



**Melville**  
**School of Business**

KWANTLEN POLYTECHNIC UNIVERSITY

# ANNUAL REPORT

2021 | 2022



to embolden business and technology learners to become inclusive community builders and conscious change makers.



*We work, study, and live in a region south of the Fraser River which overlaps with the unceded traditional and ancestral lands of the Kwantlen, Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt and Kwikwetlem peoples.*

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## Melville School of Business Update Academic Year 2021|2022



I cannot begin my letter without first recognizing the amazing gift we received from George and Sylvia Melville on September 8, 2021. Their gift of \$8,000,000 has given us a new name and will be endowed through Melville scholarships and bursaries beginning in Fall 2022. The generous investment of endowed student awards will provide meaningful support for hundreds of students, and some of which will be significant enough to provide full-tuition and supplies for diploma and degree students. The gift from the Melville's has elevated our reputation as a School of Business and will continue to enhance the learning experience of our students. The enhancement of our teaching tools through technologies will support our students in building those skills employers value such as communication, teamwork and critical thinking. Funding has been provided

this year to our KPU Case Analysis Network student-led initiative to have more students participate in case competitions nationally and internationally, and host their own competition again in 2023. With a new name and funding, the future is very bright for the Melville School of Business.

Our annual report this year demonstrates again a long list of amazing Melville School of Business (MSB) accomplishments and many highlights from individuals, departments and teams. We have begun the first of its kind Business Strategy Internship Program, where 34 students are near to completing our first intake, with the second intake to start September 2022. We received a generous future launch grant from the RBC Foundation of \$300,000 in support of the businesses our students will be working with by subsidizing the cost of the student salary. In addition, MITACS has partnered with us to further extend the funding to our external partners up to \$7,500 each. Both these generous grants significantly reduce the costs and help to incentivize participation. It is anticipated in 2023 that we will have up to 100 near-to-graduate students participating in the internship program. The partnerships with the business community through this program are invaluable and our students are gaining paid work experience in their area of study prior to graduation. Another way our school is supporting both our students' future success and the community we serve.

We have also entered into a Post-Secondary Credit Partner agreement with YELL Canada. Students in high school who have completed the rigorous YELL program will be granted university credit in our Entrepreneurial Leadership program, providing them a head start in their pursuit of post-secondary business education.

Recently we have adopted a new vision statement. The Melville School of Business will "Embolden business and technology learners to become inclusive community builders and conscious change makers." Furthermore, at the beginning of 2023 we will have a new Mission statement and new strategic/academic plan.

I would like to express my heartfelt gratitude to the entire Melville School of Business for your unwavering dedication and energy over the past year. I am honoured to have been your Dean and I could not be prouder of where we have been able to take our school. I look forward to being a part of our reaching new and exciting goals for the coming years.

Sincerely,

Stephanie Howes, Dean





## Introducing the Melville School of Business

*Original article credit to Mohak Sood, Media Specialist*

Kwantlen Polytechnic University has renamed its formerly known School of Business to the Melville School of Business to recognize a historic donation from philanthropists George and Sylvia Melville.

George Melville, who co-founded Boston Pizza International Inc., and his wife Sylvia are gifting \$8 million to KPU over four years to create tremendous opportunities for students.

"Sylvia and I are very proud to be able to make this investment in the future of the KPU School of Business," says George Melville, who served as KPU's

second chancellor from 2014 to 2020. "Our hope is that the Advanced Teaching and Learning Fund will enhance the educational experience for students for many years to come. There are also funds for scholarships and bursaries, which will make KPU's excellent business program more accessible to students than ever before."

"This very generous gift will create tremendous opportunities for students and faculty, and will significantly enhance the reputation of both the business school and KPU," says Dr. Alan Davis,

president and vice-chancellor of KPU. "George Melville's sterling reputation as a business leader, philanthropist and community builder will be a tremendous asset as we continue to shape exceptional entrepreneurs who graduate ready to work, willing to learn and poised to lead."

George Melville is chairman and owner of Melville Global Investments Inc., a diversified investment portfolio which includes ownership in Mr. Lube, Naramata Benchland Properties, and Bamboo World Kitchen, along with other public and private investments.

Previously, he co-founded Boston Pizza International Inc. with business partner Jim Treliving and together they turned it into the T&M Group of companies, with operations throughout North America and sales of over \$1 billion per year. In 1990, they founded what became the Boston Pizza Foundation Future Prospects, which has raised and donated over \$18 million to Canadian charities.

"The gift from the Melvilles will not only elevate the reputation of our School of Business but will support advancements in leading-edge teaching and enrich the student learning experience," says Stephanie Howes, Dean of the Melville School of Business. "The generous investment in endowed student awards will provide meaningful support for hundreds of students and strengthen our students' affiliation to their business school. Students will have more opportunity to build their skills in communication, teamwork and critical thinking through case competitions and work-integrated learning connections with industry."

Beginning in 2003, George Melville was a member of KPU's board of governors for six years, during which time he held various leadership roles. As chairperson of the audit committee, he helped guide KPU during its transition from a community college into a university in 2008. In 2013, he received an honorary doctorate from KPU in recognition of his outstanding professional achievements.

