

FACULTY OF MANAGEMENT

ENTREPRENEURSHIP HIGHLIGHTS

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Engaging Extra-Curricular Programs

Apex Business Plan Competition

We host a prominent competition in Canada: the Apex Business Plan competition. Apex has attracted over 300 teams across Canada in the past ten years. During the pandemic, Apex went entirely virtual and became a **global event**. The competition has drawn 120 teams from 50+ world-class universities, 20 countries, nine provinces across Canada, and judges & mentors from 30+ organizations in the past two years. In 2022, Apex entered a new realm, opening the competition to **new ventures** giving early-stage founders a dragon's den-style pitch format. The new venture track saw the **highest traction** in 2022, with 21 new ventures competing!

Faculty of Management Speaker Series

Since 2016, the Faculty of Management Speaker Series has featured 60+ regional entrepreneurs & business leaders to share their experiences with students. In 2020, the Speaker Series hosted speakers **worldwide** in a **hybrid format** and now brings in **new speakers every week**! Every Tuesday, students can attend in person or online and gain new perspectives in entrepreneurship & finance. The Faculty of Management Speaker Series is hosted by the International Business & Entrepreneurship Centre (IBEC) & Centre for Financial Studies.

NBIF Breakthru Newcomers Edition

IBEC partnered with **New Brunswick Innovation Foundation** (NBIF) and Planet Hatch to launch the **Newcomer Breakthru Business Plan Competition** in May 2021, which caters to international students in the province. This iteration saw tremendous traction in the region, with several newcomers & international students pitching their



business ideas to judges & mentors across Atlantic Canada.

Data Challenge

The UNB Data Challenge has welcomed **500+ global data enthusiasts** since 2016 to work on sustainability & key socio-economic themes to shape them into stories and deliver actionable recommendations. Coordinated by IBEC, the Data Challenge tests participants' data storytelling skills in **three competition formats**; Data Visualization, Data Analytics and a Data Sprint hackathon. A key industry partner is **TechImpact**, which brings businesses & startups driven by data to mentor teams.

Experiential Courses & Strategic Partnerships

We offer entrepreneurship concentrations in both our BBA and MBA programs.

Business Planning & Entrepreneurship

(ADM1192)

All first-year BBA students take an entrepreneurship course to develop a business plan for a new venture in their first year. Then, they defend this in front of a panel of local



The team, L-R: Dr. David Foord (professor); MBA students Marc Brown, Abdur Rahman Chowdhury and Angelisa Daly; Hannahbelle Weaver (Programs Coordinator with Planet Hatch); and Ben McFarlane (founder of threetwoone.fun).

business leaders, entrepreneurs and consultants from the **local business community**. Finally, the top teams are invited to compete in the Apex Business Plan Competition, and in 2022, two of the first-year teams made it to the **undergraduate finals**!

*Dual Credit Course Business Planning & Entrepreneurship from Indigenous Perspectives

In partnership with **Office of First Nation Education OFNE**, we created a version of the ADM 1192 course for **high schools** across NB.

The program has now welcomed two cohorts of high school students, and we are currently delivering a version of the course in partnership with **Oromocto First Nation**.

Consulting Practicum (MBA6112/ADM4199)

MBA & final-year BBA students in the Consulting Practicum course work with the **Creative Destruction Lab (CDL)** startup firms, applying their business knowledge/skills to solve specific problems for startups. While working on the projects, they also get the requisite theoretical underpinning in the classroom. Students also



participate in small and large group panel sessions organized by CDL wherein VCs, angels, and investors mentor the students and provide feedback on their startups. In the past, students would participate in in-class sessions on campus and panel sessions in Halifax. This year the whole program is being run virtually.

Venture Assessment (MBA6188/ADM4190)

Our students act as Venture Analysts under the guidance of instructors from the local investment firm **NBIF**. Our students make **\$25K investments** in regional startups from a \$550K **Fraser Student Investment Fund** through the **Venture Assessment** course. Every year, up to 2 investments are made, and since 2019, students have invested \$100k in 4 startups! Some notable companies from the NB ecosystem include **3DPlaneta** & **TrojAI**. **Raymond Fitzpatrick**, Director of NBIF, teaches the course and brings in 10-12 practitioners every year to share current industry standards and knowledge with the students. The students also participate in the **VCIC competition** and have won twice in three years.

Applied Integrative Studies (MBA6903)

In partnership with **Ignite Fredericton**, MBA students (under faculty supervision) are paired with local businesses for a semester to consult on strategic issues facing these organizations.



