarized below: She reports that an exchange agreement is currently being drafted between CUD and UNB in the hope of attracting MBA students from Dubai to UNB and sending MBA students to CUD as part of an academic exchange. There is also the potential for securing internship placements in Dubai. An agreement is also being drafted to ease the way for transfer students to be admitted to the MBA Program in Saint John, starting with Module 2. This will require prorating tuition and working through a few other logistics around the timing of examinations. There is significant potential as well for faculty exchange and research collaboration as many of the research areas are similar. Some of S. Rinehart’s activities while visiting CUD in Dubai are noted in point form below:

- Met with MBA faculty and staff as a group twice
- Met with MBA Director several times
- Met with MBA faculty on an individual basis
- Provided a presentation on exchange opportunities to both graduate and undergraduate students
- Met twice with the senior leadership team of CUD
- Met twice with the President of CUD

iii. F. Siddiq was asked to comment on the implications of the high percentage of City of Saint John unionized workers who live outside the City for an article in the Telegraph Journal. The main focus of his remarks was on the need for municipal amalgamation in greater Saint John as a means to increase efficiency and hence lower municipal taxes, property as well as business taxes.

Fazley Siddiq