### THE MELVILLES' DONATION INCLUDES:

- » \$3 million to establish the Melville School of Business Advanced Teaching and Learning Technology Fund, which will provide students with the most up-to-date teaching technology and equipment used in business and industry;
- » \$2 million to create the Melville School of Business Endowed Scholarship Fund, which will provide \$100,000 in scholarships annually for undergraduate business students;
- » \$1 million to establish the Melville School of Business Endowed Bursary Fund, which will provide \$50,000 annually for bursaries for undergraduate business students;
- » \$1 million to create the Melville School of Business Endowed Scholarship Fund for post-baccalaureate students, which will provide \$50,000 for scholarships for post-baccalaureate business students;
- » \$500,000 for the Melville School of Business Endowed Case Competition Fund, which will provide \$25,000 annually to support business students taking part in case competitions;
- » \$450,000 to create the Melville School of Business Incubator Fund, which will provide the necessary seed funding to launch and support operations of the Melville School of Business Venture Fund;
- » \$50,000 for the Melville School of Business Activation Fund, which will support the rebranding of the Melville School of Business.



# Standing Committee on Education Policy (SCEQ) Updates

## Membership

While this year's Melville School of Business (MSB) Faculty Council Standing Committee on Education Policy (SCEQ) team experienced a decline in active membership, participation on major initiatives was significant. For example, 25 faculty participated in Business Education Framework Learning Outcome (BEF LO) and Program Specific Learning Outcome (PLO) analysis and action projects between Summer 2021 until November 2021.

## Working Group Activities

The committee developed priorities and established five working groups [(1) Team Teaching, (2) Business Education Framework, (3) BEF LO & PLO reporting, (4) Student Feedback and (5) Principles for Responsible Management Education (PRME)] to investigate and begin research and associated initiatives within the identified areas. The work of these groups is ongoing. SCEQ addressed the initiatives based on feedback received from MSB faculty and in response to recommendations arising from a successful MSB re-accreditation with the Accreditation Council of Business Schools and Programs (ACBSP).

## Major Initiatives

### BEF LO Action and Analysis (AA) Reporting

In Spring 2021, faculty-based teams reviewed our 5 BEF LOs, creating concise reports with recommended actions to improve student performance and/or outcome specification. The second phase of the initiative was for programs with courses responsible for BEF LO assessment to review relevant AA reports and determine appropriate "actions-to-be-taken." The recommendation was that relevant departments form response teams to complete the work.

### PLO AA Reporting

As a sequel to the great work of BEF LO AA teams in Spring 2021, SCEQ launched a similar PLO AA initiative in Summer/Fall 2021. A call to analyze and take action on PLO results was sent to the following departments with associated credentials: Accounting (ACCT) – Bachelors in Business Administration (BBA) in ACCT; Computer Systems and Information Technology (CSIT) – Bachelors in Technology; Economics (ECON) – Business Administration Diploma; Entrepreneurial Leadership (ENTR) – BBA in ENTR; Human Resource Management (HRMT) – BBA in HRMT; and Marketing (MRKT) – BBA in MRKT. PLO assessments are conducted by faculty each semester, with results submitted to the Dean's Office for aggregation. The goal is to annually analyze student performances and take recommended actions that contribute to continuous student performance improvement. Covid created significant challenges for annual PLO AA reporting due to a re-deployment of faculty effort. There was a gap in data reporting and action planning. Some departments (ACCT and ENTR) have rallied and taken on the task of PLO AA reporting.

## Key Challenge for Continued Improvement

While engagement in BEF LO AA reporting was excellent, asking departments to complete PLO AA reports has been challenging. The cause of some of the reporting gaps can be attributed to change or process management associated with collecting data, analyzing and taking action. There are a number of follow up actions the SCEQ will undertake in 2022/2023 to fill these action and analysis gaps involving BEF LOs and PLOs.

# 2021/2022 Initiatives

## NEW VISION

» to embolden business and technology learners to become inclusive community builders and conscious change makers.

## MISSION

- » To engage and inspire students of diverse backgrounds, ages and aspirations.
- » To deliver industry desired skills and knowledge-based education through Innovative experiential learning.
- » To foster collaboration across all of our stakeholder groups that drives change and new practices.

## STRATEGIC PRIORITIES

- » Continue to strengthen the reputation and brand.
- » Continue to focus on quality education.
- » Continue to strive for operational streamlining and efficiencies.
- » Continue to build strong relationships with industry and the communities that we serve.

The Melville School of Business continued to work tirelessly on its strategic priorities despite being still in the COVID-19 pandemic. Classes are mostly back on campus this year, but with some variations in delivery. Blended learning has been a focus over the last year which allows for more creative pedagogy but also allowing more flexibility for students.

## Numerous initiatives were supported through time releases over the last year:



**Monica Affleck** received a time release as the Human Resources Management Program Renewal and Development Lead.



**Alia Somji** received a time release to develop additional modes of delivery for the Legal Administrative Studies Program.



**Dr. Luis Fernando Villalba** received a time release to explore interdisciplinary partnerships between the Melville School of Business and the Faculty of Science & Horticulture.



**Dr. Tara Immell** received a time release to explore the expansion of our Business Graduate Diploma Programs.



**Dr. Warren Edwards** received a time release to explore opportunities for Continuing & Professional Studies and Executive Education within the Melville School of Business.



**Dr. Darren Francis** received a time release to work on our ACBSP Accreditation Report.



**Dr. Jeannette Paschen** received a time release to work on the execution of the revisions to the Business Diploma Programs.



