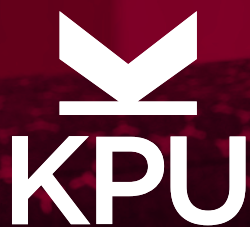


# ANNUAL REPORT

2019 | 2020



School of  
Business



# SCHOOL OF BUSINESS UPDATE

## Academic Year 2019/20



When reflecting back on the past year, I would be remiss if I did not mention the enormity of the impact of the COVID-19 Pandemic and its effect on the daily lives of all those who work and study at Kwantlen Polytechnic University.

As of March 2020, the landscape of post-secondary education has dramatically changed. Not only did all courses have to shift to online delivery, but our international students suddenly found themselves needing to decide whether to stay in Canada or return home, before the choice was made on their behalf. Many more questions needed to be answered. Could they continue their studies abroad? Do our domestic students have the ability to study from home? Many of us faced personal challenges such as family members losing jobs, unexpected

financial strains, a shift to working from home in isolation, our colleagues or their loved one infected with the virus, separation of families, friends and the loss of social or work networks we once enjoyed. It has been a stressful time for everyone.

I want to thank each and every one of you for your resilience, call to action and continued dedication to the KPU School of Business' education quality and compassion for students, which never waned despite the added pandemic pressures and the sudden changes you all endured, both at work and at home. Although the past five months have been difficult, I know once we are on the other side of this history in the making, we will all be proud of what we have collectively achieved.

Through all the recent challenges, the School of Business still accomplished a great deal over the past year. Becoming a PRME signatory and joining 800 Business Schools across the globe to enhance sustainable and ethical business leadership through business education, relaunching a substantially revised Public Relations Program, launching Fall 2020, and a revised Human Resources Management Post Baccalaureate poised for Spring 2021. The School of Business completed all but one program review, soon to be all programs by the end of 2020. Our ACBSP accreditation has also played a key role in documenting the School of Business' processes to ensure quality education. Our re-accreditation last year

was a significant accomplishment, this year we attended to data collection and process adjustment as part of ongoing effort to meet our ACBSP obligations in spite of the extra challenges we face. The tragic events in North America have raised our awareness about inequalities and racial divides. Beginning fall 2020 an important initiative in the School of Business will place us ahead of the curve to engage and reflect on inclusivity and diversity to genuinely make necessary and positive changes within our school.

Our truly amazing faculty of the School of Business have managed to author publications and open resource textbooks, attain new credentials, support student focused initiatives and help strengthen our connection with industry for all programs, and simultaneously becoming experts in online course delivery. We have one of our own in an Associate Dean role, Don Reddick, and soon to welcome another internal faculty member who will take on an interim Associate Dean role Fall 2020. Although we will have said goodbye to two Associate Deans over the past year, Loren Coutts and Sharon Leitch, we have welcomed Heather Harrison to the team as an interim Associate Dean. Our advising and staff team are led by our hard working and optimistic Divisional Business Manager, Travis Higo, who's positive energy keeps the staff team feeling engaged. And our staff team, who are integral to the day to day functioning in our School, have been successful in meeting operational efficiency goals despite the disruptive pandemic and have continued to make a positive difference every day for our students, faculty and leadership team.

I want to thank the entire School of Business for making what seemed like an insurmountable obstacle to deliver quality education and provide a positive learning experience for our students during such tumultuous times seem possible. We have all learned a great deal this year which I believe will only serve to catapult us forward towards meeting our own academic department goals and support our students/graduates in meeting their academic goals too.

Sincerely,

A handwritten signature in black ink that reads "Stephanie Howes". The signature is written in a cursive, flowing style.

Stephanie Howes, Dean  
KPU School of Business

# KPU SCHOOL OF BUSINESS

<b>Vision</b>	» Develop exceptional individuals who will shape the way organizations and businesses operate and are led
<b>Mission</b>	<ul style="list-style-type: none"> <li>» To inspire students of diverse backgrounds, ages, and aspirations</li> <li>» To deliver industry desired skills and knowledge based education through innovative experiential learning</li> <li>» To foster collaboration across all of our stakeholder groups that drives change and new practices</li> </ul>
<b>Strategic Priorities</b>	<ul style="list-style-type: none"> <li>» Continue to strengthen the reputation and brand of the School of Business</li> <li>» Continue to focus on quality education</li> <li>» Continue to strive for operational streamlining and efficiencies</li> <li>» Continue to build strong relationships with industry and the communities that we serve</li> </ul>

## THE KPU BUSINESS GRADUATE

### is a well-rounded business professional who:

- » Is personally accountable for their performance and behaviour
- » Is a high performing team member, who can identify and spark change in their organization
- » Can think critically and support their decisions with sound business principles, appropriate research and specialized, practical expertise in specific business disciplines
- » Can present a business case for the initiatives they recommend
- » Demonstrate strong analytical skills integrating their financial literacy, business expertise, and breadth of knowledge to consider the big picture, in an increasingly global environment
- » Communicate effectively in a variety of situations and audiences – use English professionally when speaking and writing
- » Perform in a social, environmental, and ethical manner
- » Are job-ready, willing to learn and eager to contribute where their employer needs them, knowing that career success is built on results



# THE SCHOOL OF BUSINESS DEAN'S OFFICE

## Meet the Associate Deans



### Heather Harrison

Heather has been an instructor in the Philosophy Department at KPU for over 20 years and is a co-creator of the Policy Studies in Sustainability degree and the Surrey CityLab partnership. More recently she has served as the Interim Associate Dean of Arts, and is now proud to be a part of the vibrant KPU School of Business.



