

**School of Business
Annual Report
2014 / 2015**

Strategic Update - Academic Year 2014/2015

It's been a busy year, folks!

As a result of the University's Transition Project new admission framework that lead to the elimination of third year entry and continuance requirements for the business degree students, program content for diploma and degree programs was realigned. A program progression strategy was developed to better prepare student for success and increase student flexibility all the while ensuring that graduates of a KPU business program had the core skills required by employers. This was no mean feat, and faculty, advisors and administration staff are to be congratulated on their achievement of this Herculean task. From the program changes, course development and revisions, to the complex task of ensuring system changes aligned to curricular changes – to the communication to students in an effort to make the transition as seamless as possible – an extraordinary amount of work was accomplished this year. All of this was accomplished while still focusing on graduating a record 985 students!

This year's faculty initiatives resulted in the CSIS faculty and students being granted an IEEE chapter, the Marketing department's Partners in Marketing Program attracting significant interest from the business community, degree students performing some amazing work for real world clients, and several faculty co-authoring textbooks for major publishers. The BCHRMA – KPU partnership championed by faculty grants unique opportunities to KPU Human Resources Management students.

The new Business Education Framework positions us to move forward and further enhance our programs learning outcomes. Our objective is to ensure that our graduates perform to the standards that industry expects, and that the KPU School of Business is the first choice of both students and employers. This coming year we will be focusing on ensuring continuous quality improvement and enhancing relationships with local business and industry.

The ACBSP accreditation process provides a clear guidance and effective means of measuring and improving quality. Our key customers – the employers that hire our students, and the students themselves – will be judges of the quality that we produce. Work has already begun on this front as we seek reaffirmation.

We will further enhance our relationships with industry as we develop several Post Baccalaureate offerings, which we expect to launch in 2016-17.

Each year hundreds of students are engaged in industry-based projects. In order to create higher brand visibility and provide a clear contact point for industry we are working to develop a Partners in Innovation Program. We are building upon the lead of the Marketing Department with their Partners in Marketing Program and with the capstone projects for all degrees. We anticipate continuing to develop successful partnerships similar to our HRMA agreement and will actively be seeking opportunities.

Our objective should be nothing less than to exceed expectations...exceed the expectations of faculty, students, and industry. We have put in place a very solid foundation from which to move forward, and I know that collectively, we are capable of achieving that end.

Congratulations to all of you on yet another successful year. Thank you for your hard work and dedication, and for continuing to raise the bar and place KPU's School of Business in the forefront to both our internal and external partners.



Strategic Update - Academic Year 2014/2015

School of Business Strategic Direction

Achievements

Strengthen Current Programs

Program Quality and Standing

- Development of Business Education Framework - Fall 2015
- BBA core alignment to increase student flexibility and rigor
- Diploma core alignment with BBA and Diploma capstone
- ACCT curriculum changes to align with new CPA competency requirements
- HRMT curriculum changes to align with new CHRP competency requirements
- Information Technology B. Tech streamlined specialization structure
- Post Bacc. in HRMT changed admission / bridging requirements

Become a Product Centric Organization

Program Reviews

- INFO Tech - completed in academic year
- LGLA - in final stages
- HRMT and ENTR launched

HRMT program signed partnership agreement with HRMA for:

- NKE exemption for KPU HRMT graduates
- Association programs integration with student initiatives

Partners in Marketing with Surrey Board of Trade participation expanding

Industry Advisory Committees operating and established for INFO, MRKT, ACCT programs