**Shari Ann Herrmann** received a time release as the Chair of the Subcommittee on Education Quality.



**Dr. Ulrich Paschen** received a time release as the Chair of the Melville School of Business Curriculum Committee.



**Debra Pankratz** received a time release as the Faculty Champion on De-colonization & Indigenization.



**Vasile Zamfirescu** received a time release to start developing an Operations & Supply Chain Management Master's Degree Program.



“I found my true calling in entrepreneurial leadership. My instructors would latch onto my ideas and I realized I could take a step back to get a larger view of business. KPU prepared me well for my own entrepreneurial journey. I started Kitply out of my parents’ basement and now we’re doing business nationally and internationally. It’s important to me to give back to society. Creating opportunities for others is my way of paying forward what KPU gave to me.”

Ankit Sharma - Entrepreneurial Leadership grad



## Entrepreneurial Leadership: A program that empowers you to change the world.

The Bachelor of Business Administration in Entrepreneurial Leadership (ENTR) program is designed to empower students to change the world. A student-focused program that is guided through teaching excellence, ENTR courses integrate social and environmental justice to develop effective and successful leaders of tomorrow. We’re excited to announce that our Entrepreneurial Leadership program has recently undergone a renewal process to modernize the curriculum for today’s learners! Industry professionals, alumni, and current ENTR students were all consulted in making sure the program is relevant to today’s learners.

**The re-designed program holds a strong emphasis on sustainability and experiential learning. It was also designed to uphold and deliver on the following principles:**

- » Provide student flexibility with online, blended, and face to face course offerings.
- » Support students in charting their own learning journey with fewer pre-requisites and a wider range of courses available year-long.
- » Support student agency and individual choice through Universal Design for Learning (“UDL”) features.
- » Improve accessibility through extensive use of open educational resources (“OERs”) in ENTR courses thereby reducing or eliminating the cost of all textbooks, labs, and other expenses incurred by students.
- » Foster meaningful engagement and student development through open pedagogy learning activities and assessment.

**The ENTR Program Learning Outcomes are based in four simple, yet powerful themes:**

- » Know Thyself: Entrepreneurial Identity
- » Create Opportunities
- » Mobilize
- » Grow

## YELL Canada

KPU’s Melville School of Business has partnered with Young Entrepreneur Leadership Launchpad (YELL) to offer YELL graduates a place to dive deeper into their entrepreneurial identity. As a polytechnic university, KPU’s BBA in Entrepreneurial Leadership Program offers small class sizes, experiential learning opportunities, and the mentoring and support needed to turn entrepreneurial aspirations into reality. This partnership will give high school students a head start on their entrepreneurial education at KPU’s Melville School of Business!

### What is YELL?

Young Entrepreneur Leadership Launchpad (YELL) is a Canadian charity supporting the development of entrepreneurial mindset in high school by delivering programming in partnership with Entrepreneurship classes across BC. YELL Canada gives high school students an opportunity to develop a creative and analytical skillset they can apply after graduation, regardless of where their career path takes them. Students will come up with their own business idea and present it to a panel of community members, investors, and entrepreneurs.

### What are YELL perks at KPU?

By successfully completing the YELL program, students will gain credit for ENTR 1200 (3 credits) and get ahead in their education.

“Although the whole experience was a huge learning curve with its ups and downs, it was the most fulfilling and rewarding experience I’ve ever had. You truly do get out what you put into the course. We poured our hearts and souls into our pitch and business plan and at the end, regardless of if we had won or not, we were proud of what we had accomplished. This feeling of accomplishment is what I hope every YELL student takes away from their experience.”

–Maggie Sew, YELL Alumni 2020







## Melville Business Strategy Internship Program

The Melville School of Business is excited to offer a part-time, paid internship program directly through our department in partnership with Mitacs, RBC, and KPU Research & Innovation. Magdalena Mot, Work-Integrated Learning Coordinator, was hired into this role to provide more opportunity for business students to gain hands-on experience during their studies. New webpages were launched in January 2022 to make information more accessible and to simplify the application process for both students and industry partners. Melville School of Business students in their 3rd & 4th year of study, and those in Post-Baccalaureate and Graduate programs will be able to apply and compete via job interviews on posted internship opportunities.

### Student Benefits

- » Work-Integrated Learning.
- » Stepping stone for future employment opportunities.
- » Applied knowledge in a real business setting.
- » Six (6) months paid part-time work in alignment with KPU's academic terms.

### Employer Benefits

- » A customized approach to addressing your company's critical issues with a range of new ideas.
- » Staff development opportunities.
- » 50% or more cost savings on internship.
- » Drawing on expertise within the Melville School of Business faculty.
- » Interns will be paid directly by KPU, bi-weekly, and employers will only contribute one lump sum.

## SUCCESS STORY

### Osman Akkaşoğlu

Market Researcher at Advanced Intelligent Systems (A.I.S.); Osman recently earned a Graduate Diploma in Green Business Management and Sustainability, with distinction.

Osman was hired in a permanent position by the organization whom he worked with in the Melville Business Strategy Internship Program.

“During my internship at A.I.S., I focused on building a product concept and product marketing requirements document. Although I had previous experience with product marketing and sales, the product requirements document was something new that I had been introduced to at A.I.S. The Vice President of Product and Operations mentored me throughout all the exciting learning experiences. Acquiring new tools related to product development and marketing helped me grow my professional skills for undertaking more advanced tasks. In addition, seeking feedback and benefiting from my mentor's insights at A.I.S. was critical to demonstrate that I am eager to develop and improve my skills.”