### Don Reddick

Don Reddick [B.A. (Honours), M.A. (Economics), Simon Fraser University] is a recently appointed Associate Dean within the School of Business. Prior to his Dean's Office appointment, Don served for over 30 years as a faculty member in the KPU Department of Economics, where he gave leadership to a variety of university and community-based initiatives [e.g. host of KPU's Economics Café (a popular speaker series introducing university audiences to the power of economic thinking); researcher regarding post-secondary access barriers faced by government-assisted refugees living in the South Fraser region]. Don's concern for quality-based post-secondary education presently motivates his involvement on the School of Business Standing Committee on Education Quality.



### Loren Coutts

Before coming to KPU to work as an Associate Dean, Loren acquired 15 years' experience as a faculty member and program coordinator at Olds College. He was also the owner-manager of a farming business in the Edmonton area for many years. Loren first earned a Mechanical Technology Diploma at BCIT, followed by BSc, MBA and JD degrees from the University of Alberta, and most recently a M.Ed from the University of Victoria where he examined incorporating applied memory techniques into educational materials.

## Dean's Office Staff

<b>1</b> Dean
<b>3</b> Associate Deans
<b>1</b> Divisional Business Manager
<b>3</b> Administrative Coordinators
<b>5</b> Administrative Assistants
<b>2</b> Degree Advisors
<b>2</b> Student Success Coaches
<b>1</b> Dean's Assistant
<b>2</b> Associate Dean's Assistants
<b>1</b> Quality Assurance Analyst
<b>1</b> Administrative Support Assistant

## 2019 | 2020 INITIATIVES

In mid-March, due to COVID-19, over 500 School of Business course sections were transitioned to a fully online modality for the duration of the Spring semester. The Summer semester was also moved to an online only modality. Faculty have spent a great deal of attention and energy to ensure a quality learning experience for students, through the adoption of asynchronous and synchronous online teaching methods as recommended by KPU Teaching and Learning and their own professional development efforts. Student feedback has been positive and quality programming continues in the School of Business despite the disruptive influences of the COVID-19 pandemic.

The School of Business provided time releases to invest in education quality which is a continuation of last year's investment:

- » Marla McMullen received a time release to review and redevelop the Post Baccalaureate Diploma in Human Resources Management program
- » Andrew Frank received a time release to review and redevelop the Diploma in Public Relations program
- » Arley Cruthers received a time release for the Faculty Champion on Decolonization & Indigenization
- » Anita Sangha received a time release for the Faculty Champion on Intercultural & Diversity
- » Lyndsay Passmore received a time release for the School of Business Curriculum Chair
- » Judy Benevides received a time release for the Faculty Champion on Faculty Orientation & On-Boarding

The School of Business has provided additional resources in time releases in Education Quality this year:

- » Dr. Darren Francis received a time release for the School of Business's Standing Committee on Education Quality Chair
- » Panteli Tritchew received a time release to begin the process of the School of Business obtaining the Principles of Responsible Management Education (PRME) designation. As of July 2020, the PRME Steering Committee and Secretariat welcomed the School of Business as a signatory to PRME.
- » The School of Business had the official launch of a new faculty on-boarding site. The School of Business Faculty Resource Hub is a website where faculty and staff can scroll and click to navigate a supportive resource for our new faculty, our orientation program, and quick resource for our program chairs when mentoring our newest team members. The School of Business would like to thank Judy Benevides on her leadership and hard work to make this resource a reality.

In January 2020, the School of Business co-sponsored the BC Chapter of the American Marketing Association's (BCAMA) annual agency panel.

The School of Business launched the KPU Case Analysis Network (KPU CAN) in Fall 2019. This student led School of Business initiative was created to provide a network that gives students the opportunity to develop themselves both inside and outside the classroom, setting them apart for their career endeavor.

## STANDING COMMITTEE ON EDUCATION QUALITY UPDATE

The Standing Committee on Education Quality (SCEQ) is a working group of Faculty Council and is focused on supporting the School of Business with education quality. SCEQ has played an essential role in establishing a culture of assessment within the SoB. Important initiatives include assisting in the accreditation process and supporting the entire documentation of course/program learning objectives to inform our pursuit of improved teaching and learning excellence.

### Current Initiatives:

#### Business and Education Framework Review

A subcommittee was created to review the Business Education Framework (BEF). The subcommittee's goal is to review the framework for its effectiveness and evaluate if any changes are required for the long-term benefit of our programs and the overall experience of our students.

#### Team-Teaching Initiatives within the School of Business

A subcommittee was established to learn more about how we utilize team-teaching within the School of Business. By "Team-Teaching" we refer to the various ways that faculty collaborate on teaching, from sharing Moodle site designs to co-designing entire courses. As part of this project, a survey was launched to learn more about team-teaching throughout the School of Business. We hope the survey results will provide insight into how we can better support collaboration and effective team-teaching approaches.

#### Student Feedback for Effective Course Delivery

In response to feedback we received from the Accreditation Council for Business Schools and Programs (ACBSP), a subcommittee was created to investigate how we can gather feedback from our students about improving the classroom learning experience.

#### Course-Level Learning Outcomes

A subcommittee was established to develop a method for assisting departments and programs in reviewing their course-level learning outcomes. The subcommittee's goal is to develop a process to ensure that BBA students receive the specified learning outcomes at the course level.