Invest in our Teaching Excellence and Capacity

2 day workshop on Learning Outcomes

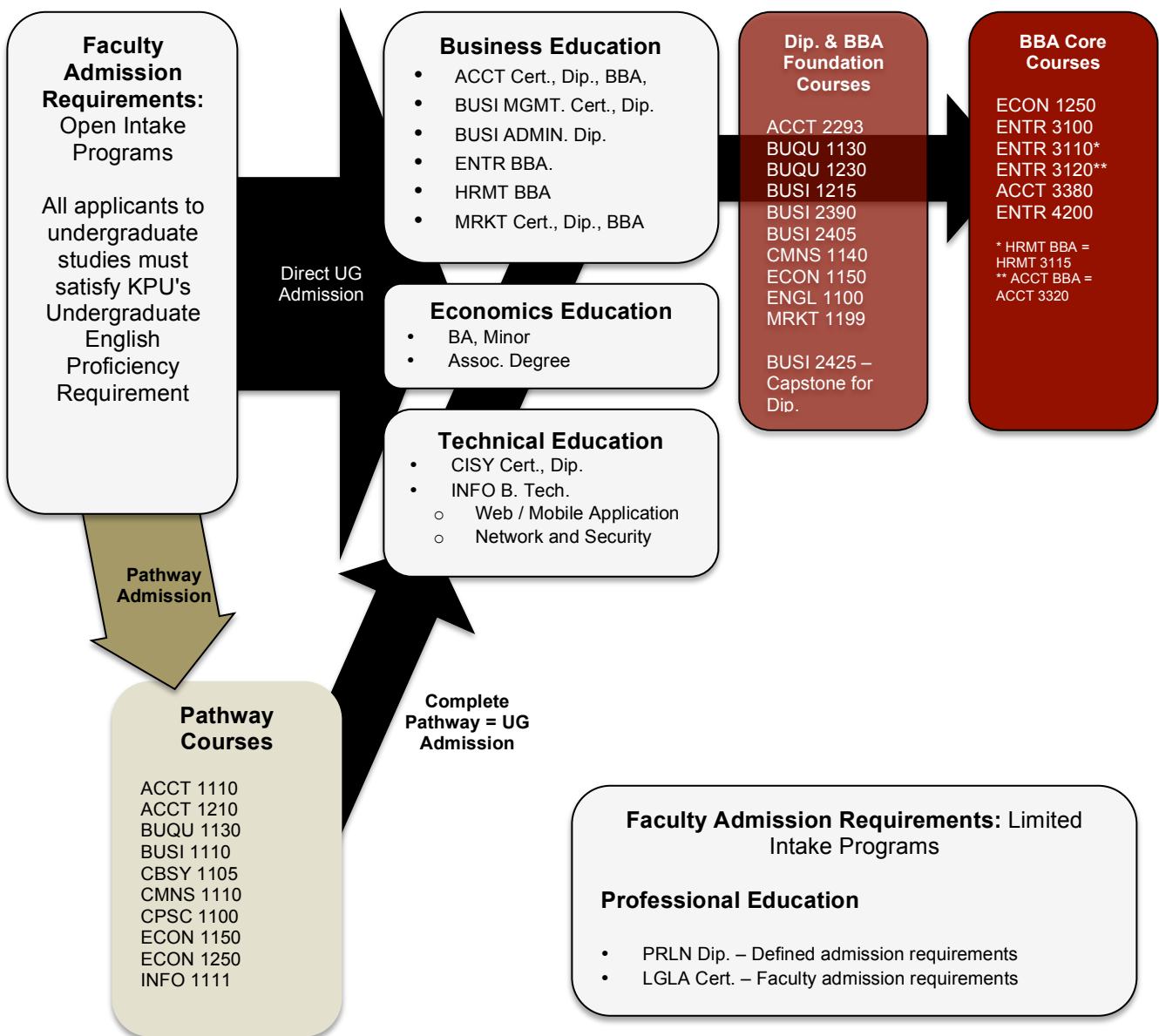
ACCT department sponsored: Developing and Assessing Thinking Skills in the Classroom

Launched a series of Faculty lead workshops

KPU Transitions Outcomes

The University's Transition Project new admission framework led to the elimination of third year entry and continuance requirements for the business degree students, thus our program content for diploma and degree programs required realignment. This also offered an opportunity to evaluate our overall core business curriculum with regard to employer-desired skills and learning outcomes.

- Department curriculum developers and the curriculum committee completed 11 program changes (memos), over 20 new courses developed and over 100 course revisions in a 6 month period.
- Advising team lead and completed a comprehensive change management program to inform students of the program and course prerequisite changes.



Program Highlights - Academic Year 2014/2015

Student Achievements

Larissa Carriere and Gabby Gill, both BBA students were two of the semi-finalists in the CEO for a Day Competition. Larissa and Gabby spent a ½ day at Odgers Berndtson's Vancouver office in January where they participated in a number of activities including a group case study and one-on-one interviews. They also had an opportunity to review their Hogan Leadership Profile in detail and network with our partners and consultants.