An excited group of UNB students show off the prizes they won at the 2020 Venture Capital Investment Competition hosted by Saint Mary's University on March 6. L-R Brandon McVicar, Simon Ferron, Alex Sutherland, Daniel Purcell, Robert Stepner, Amber Weekes, Holly Ayles, Sydney Rankin and Samer Alam with Raymond Fitzpatrick, Director of Investments at NBIF, on the far right.

The course is supported by **Ignite's Local Market Taskforce**, consisting of representatives from the **Atlantic Canada Opportunities Agency**; **Opportunities New Brunswick**; **Government of New Brunswick**; **Community Business Development Organization**; and the **Research & Productivity Council**. The committee is involved in the company selection process and then meets twice during the semester to help review updates and recommendations for the businesses, providing valuable feedback for the students.

Community Leadership (ADM3192)

All BBA students in their third year of studies take a course on community leadership. Students learn about community leadership, innovation, social entrepreneurship and social innovation by actively working in teams to identify a need and create a business plan for a venture of their own. Throughout the process, students are supported by mentors with experience in **not-for-profit and social entrepreneurship sectors**.



Strategic Management (ADM4143)

All fourth-year BBA students participate in a strategic management capstone course in which students work on a **consulting project** in partnership with an external business requiring support. Both **startups** and **established firms** participate in the program.

Consulting Practicum (MBA6112/ADM4199)

In partnership with the **Office of Experiential Education (OEE)**, **Saint John Business Faculty**, and UNB's college of extended learning; we have developed a cross-listed MBA/BBA consulting course that will be rolled out in 2022 and provide an educational framework for UNB's **Catalyst Program** led by OEE.

New Venture Creation & Entrepreneurship

(MBA6114)

We have partnered with the **Venture Creation Acceleration Program** to pair MBA students with **early-stage startups** who require support in developing a comprehensive business plan.

Market Opportunity Analysis (MBA6115)

MBA students collaborate with a **local entrepreneurial venture** to produce a market opportunity analysis report.

Export Market Entry (MBA6320)

Delivered in partnership with the **Planet Hatch Export Accelerator**, students help **growth-stage**

companies navigate the complexities of international business and **break into new markets**. This course has been offered since the 1990s.

Teaching Excellence, Research & Awards



Entrepreneur-in-residence

We host entrepreneurs-in-residence. For example, this Winter 2022, we are hosting **Shari Swan** (pictured), Founder & CEO of **Mole-in-a-Minute**. Shari will be spending time with students in various courses throughout the semester and providing opportunities to work on projects with her team. Shari is a **third-time entrepreneur, founder, investor**, and committed advocate of female founders and the startup ecosystem. Aside from whispering into the ears

of global senior executives at **UEFA, Liberty Global, Royal Bank of Canada, News UK, O2** and others, Shari and her partner own and operate an award-winning, boutique manor house in France; **Manoir du Moulin**.

Our Faculty are Advisors for Entrepreneurs Researchers & Ventures

Our faculty members **supervise** MBA graduate student research projects undertaken in New Brunswick startup companies, including Rise, Simptek, etc. In addition, our faculty members **serve on the boards** of UNB startup companies, including Inversa Systems, Welcome-U, etc., and provide **professional services** to New Brunswick's entrepreneurial companies. The firms include C-Therm Technologies, Canadian Fresh Growers, Canadian National Growers, York Country Cider, etc. Finally, our Faculty helped **launch 18 startups** in 2020-21.

Our faculty members co-supervise IDST Ph.D. students who study entrepreneurship; some examples are; **Dr. Maha Tantawy's** 2020 dissertation project titled "Am I an Entrepreneur?, Students' Creative Dispositions and Entrepreneurial", **Maggie Prowses'** current dissertation project titled "An examination of the startup ecosystem in Atlantic Canada," and **Heidi Crummell's** current dissertation project on business model innovation in the electric power industry.



Awards

In 2019, **Dr. Jeff McNally** won the **Greif Research Impact Award** for most cited article in the top-tier A+ and Financial Times top 50 "Journal of Business Venturing." Greif Research Impact Award, Greif Center for Entrepreneurial Studies, University of South California. Major Academy of Management (AOM) Award, Entrepreneurship Division for a publication in Journal of Business Venturing (JBV), given to the entrepreneurship researcher(s) with the most citations as measured by the Social Sciences Citation Index in the five years following publication

Dr. Martin Wielemaker, active in our entrepreneurship programs, won the "**Distinguished Teaching Award**" by the Association of Atlantic Universities in 2019. Dr. Wielemaker has also been recognized as University Teaching Scholar for his contributions to entrepreneurship education. In November of 2019, Martin was awarded the **FutureNB Faculty Excellence Award** & **Malley Industries** received the **Employer/Community Partner Excellence Award**. These awards resulted from a course-based experiential partnership with **ADM 4143 Strategic Management** students.