### How my internship brought me to a full-time opportunity

"My initial assignments at the company were relatively smaller compared to the later ones, but as an intern, I approached those tasks with enthusiasm and completed them in a way that was up to A.I.S.' quality standards. Problem-solving skills are essential to any employer, so I used this internship opportunity to showcase my academic skills and industry experience for proposing solutions to solving issues related to product management. My eagerness to learn and contribute to the company demonstrated that I was ready to be a permanent full-time employee at A.I.S.

Another aspect that brought me to a full-time job after the internship was my commitment to the role. I strived to keep my work ethic at the highest level during this internship by providing consistent quality work to my employers, by being punctual, and by organizing my tasks efficiently to focus better on my responsibilities.

All being said, it was important to express my interest to work as a full-time employee at the company after my internship, as a way to communicate my future career goals. As soon as I realized that I am a good fit to the culture and environment of the company, and that I could contribute to its growth, I asked the hiring manager about the possibility of having a full-time position within the company."



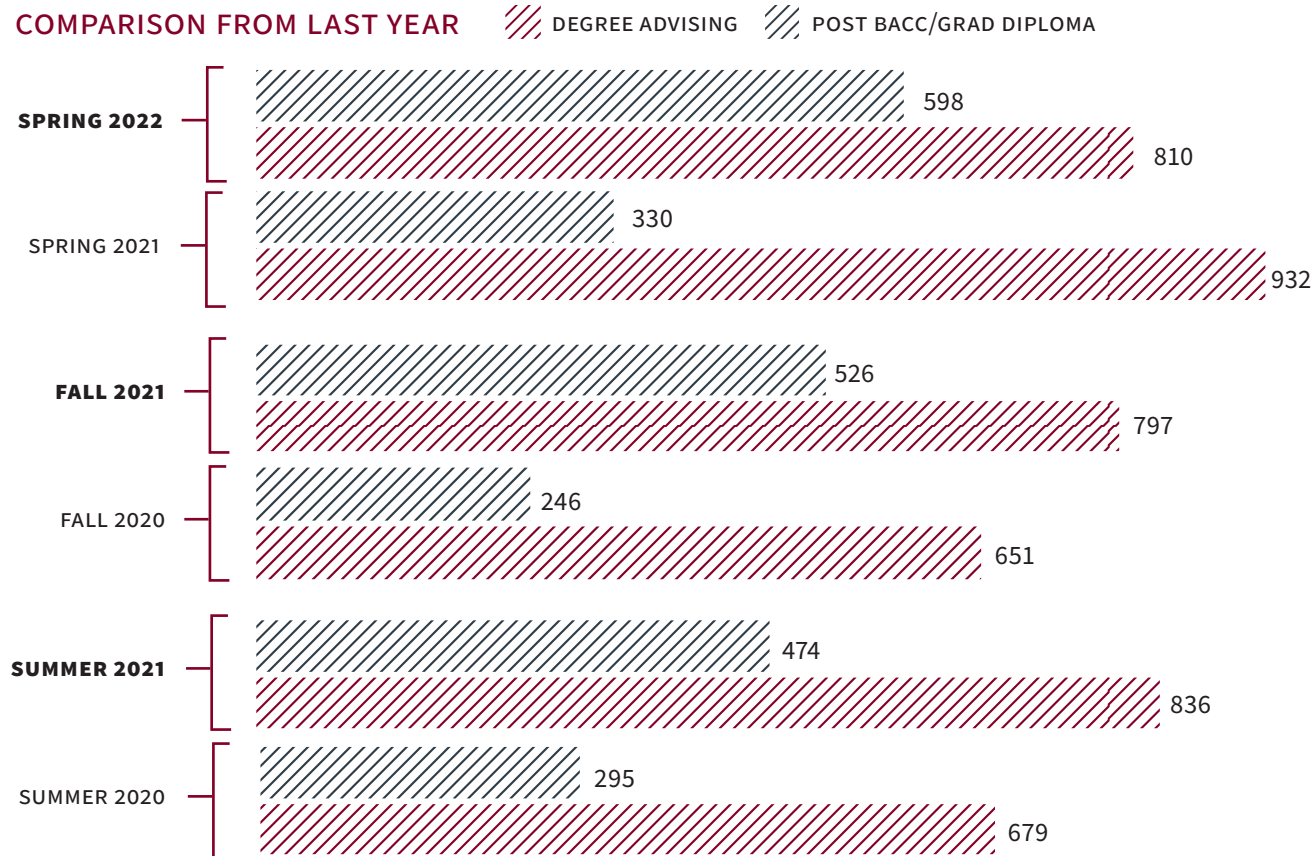
# Student Success Team Updates

## Degree Advisors and Success Coaches

In light of the impacts on student life resulting from Covid-19, the Student Success team has been able to maintain similar levels of contact with our business students throughout the 2021-2022 year. As we transitioned from a purely remote model back in Spring, we continue to take what we've learned over the past few years and work toward implementing a permanent model that satisfies the needs of our students. One thing we do know is we don't need to demand students to come to us. Phone and online appointments have proven ideal modes and rendered the more popular choice. As campus life continues to increase so will our in-person appointments, something the team looks forward to. Building on a hybrid model will serve our students and provide the best of both worlds. The return of in-person advising allows for the continued development of the relationships between our students and their advisor while remote advising offers a convenient alternative.