In mid-February four accounting students, Devon Richards, Raj Thaper, Dave Chahal and Sandy Chu participated in the CPA BC Case competition. Two other students, Sukhjivan Gill and Prav Jaswal, participated in the CPA Western Canada Case competition. Sukhjivan and Prav along with Enrique Angulo also participated in the SFU Case IT competition.

Three of the five new faces on the board of the KPU Alumni Association are BBA graduates: David Dryden (BBA ENTR 2014), Jaya Panwar (BBA HRMT 2008), and Avi Kay (BBA ENTR 2005).



At Convocation Abida Merali, Diploma in Business Management, received the President's Outstanding Graduate Award for diploma students.

Five graduating BBA students: Gabby Gill, Gagan Jutla, Hardeep Kang, Shane MacArthur and Andrea Ross, were accepted into the Masters of Accountancy program at the University of Saskatchewan.

Hardeep Rai, Accounting student, was the winner of the Fraser Valley CPA Scholarship. Vanessa Mora, a first-year PR student, was named winner of the 2015 Canadian Public Relations Society (CPRS) Scholarship Award.

Program Achievements

The Public Relations Class of 2015 major assignment organized an annual fundraising event, which was held in a CBC studio in downtown Vancouver. The charity the students opted to support was the Eversafe Ranch Outreach Society, a Surrey based charity that provides supports to families, usually mothers and children, who are escaping domestic violence. They raised \$18,350.22 for Eversafe.

Students in the Advanced Integrated Marketing Communications course completed a class total of 128 hours of community service work in the community.

The capstone course in the Marketing degree requires students to launch an online business, the profits of which are contributed to the Kwantlen Venture Fund. Students must determine their business model, develop their websites, identify suppliers, establish distribution and fulfil the real orders of their online e-Commerce business. In the six-week business operation period the five businesses of the 27 students contributed \$29,801.44 to Kwantlen Venture Fund.

Many KPU accounting students nearing graduation participated in the CPA BC Connect Night an event that the professional association holds to provide opportunities for students to meet with practicing professionals.

Student Club Initiatives

In February, the Computer Science and Information Technology, CSIT, department received word that IEEE approved the establishment of a student IEEE Student Chapter. This opens tremendous network and data access opportunities for IT students.



Enactus, a student club that fosters student interest in entrepreneurial endeavors, hosted the March 4th “Eagles Den” which provided student entrepreneurs the opportunity to pitch their fledging endeavors to an industry panel.

The Kwantlen Human Resources Management Club hosted an information event on the benefits of obtaining the CHRP designation after graduation and hosted a late January event “Pathways to HR Roles”.

ASK, the student Accounting club, hosted a late January fundraiser to raise monies for a breakfast program in Surrey elementary Schools.

ASK the student accounting club organized a hands-on workshop introduction to Simply Accounting a widely used accounting package.

The Kwantlen Entrepreneurial Students Association whose members include many students from outside the School of Business hosted a student development seminar in late March.

Academic Year Results – 2014/2015

Enrolment by Programs FY13-14 and FY 14-15 Comparison

Bachelor	FY13-14 Enrolment	FY14-15 Enrolment	% Change
Accounting	1553	1590	2.4%
Entrepreneurial Leadership	595	589	-1.0%
Human Resources	799	786	-1.6%
Marketing	583	637	9.3%
Information Technology	267	300	12.4%
	3797	3902	2.8%
Diploma	FY13-14 Enrolment	FY14-15 Enrolment	% Change
Economics	104	101	-2.9%
Accounting	764	669	-12.4%
Marketing	199	176	-11.6%
Information Technology	208	276	32.7%
Business Administration	487	498	2.3%
Business Management	571	522	-8.6%
General Business Studies	350	305	-12.9%
Public Relations	46	53	15.2%
	2729	2600	-4.7%
Certificate	FY13-14 Enrolment	FY14-15 Enrolment	% Change
Accounting	111	103	-7.2%
Marketing	32	35	9.4%
Information Technology	42	30	-28.6%
Business Management	73	75	2.7%
General Business Studies	68	69	1.5%
Legal Administrative Studies	73	76	4.1%
	399	388	-2.8%
Post Bacc	FY13-14 Enrolment	FY14-15 Enrolment	% Change
Human Resources	70	69	-1.4%
Total	6925	6890	-0.5%