## DEGREE ADVISING UPDATE

This past year, the advising unit welcomed Lacey Crowie back to the team after her return from maternity leave and in turn, said goodbye to Temi Ojo who has taken on a new role teaching English in South Korea.

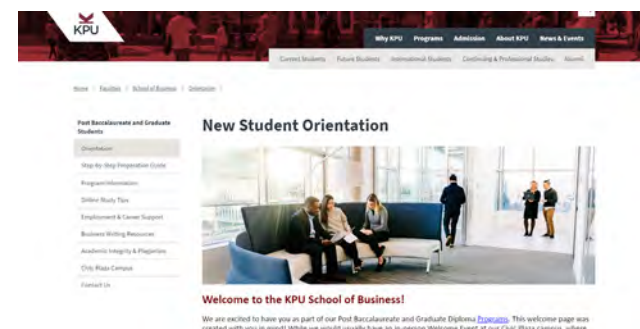
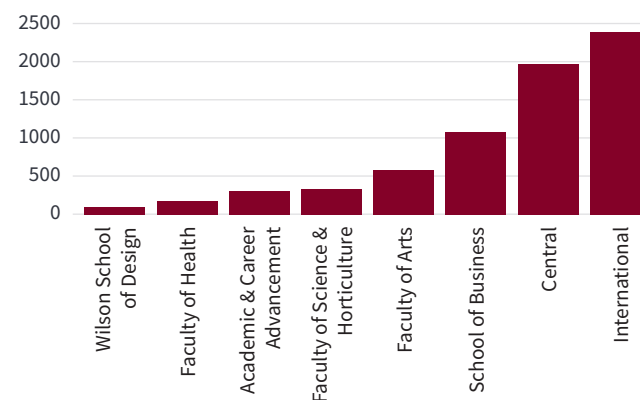
Our advising team continues to channel its focus on student experience and much like the rest of the world, COVID-19 has greatly impacted how we provide our services. Students attending the spring semester whom were settling in to the usual refined teaching plans of in person classrooms found themselves being abruptly transitioned into the largely uncharted territory of online learning to finish out the term. With face to face appointments cancelled, advising units were now working remotely and faced with having to adapt a means of providing the same level of support to our students. The advising units accomplished this by moving appointments to phone and Microsoft Teams. During this time, decisions of final exams, assignment deadlines, assessments and course withdrawal dates were announced, in addition to an influx in students returning to complete their credentials. It was these factors that led to an unprecedented surge in student appointments for our Business Degree advisors. Totals for Spring 2020 almost doubled those of Spring 2019, increasing by 78%. Out of the 1,407 phone appointments booked across all advising units during the spring term, Business represented 66% of these appointments. This resulted in the School of Business advising team representing 42% of all degree advising appointments at KPU during the Spring 2020 term.

Prior to COVID-19, the School of Business Post Baccalaureate and Graduate Diploma team had been working on an on-campus welcome event to take place at KPU Civic Plaza, with the goal of introducing new students to their new learning adventure and providing support towards their career goals. However, with all events being cancelled due to COVID-19, the focus was shifted to an online orientation for students. Despite having to do this over a short time, we executed our plan, selected and centralized the most relevant information for our new students and, organized it on an orientation page where they browse at their own pace: [kpu.ca/business/orientation](https://kpu.ca/business/orientation). We also paired our incoming students with student volunteers to act as a contact and orientation leaders in guiding our students through the site.

Outside of student appointments, our team remains engaged in outreach efforts such as providing information well ahead of registration which helped reduce the extra stress that last minute planning can cause. Our efforts are focused on academic standing, early alerts and course repeats. Our team is also working on offering a series of workshops in the coming months. One in particular, “Why Finish a Degree if I Have a Diploma?”, will target those students who have either graduated or are nearing the end of their diploma. Our hope is to retain those students who otherwise were not planning on pursuing further studies.