This year our student success coaches saw a substantial increase in appointments compared to last year, the biggest increase being Fall 2021. The increase is most likely due to the implementation of our very first Melville Business Strategy Internship program, a part-time opportunity for our students to gain experience in their field of study. Although the cohort itself didn't start until May 2022, preparations began months in advance. The response has been overwhelming. Applicants are encouraged to meet with our success coaches for support in both preparing their application as well as fine tuning their interview skills. Our success team is preparing for our next cohort this coming Fall (September intake).

## Success Team Advising Appointments



The team has been continuously hosting weekly webinars in order to help students succeed in the job market post-graduation. Sessions include Interview Prep, how to write a LinkedIn summary, Using LinkedIn as a Networking Tool, Cover Letter & Resume Workshops.

## NACADA Region Eight Conference


Tiffany Valle Anaya, Degree Advisor, attended NACADA's Region Eight Conference this past May alongside Degree Advisors from other KPU departments. This conference provided an avenue for region members to share common practices, approach and to achieve the goal of enhancing work. Some of the sessions Tiffany attended were on work-integrated learning & career advising, appreciative inquiry, relational advising and transactional content, and managing collaborations between academic advising and orientation for mature students

Tiffany will also be co-chairing NACADA's upcoming annual national conference in October 2022 which takes place in Portland, Oregon.



KPU Degree Advisors at NACADA Region Eight Conference.

## Success Teams Goals for 2022-2023

-  Continue to **positively impact** student **success**, retention, graduation and degree progression for our 3rd and 4th year business and post baccalaureate and grad diploma students.
-  Continue to facilitate academic planning, **exploration** and **informed decision making**.
-  Serve diverse populations of students and foster a **supportive environment of inclusivity**.
-  Continue to learn from Covid-19 and **build and implement a hybrid model** that will meet our students needs well after Covid is officially declared an endemic.

# Student Clubs & Initiatives

## Accounting Society of Kwantlen (ASK)

The ASK is an accounting student club designed to help students learn more about accounting at KPU and the opportunities available upon graduation. As a team, we strive to engage our members in continuously improving their skills by bridging their learning through support and resources, fostering personal development, and providing a gateway to professionals in the accounting community. Its mission is to broaden the academic experiences of our members by providing the opportunity to connect with professionals from the accounting industry.



The ASK hosts workshops and webinars throughout the year and is most known for the Careers in Accounting event held annually during Fall semester.

Find out more: [kwantlenaccounting.com](http://kwantlenaccounting.com)

## KPU Marketing Association (KPUMA)

KPU Marketing Association's mission is to provide students with a university experience beyond the classroom alone by allowing them to gain industry knowledge and experience through workshops, networking and hands-on experience. Its vision is to become an integrated part of the KPU landscape by interconnecting KPUMA members and operational projects of KPU.



The KPUMA hosts a multitude of in-person and webinars annually focused on social media marketing, branding, marketing analysis, as well as gathers members and students for social events such as college night Vancouver Warriors games.

Find out more: [thekpuma.com](http://thekpuma.com)

## KPU Human Resources Association (KHRA)

KHRA's mission is to create a safe and friendly environment to enhance all Business and HR students' experience through industry-related networking events, meeting like-minded students, case competitions, office tours and workshops. It wants to enhance student experience beyond the classroom and therefore created a community.



Find out more: [linkedin.com/company/kpu-hr-association](https://www.linkedin.com/company/kpu-hr-association)

## KPU Case Analysis Network (KPU CAN)

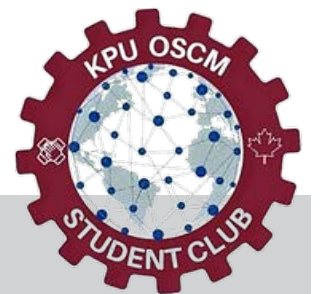
KPU CAN is a student-led Melville School of Business initiative. KPU CAN's goal is to connect students with the various case competition teams at KPU, and equip them with the skills most sought after by employers in order to build better business leaders for the future. Case teams, typically led by a business faculty member, train together on a regular basis in order to improve case analysis skills for competition. Case competitions happen both locally and abroad. KPU CAN is looking forward to the upcoming year and looking to recruit new executives and ambassadors.



For more information: [kpucan.com](http://kpucan.com)

## KPU Operations & Supply Chain Management (OSCM) Student Club

KPU OSCM Student club's vision is to enhance students experience by organizing conferences and connecting students with professors, career coaches, alumni, and professional associations within the OSCM industry. The club is organized by student leaders and facilitated with help from faculty member Merwise Khalwati and other OTM faculty.



The club has successfully hosted the International Conference in Operations, Supply Chain and Logistics (ICOSCL), where students had the opportunity to learn from the guest speakers. The club has also been able to connect with Association of Supply Chain Management (ASCM) professionals and as a result KPU OSCM students can receive free student membership to the association.