Dr. David Foord was awarded the "**Red Award for Teaching Excellence**" by UNB's Student



Dr. Martin Wielemaker, University of New Brunswick; Dr. Alison Thompson, Dalhousie University; Dr. Amanada DiPaolo, St. Thomas University; Dr. Mary Bluechardt, President and Vice-Chancellor, Mount Saint Vincent University

Union in 2021.

Top Tier Journal Publications

Some recent top-tier publications on entrepreneurship including those rated A or A in the widely used Australian Business Deans Council (ABDC) list of journals.*

Shaikh, I., & Randhawa, K. (2022). Managing the risks and motivations of technology managers in open innovation: Bringing stakeholder-centric corporate governance into focus. **Technovation**.

Tantawy, Maha & Herbert, Kendall & **McNally, Jeffrey J.** & Mengel, Thomas & Piperopoulos, Panagiotis & **Foord, David**. (2021). Bringing creativity back to entrepreneurship education: Creative self-efficacy, creative process engagement, and entrepreneurial intentions. **Journal of Business Venturing Insights**. 15.

Foord, D., Kealey, H and McLaughlin, J. (2021). New Brunswick: Beyond the family compact. In Castle, D. & Phillips, P. **Science and Innovation Policy in the Provinces**. University of Toronto Press.



Foord, D. (2021). Fitting places in knowledge translation: Biomedical innovation in healthcare practice. **Health Policy**, 125(10), 1330-1339.

Foord, D. (2021). Industrial Transitions in the Black: US Government-Business Relations in the Mobilization of Carbon during World War II. **Enterprise & Society**, 1-30.

Jeffrey J. McNally, Panagiotis Piperopoulos, Dianne H. B. Welsh, Thomas Mengel, **Maha Tantawy** & Nikolaos Papageorgiadis (2020) From pedagogy to andragogy: Assessing the impact of social entrepreneurship course syllabi on the Millennial learner, **Journal of Small Business Management**

Shaikh, I., Drira, M., & Hassine, S. B. (2019). What motivates directors to pursue long-term strategic risks? Economic incentives vs. fiduciary duty. **Journal of Business Research**, 101, 218-228

Shaikh, I., O'Brien, J. P., & Peters, L. (2018). Inside directors and the underinvestment of financial slack towards R&D-intensity in High Technology Firms. **Journal of Business Research**, 82, 192-201

McNally, J., Martin, B., Honig, B., Bergmann, H., & Piperopoulos, P. (2016). Toward rigor and

parsimony: a primary validation of Kolvereid's (1996) entrepreneurial attitudes scales. **Entrepreneurship and Regional Development**, 28 (5/6), 358-379

In addition, our Faculty is undertaking an **NB Power-sponsored** research project on entrepreneurship in electric power utilities.

Books

Sharma, B., & **Wielemaker, M.** (Eds.). (2018). **Aspects of Entrepreneurship: Practice and Passion, United Kingdom**: Cambridge Scholars Publishing

Foord, D. (2022). **Changing Hands: Research and Innovation in Powered Artificial Arms, 1945-2020**. Montreal: Concordia University Press. (Contracted)

Chapters in Books

Foord, D., Kealey, H., & McLaughlin, J. (2020). Science, Technology and Innovation Policy in New Brunswick. In Castle, D. and Phillips, P. (Eds.), **Science and Innovation Policy in the Provinces**. Description: Toronto: University of Toronto Press

Aparna, V., **Foord, D.**, & Singaram, M. (2020). Lifting the Lid Off the Toilet-- Understanding the Indian Context and A Case on Samagra Empowerment Foundation. In Poonamallee, Latha, Scillitoe, Joanne, Joy, Simy (Ed.), **Socio-Tech Innovation Harnessing Technology for Social Good** (pp. 179-202). Palgrave MacMillan.

Mengel, T., **Tantawy, M.**, & **McNally, J. J.** (2018). Social entrepreneurship education in Canada. In **B. Sharma** and **M. Wielemaker** (Eds.), **Aspects of Entrepreneurship: Passion and Practice**. Newcastle upon Tyne, U.K.: Cambridge Scholars Publishing.

McNally, J. J., Honig, B., & Martin, B. C. (2018). Does entrepreneurship education develop wisdom? An exploration. In A. Fayolle (Ed.), **A Research Agenda for Entrepreneurship Education**. Cheltenham, UK: Edward Elgar.