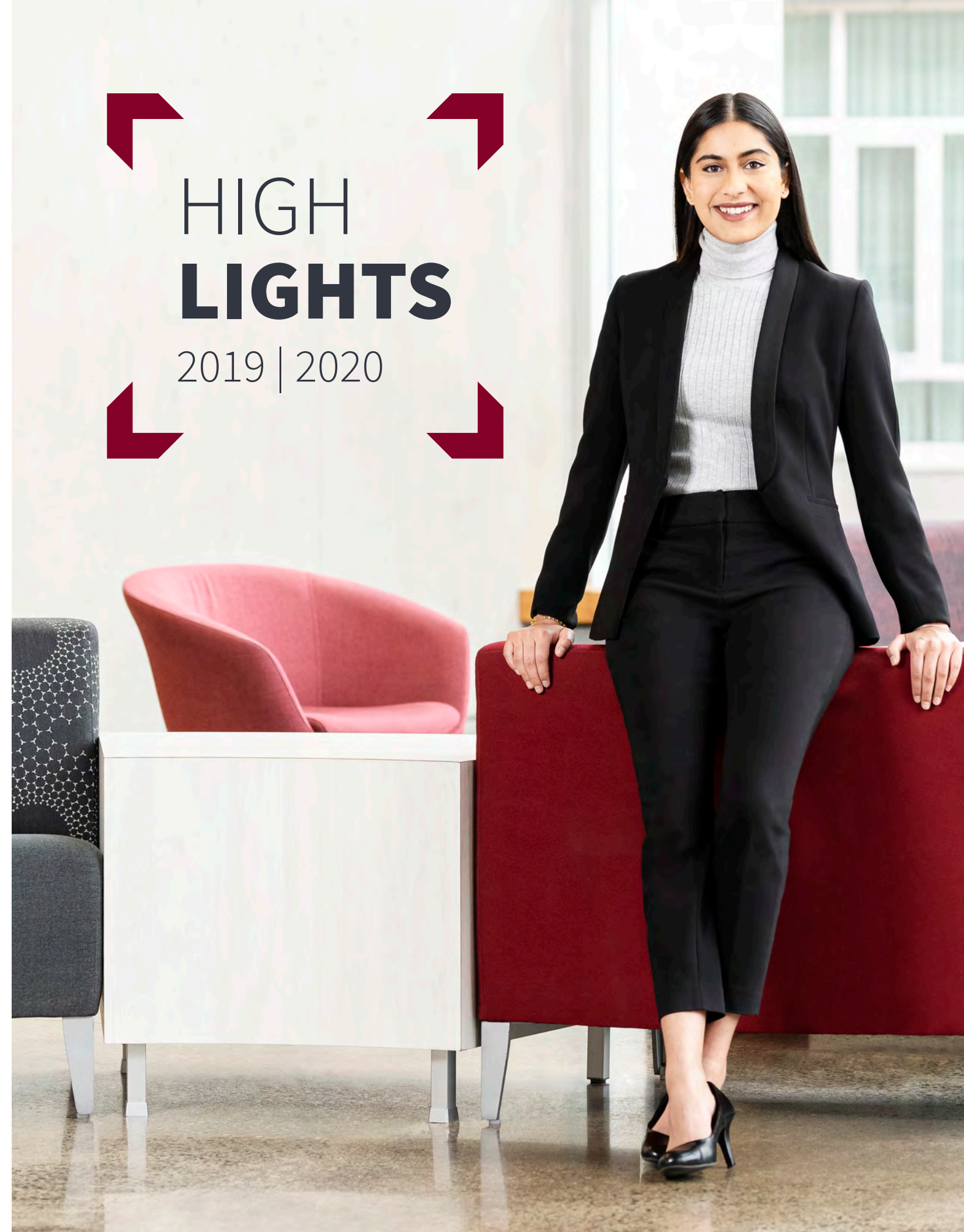
Although the personal student interactions and one on one meetings are dearly missed, our team has been able to quickly adapt and maintain the same level of support at a time of particular student’s needs. Although it is unclear as to what the future brings, we are confident that our students will continue to be taken care of.

### Total Appointments for All Advising Units Spring 2020



# HIGHLIGHTS

## 2019 | 2020



## Student Highlights

Nancy Zwick, Marketing BBA student, was one of four student mentees nominated for Mentee of the Year, a distinguished acknowledgement from the Leaders of Tomorrow program, by the Greater Vancouver Board of Trade.

Emily Haugen was one of three Kwantlen Polytechnic University students out of the 50 around BC to win one of the Premier's International Scholarships to study in Vienna, Austria for Fall 2020.



Nancy Zwick

## Case Competitions



Left to right: Rajeeha Rahman, Hardip Viridi, Neha Bansal, Mehtab Singh.

The 19th annual Business and Accounting Students' Case Competition and Conference was hosted by the Asper School of Business Accounting Association (ASBAA) (University of Manitoba). KPU's team consisted of instructor coaches Sam Newton & Taryn Grieg and the students Rajeeha Rahman, Hardip Viridi, Neha Bansal and Mehtab Singh.

Teams from across Western Canada took part in the competition. KPU's team was awarded second place overall at the competition!

The Western Canadian Business Competition (WCBC) is a comprehensive undergraduate business competition

where students consolidate their knowledge and skills in teams to develop strategic solutions in a simulated business scenario. WCBC 2020 was the first time KPU engaged in this competition, fielding a team of Senior and Junior students. The Junior Team consisted of Victoria Williams, Gursimrat Gill, Damon Mann and Kyle Kennedy. The Senior Team included Sukhleen Gill, Zhang (Grace)Yu, Tuan Phong Pham and Sam Garzitto. Coached and mentored by Carlos Calao, the team placed 2nd overall in the competition, 2nd on the written strategic plan and 2nd for best presenter award.

The School of Business sent a case team to the HRC West Case Competition in Edmonton in early March. Twenty schools from across Western Canada participated. The students on the team were Jeanelle Lauguico, George Micah, Gurneet Kaler and Sukhleen Gill, and they were coached by Judy Benevides. The KPU team came in 3rd behind University of British Columbia and University of Alberta.

KPU School of Business students participated in Canadian Cyber Defence Challenge event as part of BC Aware 2020 conference, January 22, 2020. Cyber Defence Challenge features 36 post-secondary students representing six British Columbia (BC) post-secondary institutions including KPU, UFV, UBC, SFU, NYIT and BCIT.

The main aim of Canadian Cyber Defence was to ensure that all Canadian students have the appropriate knowledge and skills required to make empowered decisions regarding the safe use of technology. Student teams are in a race against time to protect data, systems, and confidential record information. Throughout the day, the student teams attempt to identify, mitigate, and understand security threats and compromises in a competitive, engaging environment. The teams score points based on the level of security risk and the mitigation practice implemented.

According to the final technical score board, KPU ranked 4th out of 12 teams. In terms of university ranking, KPU ranked 3rd out of 6 institutions.