School of Business Graduates by Programs FY13-14 and FY 14-15 Comparison

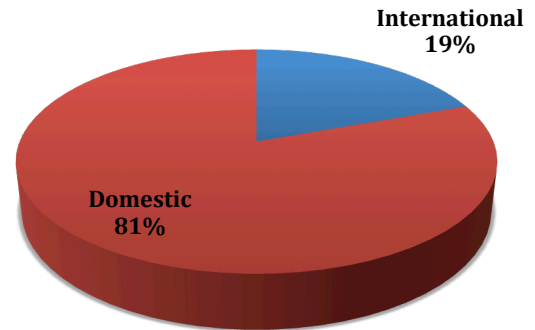
Bachelor	FY13-14 Graduates	FY14-15 Graduates	% Change
Accounting	112	121	8.0%
Entrepreneurial Leadership	41	47	14.6%
Human Resources	86	88	2.3%
Information Technology	19	26	36.8%
Marketing	23	37	60.9%
	281	319	13.5%
Diploma	FY13-14 Graduates	FY14-15 Graduates	% Change
Accounting	174	176	1.1%
Information Technology	8	7	-12.5%
Marketing	34	30	-11.8%
Business Administration	78	115	47.4%
Business Management	108	117	8.3%
General Business Studies	60	69	15.0%
Public Relations	22	17	-22.7%
	484	531	9.7%
Certificate	FY13-14 Graduates	FY14-15 Graduates	% Change
Accounting	15	12	-20.0%
Information Technology	10	8	-20.0%
Marketing	2	5	150.0%
Business Management	9	16	77.8%
General Business Studies	16	18	12.5%
Legal Administrative Studies	46	58	26.1%
	98	117	19.4%
Post-Bac	FY13-14 Graduates	FY14-15 Graduates	% Change
Human Resources	13	18	38.5%
Total	876	985	12.4%

Operating Information

Scholarships Awarded to School of Business Students – 2014-15

Business Awards	\$165,195
KPU General Awards	\$23,000
Total Awards	\$188,195

Student Composition



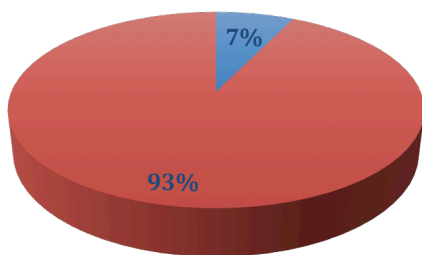
Section Count 2014-15

Budgeted:	1069
Demand:	55
Total:	1124

Faculty PD Activity

Event	Count
Conference	50
Course	24
Workshops	5
Membership	4
Seminar	10
Tuition	3
Other	8
Event	6
Total	110

FY 14-15 Budget \$15,528,000



■ Administration and Staff ■ Faculty

Academic Year 2015/2016 Goals

Strengthen Current Programs

- INFO B. Tech program to establish own set of learning outcomes guidelines for program and courses
- Business Education Framework:
 - Learning Outcomes linked to all courses
 - First and second year course reviews completed and learning outcomes linked into upper level courses
- PRLN department to complete program learning outcomes
- LGLA department to complete program learning outcomes
- Program reviews completed for: ENTR, HRMT, LGLA, PRLN, BUSI MGMT, BUSI ADMIN
- ACBSP re-affirmation 50% complete

Become a Product Centric Organization

- Every School of Business Diploma and Degree program has an operating Advisory Committee.
- Develop a minimum of three new industry partnerships, for example:
 - Further development with City of Surrey
 - Township of Langley
 - Professional associations
- School of Business Brand Strategy developed and programs launched
- Defined Post Baccalaureate Programs passed through Senate

Invest in our Teaching Excellence and Capacity

- Four Faculty lead instructional seminars
- Industry speakers series established – two events
- Online course deliver strategy developed
- Teaching with cases workshop: course case data-base developed