Wielemaker, M., & **Sharma, B.** (2018). Introduction: Passion and Practice. In Basu Sharma and Martin Wielemaker (Eds.), **Aspects of Entrepreneurship: Practice and Passion** (pp. 1-26). United Kingdom: Cambridge Scholars Publishing.



Research reports

Abekah, J., Srinivasan, G., McNally, J.J., & Otuteye, E., The Impact of Executive Education in Sub-Saharan Africa., submitted to **FSD Africa Report**. Description: With/for Canada Bureau for International Education (CBIE) for Financial Sector Deepening Africa (FSDA). (June).

In The News

The Huddle

UNB Faculty Of Management A Great Springboard For Ambitious, Adaptable Entrepreneurs

The UNB Faculty of Managements is a great springboard for startups of all kinds - just ask program graduate Kara Angus, Founder & owner of Go-Go Group.

How UNB Fredericton's MBA Program Gave David Shipley The Tools To Launch A Multi-Million Dollar Startup

When David Shipley first started his Master of Business Administration (MBA) at UNB Fredericton, he had no plans to start his own business.

How UNB Students Help Grow Cleaning Company Launched During Pandemic

Business students are always eager to get out of the classroom and into the field. As part of the Venture Creation & Entrepreneurship course in the UNB Faculty of Management, they put their studies into practice.

UNB Students Make Real-World Investment Decisions In Venture Capital Course

Business students are savvy bunch. Over the course of their degree they'll build a set of skills to help them manage other people's money - and usually make a lot of their own.

How UNB Students Are Helping Local Businesses Reach International Markets

For small New Brunswick business, exporting to a new, international market is no small task.

UNB Business Program Says Experiential Learning Helps Students Hit The Ground Running With Employers

When it comes to hiring, employers in the region want graduates who can hit ground running - and that's what the UNB Faculty of Management is doing with its BBA program.

UNB Students Capture First Prize In APEX Competition, But Crash Course In Business Is The Real Win

When four UNB Engineering students with limited business know-how wanted to turn their project into a business, they knew just the competition to join.

Ideas With Impact

At UNB entrepreneurship is fun in more ways than one

Remember what it was like trying to memorize the times table? This might be easy for some children, but for others it is a struggle that can lead to frustration.

One foot in the door for UNB's student venture analysts in training

Fazley Shabab Chowdhury is finishing his MBA degree program at UNB Fredericton with an experience he says he will never forget. As a student venture analyst completing the Venture Assessment course this year, he and his classmates were involved in an intense round of investment in TrojAI Inc., a Saint John, New Brunswick-based start-up that is developing solutions to protect AI platforms from adversarial attacks.

2021 APEX: A global community of students and entrepreneurs

"International and transformative." These two words are being used to sum up the 2021 APEX business plan competition hosted January 25-29, by the faculty of management's International Business and Entrepreneurship Centre (IBEC).

Launching, growing and investing in businesses – this specialization has you covered

UNB Fredericton's MBA concentration in entrepreneurship has been renamed "Venture Commercialization, Scaling and Investment".



Innovating the Restaurant of the Future

Everyone knows restaurants are a tough business in the best of times. These are not the best of times. The COVID-19 pandemic has taken a toll on the restaurant industry globally, and New Brunswick is no exception.

UNB venture assessment students pass the test with top prize!

Working with the New Brunswick Innovation Foundation (NBIF) to learn how to assess ventures for startup funding has paid off for a group of entrepreneurship students at UNB's faculty of management.

Living an entrepreneur's life at UNB

Dustin Taylor and Faraz Khan didn't want to wait until finishing the BBA program to start running their own businesses. Thanks to the Student Works Management Program, they don't have to. Both students pursued an opportunity through this program to run their own franchises, and even employ other students, whilst earning a Co-op credit through UNB's Faculty of Management.

Stay calm and pivot: MBA Project Management students surpass community project goal

An experiential learning project took an interesting turn for UNB's MBA students taking Project Management this year. Taught by Dr. Alireza Tajbakhsh in the faculty

of management, the course teaches students the basics of managing projects and has them work on a class project with a local organization to practice what they learn.

New First-Year Business Planning and Entrepreneurship Course Brings Real-Life to the Classroom

It's a year of firsts for the Faculty of Management and BBA students on the Fredericton campus. The Faculty is rolling out its first year of required courses in experiential learning for BBA students – who are in their first year in the program. It's also the first time for some alumni of the Faculty to step up to become mentors to this new generation of students.

*UNB was awarded **Canada's Most Entrepreneurial University** by Startup Canada in 2014, in part because of the activities by our Faculty.*



We have a **one-stop-shop function for connecting businesses to Faculty and student.**

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