Left to right: George Micah, Sukhleen Gill, Jeanelle Lauguico, Gurneet Kaler and Judy Benevides (Faculty Coach)

## Student Clubs

KPU Case Analysis Network (KPU CAN) is a new student led, faculty mentored, Dean's office supported student network. The first student executives of the network are spearheading the creation of the KPU CAN and forging new ground. Carlos Calao, business faculty, assumes the role of faculty mentor and facilitator; Loren Coutts, Associate Dean, Travis Higo, Divisional Business Manager and Stephanie Howes, Dean, will be supporting and guiding the efforts of the club through a budget for case purchases, micro-credential planning and KPU School of Business brand recognition.



KPU CAN members left to right: Riley Kuebler, Christina Pooni, Emily Haugen, Sam Garzitto, Jasmine LeBlanc

## Student Clubs *continued*

KPU CAN Club: [kpuan.com](http://kpuan.com)

KPU CAN held their Launch party on February 20, 2020. Students, alumni, and faculty attended the event to learn more about what case competitions can do for students in the classroom as well as employment after they graduate. The event was well attended and the club was applauded for pulling together a great event and having speakers that were informative and compelling.

KPU CAN also organized an all-women panel of past and current case team members. They spoke about their experiences at competitions and how they were sometimes the only team at the competition that even had female members. “These experiences are why we need the KPU CAN; we need more diverse case teams, we need more women to be empowered to compete in world-wide internationally recognized competitions, and we need more women to break the glass ceiling and showcase their skills” - Emily Haugen

KPU CAN student club, hosted a webinar entitled “Building Your Personal Brand” for KPU students on May 21, 2020. It was held as a fundraiser with all the proceeds donated to the Surrey Food Bank.



Left to right: Natasha Campbell, Wajeeha Rahman, Neha Bansal, Dilsharn Mokha, Emily Haugen.

The 10th Annual Careers in Accounting event took place on November 22, 2019 on the Surrey campus. More than 50 employers and 220 students took part in round table discussions about what a career in accounting really looks like. Students attended a pre-event centered around networking skills and the CPA designation, while employers, faculty and staff mingled over appetizers. Dean Stephanie Howes closed the event by awarding a \$500 tuition prize. This is the Accounting Department’s largest annual event, which is made possible by the generous support of CPABC and Coca-Cola, and the hard work of the Dean’s office, the Accounting faculty, the Co-operative Education and Career Services Department.



10th Annual Careers in Accounting

The KPU Marketing Association (KPUMA) held its 2nd Annual Alumni Event featuring marketing grads from our very own marketing degree program. The panel included 5 Bachelor of Business Administration Marketing Alumni. The event was a great opportunity for current students to interact with recent graduates from our program and learn about careers in marketing.

KPUMA also hosted a couple workshops during the Fall:

### **KPUMA Presents: E-Commerce 101**

The event focused on e-commerce and was hosted by a KPU business co-op student. Students studied basic e-commerce concepts. They learned the purpose and contents of a CSV file, basic product data management with Excel and examined some popular e-commerce platforms.

### **KPUMA Presents: Wordpress 101**

The event was hosted by the club’s very own president who lead the workshop from beginning to end! The topic was on website design in WordPress. This introductory class taught participants the basics of WordPress including: hosting, theme installation, genesis framework, plugins vs. widgets, terminology and much more!



KPUMA Alumni Event

## Faculty Highlights

**Michael Leonard** attended the Allied Social Sciences Association conference in San Diego, CA January 2-5, 2020. The American Economics Association, of which he is a member, is one of the largest participants. Michael also presented on The 8-Second PowerPoint seminars held on January 20th at the Metrotown and Downtown offices of the Bank of Montreal.

**Alym Amlani** presented at The Teaching Professor Virtual Conference from May – September, 2020. “Using a Data Driven Approach to write better exams”.

**Melissa Ashman** was selected as KPU’s Open Education Research Fellow. This annual fellowship runs from January 1 to December 31 and is aimed at supporting scholarly research on open educational practices by regular faculty at KPU.

**Arley Cruthers** was selected as a KPU Teaching Fellow in Open Education. Arley’s area of interest is open education and open pedagogy.

**Robin Cook Bondy** received her Accreditation in Public Relations (APR) designation from the Canadian Public Relations Society. First granted in 1969 as a measurement of competence and personal achievement in the field of public relations, the APR designation is now an internationally recognized symbol of the highest global standard of excellence in the industry. Robin will be registered with the Canadian Public Relations Society as Faculty at Kwantlen Polytechnic University.

## Faculty Highlights *continued*

In October 2019, **Lesley McCannell and Dr. Jeannette Paschen** co-presented and facilitated a workshop at the 3rd Pan Canadian Conference on Universal Design for Learning (UDL) in Victoria. The title of the workshop was “Building Professional Skills in the Classroom Workshop - A pilot at Kwantlen Polytechnic University”.

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**Andrea Niosi and Anita Sangha** have been appointed to the Provincial Business Programs Advisory Committee for Open Education at BCcampus, to help shape the future development of Open Educational Resources (OER) for Business programs in BC.

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**Dr. Marcelo Machado** presented at the 31st International Society for Professional Innovation Management (ISPIM), which happened virtually from June 7-11, 2020. “Artificial Intelligence (AI) Development and Adoption: Testing AI Innovation in Health Care.” Co-authored with Sarah Daly – *Queensland University of Technology, Australia and Jialei Yang – Oulu Business School, University of Oulu, Finland.*

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At INSEEC-International Week (February 4-8, 2019) Dr. Marcelo Machado taught 4 workshops on innovation and product development to MBA students, at our partner university INSEEC, in France.