Find out more: [linkedin.com/in/kpu-oscm-student-club](https://www.linkedin.com/in/kpu-oscm-student-club)





# Melville Student Success

## Surrey's 25 Under 25 Awards

A goal at the Melville School of Business is to ensure our students graduate ready to work, willing to learn, and poised to lead. Many of their journeys in business start before and during their time at our university. Some then go on to be managers, some accept positions at their dream companies, while others start businesses of their own. Our hope is to coach the development of these industry desired skills, whether that be in class in one of our 22 programs, or through case competitions and other student led initiatives and clubs. We look to foster collaboration across all of our stakeholder groups that drives change and new practices.

Surrey's Top 25 Under 25 Award winners are representative of these qualities, presenting strong leadership, achievement, accomplishment, and community involvement within the borders of Surrey. They are the future of our business community and a great inspiration to us all. Wajeeha Rahman and Owen Davenport, two recipients of this award, held integral executive roles in KPU's Case Analysis Network, also known as "KPU CAN", which is a student led initiative that connects students with various case competition teams at KPU. Similar to ours, their goal is to equip students with the skills most sought after by employers, in order to build better business leaders for the future. These two alumni were involved with the coordination of the National Business Case Competition which was held virtually in March 2021, and both exemplify such leadership qualities. It was remarkable to see their names on the winners list and to present each with their award at the ceremony on April 20, 2022.



## David Sale Endowed Memorial Award Event

Hafida Ghafrani, BBA Accounting student, was the recipient of the David Sale Endowed Memorial Award. This endowed award is in memory of David Sale FCPA FCGA, a dedicated employee at KPU from 1989 - 2017, who touched the lives of faculty and countless students. He is remembered for six years of service as Chair of the Accounting Department and as a mentor to his successors. Dave is appreciated for his involvement in launching the KPU Accounting BBA Program and honored for his contribution in the unification of the accounting profession in BC and in development of the CPA designation. Hafida was the first recipient of this award and received \$1,200 towards her Accounting Education.

## ACHIEVE Case Competition

The Melville School of Business sent four BBA students to the ACHIEVE Case Competition in Toronto, Ontario from April 28-May 1, the first in-person Case competition in years. Faculty member and coach Laurence Ling accompanied the team.

In a letter to the Dean's office, the participating students (Micah Sherart, Megan Ellis, Simrat Gill, and Harika Singh, pictured below in order) said: "The 18th annual ACHIEVE 2022 conference and competition was a valuable experience with several precious lessons. The theme this year was "The Intangible Shift," with a strong emphasis on crypto-assets. Daily workshops imparted insights from PwC on crypto-usage and from Richter who shared advice on networking.



Of the 13 teams competing, Toronto Metropolitan placed 3rd, Ontario Tech 2nd, and the University of Saskatchewan placed 1st. Speaking with the top three teams we noted common success factors. Most attended Achieve previously, students had defined team roles, and many members were expecting to graduate next year. Networking events included participants from a variety of public/private practitioners, recruiters, and industry professionals. Developing contacts in Toronto was also extremely valuable as we met common corporate sponsors and recruiters found in Vancouver. Achieve was a memorable event that will facilitate our ability to find work with national/international companies locally represented.

We were also eager to learn how other universities manage in-person case competitions. Each of us connected with organizing students, volunteers, members of TMU's accounting society. Our roles as member of ASK at Kwantlen place us in a position of privilege to share findings should KPU choose to host a similar event.

We are grateful to have represented our school at this conference and would like to thank KPU for making this possible."

## 2022 Dean's Medal + Governor General Silver Medal Recipient

Karrah Parke, BBA in Accounting, was the recipient of the 2022 Melville School of Business Dean's Medal, as well as the Governor General's Silver Academic Medal at our Spring Convocation Ceremony. Karrah expressed the following: "Receiving these awards is an incredible honour in that it represents four years' worth of work towards achieving academic success and providing the best tutoring services possible to my fellow students at KPU. I am eternally thankful for the instruction from stellar faculty at the Melville School of Business, for the support from the staff at the Learning Centres, and for the collaboration opportunities with my peers that contributed to this momentous occasion."





# Annual Events Spotlight

## Industry Insider Series

Melville School of Business hosted the 7th, 8th, and 9th edition of the Industry Insider Series events. The event series occurs semesterly and is built in a panel format, where industry guests meet with Melville students and faculty. The informative networking opportunity allows our students to converse with local employers and gather valuable information for their further career development. The 1.5-hour long virtual event is typically attended by over 50 students and faculty from bachelor, post-baccalaureate, and graduate level programs.



Guest introductions are followed by a panel discussion moderated by Melville School of Business Associate Deans, staff, or faculty, after which all participants are grouped into five breakout rooms, where students interact with employers and learn about different industries and professional prospects. The event closes with a prize draw, where five students win the opportunity of conducting an informational interview with one of the industry guests.

The Melville School of Business is excited to be hosting future Industry Insider events in person starting in September 2022.

## Future Business Leaders Conference

On February 26, 2022, faculty, staff, and KPU's Future Students Office Recruitment team hosted the Future Business Leaders Conference; an annual event that brings grade 10-12 high school students together and tests their problem solving, business presentation and networking skills. High school students are divided into breakout rooms to brainstorm a business idea that would help solve a local issue, in line the United Nations' 17 Sustainable Development Goals (SDGs). Melville School of Business faculty facilitate this event, as well as break into groups to lead smaller mentorship sessions.

This event gives high school students an introduction to the Melville School of Business and gives them confidence to further pursue their studies after high school graduation. The winning team also wins a \$1000 tuition voucher per member towards Melville School of Business programs.