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**Anita Sangha** presented at the ACBSP Virtual Conference 2020 which took place June 22-24, 2020. The theme of this year’s conference was “Teaching in a Student-centered World”. Anita presented, “Rising Through the Intercultural Waves, the Business School at a Canadian Polytechnic Shares Its Inclusivity Journey”.

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**Andrew Frank**, worked with Heiltsuk Nation on COVID-19 Communications, Racial Profiling and Marine Liability Reform. Andrew’s assistance has helped the Heiltsuk achieve widespread media coverage, raise public awareness, and secure meetings with the government. He plans to use these experiences as real-life case studies for his students in the recently redesigned Diploma in Public Relations.

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**Don Coulter** completed the Directors Education program from the Rotman School of Business at the University of Toronto and now has the designation ICD.D.

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**Pamela Ip**, was the School of Business recipient of KPU’s inaugural UN Sustainable Development Goals (SDG) Open Pedagogy Fellowship, awarded in Spring 2019.

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**Dr. Mandeep Pannu** presented **Smart Power Talks Vancouver**, at UBC on October 18th, 2019. Dr. Mandeep Pannu also hosted a **STEM session with SheTech** at their flagship event, Ignite 2019 on October 19th at the Executive Airport Hotel in Richmond. Dr. Pannu presented a session to girls (age 12- 16) on Cybersecurity “Inspiring Girls to Explore Cyber Security”. The event included trainings, exchanging of ideas and sharing, in girl-focused programming and opportunities. Dr. Mandeep Pannu presented a session as a **keynote speaker at BCIT** on “*Cyber Awareness Journey by our Peer Institutions*”, and also attended BC Aware 2020 conference as a panelist. The panel was organized by SheLeadsTech, ISACA.

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**Kavinda Wanniarachchi**, completed his Project Management Professional (PMP) designation with the Project Management Institute (PMI).

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**Simon Cruthers**, Business and Quantitative Methods faculty, completed an 18 month Online/eLearning Instruction Certificate from VCC.

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**Andrea Niosi** was accepted by UNESCO’s Open Education for a Better World as a Mentor for their 2020 Mentoring Program. Andrea will be mentoring a scholar in India who is working on developing an open course on digital awareness.

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**Lindsay Wood and Melissa Drury** represented KPU School of Business at the BC Campus Learning Symposium in Terrace, BC on October 24-26, 2019. This experience allowed faculty to connect, collaborate and learn with K-12 educators in BC deepening their knowledge in experiential, adaptive, and transformative teaching and learning approaches and pedagogy. They were also fortunate to participate in an experiential learning and culturally immersive opportunity visiting key landmarks and learning the history of the Nisga’a Nation.

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**Dr. Amir Azaron** presented paper “Designing Profitable and Responsive Supply Chains under Uncertainty” in IFAC MIM 2019 International Conference in Berlin, Germany, using a KPU Professional Development grant.

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**Khairunnisa Ali and Lindsay Wood** started an Emotional Intelligence project (through the Ministry of Advanced Education), under the Office of Research Services. The project started Summer 2020 and will continue through to next summer.

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**Dr. Nishan Perera** was granted a 50% time release from Fall 2020 to Summer 2022, for Educational Consultant, Course Design & Assessment (Course Mapping/ Blended/Online Design). The primary role of the educational consultant is to support KPU faculty to develop their teaching expertise in higher education with attention to course design, constructive alignment, and assessment, with particular attention to blended and online learning models.

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**Dr. Jeannette Paschen** presented her research at the 2019 Academy of Marketing Science (AMS) 2019 Annual Conference in Vancouver, and also successfully defended her Ph.D. dissertation in Marketing on April 22 via zoom at the Royal Institute of Technology, Stockholm. Her dissertation was titled “Creating market knowledge from big data: artificial intelligence and human resources”.

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**Khairunnisa Ali** has been accepted to do her Master’s in Education at Simon Fraser University, in Curriculum and Instruction (Post-Secondary)

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**Lyndsay Passmore** has organized regular professional development (PD) and scholarship sessions for faculty of the School of Business Curriculum Committee. The Committee now hosts regular PD Sessions for the first hour of their meetings. On October 7, 2019, the committee was pleased to have Seanna Takacs, KPU Learning Specialist from Teaching & Learning provide a session on Universal Design for Learning (UDL).

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## Publications

**Dr. Xing Liu** published a book chapter titled “Distributed Ledger Technologies and Blockchain”, Chapter 8 of the book “Intelligent Internet of Things: From Device to Fog and Cloud”, Springer, 2020. URL: <https://www.springer.com/us/book/9783030303662>

**Dr. Amir Azaron** published a paper in *IFAC PapersOnLine*, indexed in ISI Web of Science, in December 2019. The mentioned paper, along with 13 other papers, was selected out of more than 650 papers to be considered for publication in a Special Issue of *International Journal of Production Research*, which is one of the most prestigious international journals in Operations/Supply Chain Management. After two rounds of revision, the extended version of the paper was finally accepted for publication in *International Journal of Production Research* on June 11, 2020.

**Deirdre Maultsaid** had a biographical essay of her father published in *White Wall Review* (Ryerson U.), a biographical essay of her mother accepted at *Broadstreet* (U.S., online), and another essay accepted by *Filling Station* (Calgary, magazine) to be published soon.

**John Shepherd** has published an article for which he co-authored: Shepherd, J., Petrillo, L. and Wilson, A. (2019), “Does size matter? In-library study of two Canadian public library branches”.

**Melissa Ashman, Arley Cruthers, Sarah Duncan, Karen Vance, and Panteli Tritchew** published an open textbook called *Student Engagement Activities for Business Communications*.

**Andrew Frank** worked with two Vancouver law firms and their clients to produce a five-part series with the Vancouver Sun and The Province newspapers, revealing the sexual assault of over 200 young men in BC’s prisons over a 20 year period.

**Mark O’Meara’s** book *Let Go and Heal: Recovery from Hurt and Emotional Pain* was published and can also be purchased on amazon.ca.

**Dr. Jeannette Paschen** has published 9 articles in various business and marketing journals or conference proceedings. One of the journal publications, was co-authored with **Vida Morkunas**, and won the “Best Article Award” from all articles published in *Business Horizons* in 2019. The title of the publication is “How blockchain technologies impact your business model.”

**Vida Morkunas** published a case study that she co-authored with Kristin Matheson of SFU called “Blue Sky Ranch: Sustainable Meat”, published by Ivey Cases Publications. The case explores a young female entrepreneur’s challenges of running a farm in Merritt, BC. Vida hopes to assign this case about high-end heritage pork farming to her BBA students in the fall semester.

**Dr. Qussay Salih**, Lead Researcher, School of Business, CSIT, Asher Sacks, Student Research Assistant, 4th year Computer Science & Information Technology Student, Christopher Torunski, Student Research Assistant 2nd year Computer Science and Information Technology Student co-authored (Faculty and Students) Research Title: Exploring Real Time Robot Object Detection and Localization for Elderly with Chronic Muscle Pain. Their intent was to study human and machine interaction on daily life, as well creating a device that is capable of detecting and locating specific objects in a household environment. This project started in March 2019. The research project and subsequent publication will support further AI curriculum within the Computer Science and Information Technology department programming in the School of Business.

**Dr. Marcelo Machado** ISPIIM Conference 2020. “Artificial Intelligence (AI) Development and Adoption: Testing AI Innovation in Health Care.” Paper presented at the 31st International Society for Professional Innovation Management (ISPIIM). Co-authored with Sarah Daily – Queensland University of Technology, Australia and Jialei Yang – Oulu Business School, University of Oulu, Finland.

**Andrea Niosi**, Marketing faculty member, was invited to teach a condensed version of KPU’s e-Marketing course at our partner institute, Metropolia, in Finland in Summer 2020.

## Program Highlights

The Public Relations department worked hard with industry to redevelop the Diploma in Public Relations Program. The program will launch at KPU starting in Fall 2020.

The Accounting department established and rolled out the “Accounting Hub.” The department has always had a challenge connecting with Accounting students, so the department created a Moodle Hub where all students enrolled in the Hub can obtain access to important information, resources and upcoming events related to Accounting and the CPA Program.

There are 5 main hubs:

- » **KPU’s Accounting Club (ASK) will contain all information related to the club, upcoming events and volunteer opportunities.**
- » **CPA Recruit will contain all pertinent information relating to the annual CPA recruit from important dates, professional etiquette to FAQs/Tips.**
- » **Networking, Seminars and Local Events will be updated often to broadcast important local events geared towards the ACCT path.**
- » **Career and Co-op Opportunities will contain all important information relating to KPU’s Co-op program and other exciting career opportunities.**
- » **CPA BC will provide some key information about the CPA program.**

The School of Business and Department of Economics have been approached by the BC Senior Games Society with a request to complete an economic impact study for the Richmond 2020 55+ BC Games, September 2020.

The Human Resources department (HRMT) spent time this year working on the redevelopment of the Post Baccalaureate Diploma in Human Resources Management. It was officially sanctioned by the Ministry of Advanced Education and will launch this upcoming Spring 2021 semester. In addition, the department negotiated a 3-year renewal of its partnership with the Chartered Professionals in Human Resources BC & Yukon chapter (CPHR). The CPHR BC and Yukon is the local body of the national CPHR Association and grants the CPHR professional designation in the province. The agreement certifies that KPU’s HRMT programs meet explicit standards so that graduates who achieve stipulated GPA scores are approved as having already passed the National Knowledge Exam (NKE) after graduation. The NKE is a step in the process to obtaining the professional designation. Under the partnership agreement, our students are also granted access to a number of membership, learning, job search and networking benefits within the professional body. The original KPU/CPHR partnership was the first in Western Canada and served as a model for CPHR at other educational institutions in BC.



## Program Highlights *continued*

The School of Business participated for the first time in the 2020 Cargo Logistics Canada show – North America’s multimodal supply chain expo hosted February 4-6 in the Vancouver Convention Centre. The event featured keynote speakers on topics like “Innovation Leadership in Traditional Supply Chains” as well as seminars such as “Blockchain Connecting through IoT” and a variety of networking opportunities. While all business programs were represented, the Operations and Supply Chain Management program was marketed to thousands of participants via handouts that every participant received in the show guide, a staffed KPU booth in the exhibition hall, and 14 KPU student volunteers that contributed event support and speaker support during the presentation. 70+ organizations, ranging from transportation to cold storage exhibited at the event attracted participants from all over the world. Students in the OSCM 5100 and 5150 class had the opportunity to volunteer with Cargo Logistics in the months leading up to the show for bonus course marks through reaching out to potential supply chain organizations and networking with them on behalf of the event. OSCM students were coached through networking via LinkedIn and over the phone and then had the opportunity to meet with supply professionals in-person at the event.