## Careers in Accounting

The Accounting Society of Kwantlen (ASK), Accounting faculty, and the KPU Career Development Centre partnered to host the Careers in Accounting annual networking event on November 19, 2021. The event focuses on giving students an opportunity to network with industry professionals, firms and businesses that are currently hiring or will be hiring in the future and to hear firsthand about the various opportunities that are available for accounting graduates. There were 105 students who participated in the event along with 34 industry guests and 20 faculty members who assisted in administering the virtual roundtable and breakout rooms.



## NABS West Speed Mentoring Event

Melville School of Business hosted the NABS West Speed Mentoring 2022, an annual event during March. The Speed Mentoring events are evenings where over 90 KPU marketing students ask questions and gain valuable wisdom from some of Vancouver and the Fraser Valley's top marketing, media, digital and broadcast professionals. The NABS West Speed Mentoring encourages participants to immerse themselves in an evening of fast-paced networking.

Each individual had the opportunity to meet with five mentors, in small groups using Zoom breakout sessions. Mentors imparted knowledge, advice, and answered questions pertaining to the industry, networking, and succeeding in an ever-changing industry. The Melville School of Business was the key sponsor of the event, with faculty member Rajinder Singh as a key organizer.

## Convocation

We were excited to be back in-person to see approximately 600 Melville School of Business graduates walk across the stage to receive their credentials in 3 convocation ceremonies on June 23 & 24. Staff and faculty were able to attend, volunteer, take pictures, and network with students. Congratulations to the class of 2022!



# Faculty Accomplishments



## Deirdre Maultsaid: Open Education Resource

Deirdre Maultsaid, faculty, alongside Indigenous Relations Specialist Gregory John, has created and published the Open Education Resource “Cases on Social Issues: For Class Discussion.”

This OER contains valuable cases on issues of diversity, equity, and inclusion for student use. The critical events portrayed in the cases are realistic and emotional, and feature the experiences of under-represented and marginalized people. These thoughtful, contemporary cases pose ethical dilemmas about social issues that encourage post-secondary students and instructors to have stimulating, inclusive, and compassionate discussions. Inspired by input from post-secondary students and authored by people usually under-represented in education material, this resource is designed for upper-level undergraduate or graduate students in the humanities, social sciences, business, healthcare, science, agriculture, environmental studies, law and more.

## Marketing Faculty Test Bank

Andrea Niosi, who was previously recognized for producing an Ancillary Guide alongside an Open Educational Resource which was co-authored with Melville School of Business Marketing students, recently made available a Test Bank for this resource.

The open textbook, published last year, was designed for students studying business or marketing at an undergraduate level. It draws on the fields of marketing, business, communications, media studies, psychology, sociology, and anthropology. The book invites readers to examine the internal forces that shape consumer decision making, such as perceptions, motivations, personality, and attitudes as well as the external ones, such as social and situational influences, culture, and subcultures. This text centres the lived experiences of today’s consumers, specifically, undergraduate students. The author has also made efforts to decentre whiteness and dominant culture perspectives wherever possible to ensure a broader and more accurate representation of diverse consumers. Instructors are now able to request access to the test bank for this resource.