Cargo Logistics Canada 2020

Our first-ever Human Resources Management Alumni Conference was held February 21 in the Surrey Conference Centre with breakout sessions in the Fir and Cedar Buildings. The event drew 75 alumni, students and faculty and received generous sponsorship from: HUB International, CPHR BC&Yukon, Logan HR and the HR Alumni Chapter. The full day featured 3 plenary sessions plus 3 breakouts each of which offered attendees a choice of 3 different presentations. Keynote speakers addressed: “Artificial Intelligence and HR Analytics” [Ian Cook from Vizier]; “Recent Changes to Employment and Labour Law in BC” [Trevor Hughes, Deputy Minister of Labour] and “Building Resilient Teams” [Andrea Burk, Consultant, Former International Rugby Player & Broadcaster]. The day began with a continental breakfast, included lunch and ended with a closing reception in the late afternoon. It was a wonderful opportunity to provide our alumni with an update on their HR knowledge and to create multiple networking opportunities. The Conference was organized by HRMT faculty members David Harvey and Monica Affleck with input from alumni Sofia Arisheh and Jaclyn Fisher and admin support from Julie Merkl in the Dean’s Office.



Human Resources Management Alumni Event

In April 2020, the Public Relations class of 2020 was proud to present a cheque for \$6,500 to Backpack Buddies. The donation was a result of fundraising efforts undertaken as part of the Event Management & Production course. The course is designed to showcase all of the skills learned throughout the program, including publicity and promotion, branding, design, strategic communications, research, public speaking, media relations, and project management. The new Public Relations Diploma launching in Fall 2020, will provide creative opportunities to learn and practice all of these skills.

Back in the Day with Backpack Buddies was held on February, 27, 2020 and was the result of 6 months of hard work and planning. The students secured event sponsorships and donations for a silent auction, researched and booked a venue, caterer and entertainment, and tied it all together with a fantastic 90s retro theme. More than 150 friends and family arrived at Vancouver’s Heritage Hall decked out in “Canadian Tuxedos” and enjoyed a night of games, raffles, and 90s décor and music, including a DJ and live performance. The menu included a gourmet twist on childhood classics like mac n’ cheese, grilled cheese, Rice Krispie Treats, and featured a fabulous retro candy bar. Two exceptional selections from KPU Brewing were on tap, and local vintner, Country Vines, offered wine tastings.



Backpack Buddies Fundraising Event, Public Relations Class of 2020

Sincere thanks to all of the guests from the School of Business, and special guests, Associate Dean, Donald Reddick, and Emily-Anne King, co-founder of Backpack Buddies, for their moving speeches. Backpack Buddies fills the weekend hunger gap for food insecure children in the Lower Mainland by providing backpacks full of nutritious food. With the closing of schools due to COVID-19, this need increased to seven days a week. The students’ donation provided support for 433 children during this time.

## Dean’s Office Highlights

Magdalena Mot, Student Success Coach, collaborated with external guests and internal departments for Multicultural Dance Day at KPU.

Julie Merkl, Administrative Assistant, developed a SharePoint hub to provide Faculty and Staff a central location for all Program Advisory related information. Julie has also quietly been working to sew much needed and hard to find face masks.

Associate Dean’s Assistant, Nikki Pursani, along with her family, made arrangements to deliver 19 pizzas from Pepperoni Café on Scott Road to hospital staff on March 21.

Stephanie Howes, Dean, was nominated as one of the finalist for the Surrey Board of Trade Women in Business Corporate Leadership Award. The winner was to be announced on March 12, 2020 at an awards event, but it was postponed indefinitely due to COVID-19 restrictions.

# SCHOOL OF BUSINESS STATS

## Faculty & Student Composition

	AY16/17	AY17/18	AY18/19	AY19/20
REGULAR FACULTY MEMBERS	138	168	174	188
STUDENT HEAD COUNT	6631	8116	7375	7368
STUDENT FTE	4078	5068	4892	4830
SECTIONS OFFERED	1189	1468	1483	1466
SEAT FILL COUNT	35073	43441	45313	39757

## Co-op Student Placements

	AY17/18	AY18/19	AY19/20
ACCT	132	131	62
BTECH	62	65	52
CISY	39	35	25
HRMT	53	66	28
MRKT	24	17	13
ENTR	15	7	3
OSCM	0	14	1

## Graduate Data (2019 BBA Programs)

	KPU	BC Avg
CURRENTLY EMPLOYED	92%	86%
QUALITY OF EDUCATION	95%	95%
SKILL DEVELOPMENT - OVERALL	90%	88%
SKILL- WRITING	91%	87%
SKILL- SPEAKING	88%	85%
SKILL- READING	89%	90%
SKILL- COLLABORATING	91%	86%
SKILL- ANALYZING	93%	89%
SKILL- SOLVING	88%	87%
SKILL- LEARNING	87%	90%



## SCHOLARSHIPS & AWARDS

In 2019/20, despite COVID-19 logistical issues, we had a number of School of Business students who were awarded various scholarships, awards, and bursaries:

<p><b>171</b> students received general awards totaling \$186,694</p>	<p><b>4</b> students received entrance awards totaling \$5,400</p>	<p><b>11</b> students received leadership awards totaling \$11,000</p>	<p><b>2</b> students received graduation awards totaling \$1,000</p>
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