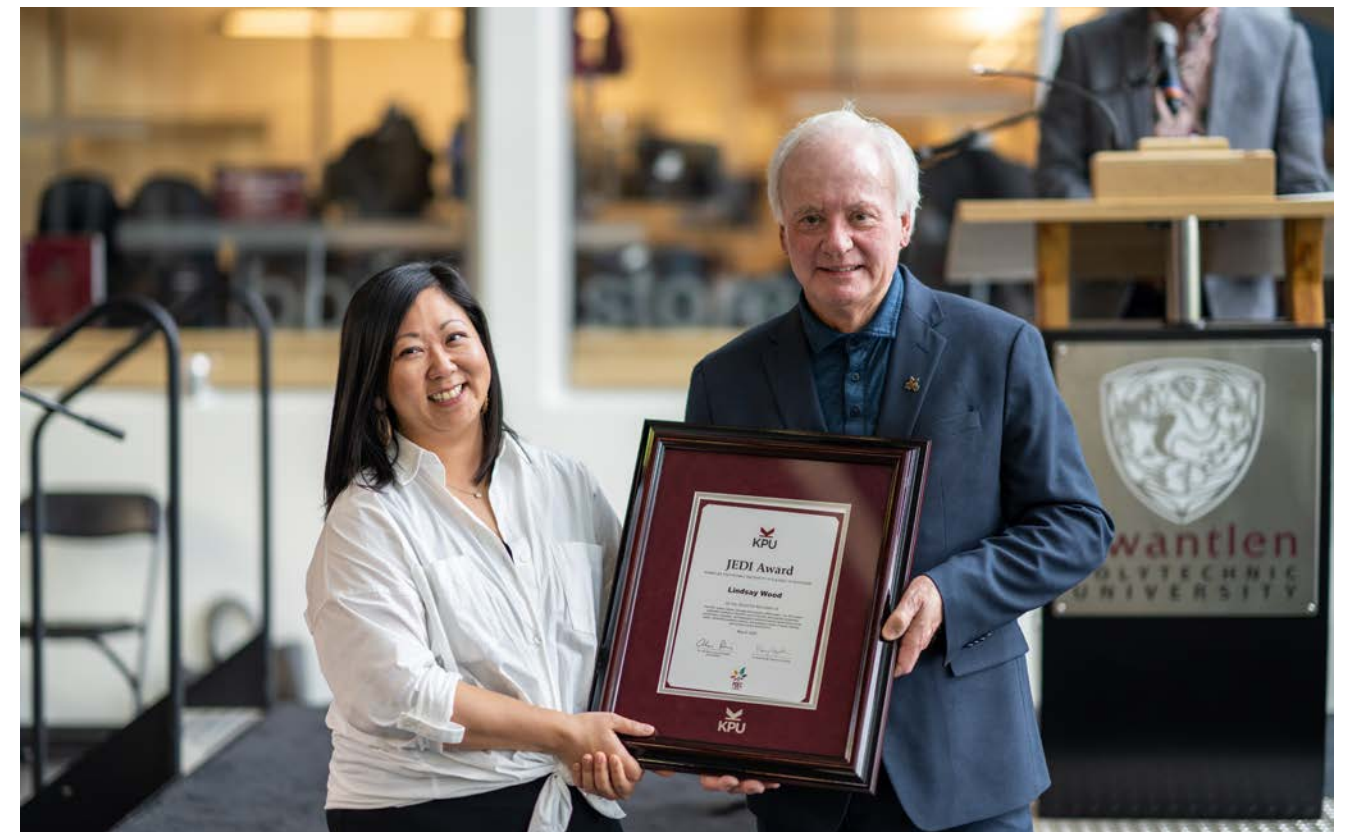
## Accounting Faculty Test Banks

Faculty of Accounting members Aym Amlani and John Shepherd have collaborated on the development of an online test banks for three KPU courses that uses the Moodle\* learning platform. The project, which began "off the side of the desk" by Aym Amlani and John Shepherd, was in response to numerous incidents of academic misconduct by students during online examinations. The Moodle test banks are designed to defeat several common strategies used by students who try to engage in academic misconduct during online examinations. In the multiple sections taught throughout the week, there is no evidence, as of this point of time, that the students have found ways around the design of the text bank questions.

In contrast, most publisher developed online question banks, originally designed for use in online assignments, are relatively ineffective in deterring online student academic misconduct during examinations.

## Lindsay Wood: JEDI Award

On May 6th at KPU Day, Melville School of Business Co-op Instructor Lindsay Wood was awarded a Justice, Equity, Diversity, and Inclusion (JEDI) Award from the President’s Office for her work in developing Anti-Racism resources, curriculum, and professional development to increase inclusion and belonging for students engaging in work-integrated learning opportunities. One of the resources is this Anti-Racism PSA video “Make the Invisible, Visible”. Lindsay is co-creating open educational resources with 2 KPU research students to help educators integrate EDIB into their courses and to amplify the voices of equity seeking KPU students and alumni engaging in Work-Integrated Learning (WIL).



\*Moodle is the online course platform used by KPU students.



# Leadership Team



**Stephanie Howes, DEAN**



**Don Reddick, ASSOCIATE DEAN**

**Program Portfolio:**

- » Accounting (Undergraduate & Post Baccalaureate)
- » Applied Communications
- » Business and Quantitative Methods
- » Computer Science and Information Systems
- » Computer Business Systems
- » Standing Committee on Education Quality



**Heather Harrison, ASSOCIATE DEAN**

**Program Portfolio:**

- » Chair of Department Chairs
- » Cooperative Education
- » Economics
- » Entrepreneurial Leadership
- » Legal Administrative Studies
- » Marketing
- » Public Relations



**Jose Areekadan, ASSOCIATE DEAN**

**Program Portfolio:**

- » Business Management
- » Curriculum Committee
- » Human Resources Management
- » Graduate diploma in Global Business Management & Green Business Management and Sustainability
- » Post Baccalaureate in Human Resources Management, Operations & Supply Chain Management, and Technical Management and Services



**Travis Higo, DIVISIONAL BUSINESS MANAGER**

**Dean's Office Portfolio:**

- Oversees the following**
- » Advising
  - » Budgets
  - » Human resources
  - » Marketing & events
  - » Scheduling

# ACBSP Accreditation

The Kwantlen Polytechnic University Melville School of Business is proud to be accredited by the Accreditation Council of Business Schools and Programs (ACBSP), a respected international association that accredits business programs at more than 1000 university campuses globally.

Our School holds the distinction of being the first Canadian 4-year university school of business to be accredited by ACBSP (2006), with 10-year accreditation status reaffirmed in June, 2019. ACBSP promotes continuous improvement and recognizes excellence in the accreditation of business education programs around the world.



**The following Melville School of Business programs are accredited by the Accreditation Council for Business Schools and Programs:**

- BBA in Entrepreneurial Leadership**
- BBA in Accounting**
- BBA Human Resource Management**
- BBA Marketing Management**
- Accounting**
- Marketing**
- Business Administration**
- Business Management**
- General Business Studies**



## More on ACBSP

ACBSP is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The association embraces the virtues of teaching excellence and emphasizes to students that it is essential to learn how to learn. ACBSP acknowledges the importance of scholarly research and inquiry and believes that such activities facilitate improved teaching. Institutions are strongly encouraged to pursue a reasonable, mutually beneficial balance between teaching and research. And further, ACBSP encourages faculty involvement within the contemporary business world to enhance the quality of classroom instruction and to contribute to student learning.



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