

## 2011 CFBSD Annual Meeting & Conference

### TRANSFORMING EDUCATION: Re-inventing Business Schools Haskayne School of Business, University of Calgary

*“Higher education institutions are in the midst of a perfect storm.  
Government funding is declining, market conditions have reduced the value of endowments,  
private backing is on the wane and costs are going up.  
Yet, these combined challenges create a unique opportunity for transformation.  
Educational institutions willing to think laterally can position themselves to outperform into the future.”*  
Louise Upton, Principal & Canadian Higher Education Lead, Deloitte

#### Sunday, October 23

14h00 – 18h30

Hotel Alma

7<sup>th</sup> floor Senate Room

#### Registration

#### Exhibits / Information Kiosks:

- AACSB International
- GMAC
- University of Calgary
- Other documents & information

Hotel Alma

1<sup>st</sup> floor Varsity Room

#### Committee & Board Meetings (for members only):

- Board (15h00 -16h00)
- Research Committee (16h15-17h15)
- Advocacy & Communications Committee (17h30 -18h30)
- Membership Committee (Monday 07h00 – 08h00 Suite North)

19h00 – 21h30

Big T's BBQ

#### Informal Dinner

2138 Crowchild Trail Northwest, Calgary  
(10 minute walk from Hotel Alma)

**Monday, October 24**

07h00 – 08h00  
*Hotel Alma Bistro*

**Breakfast**

08h15 – 08h30  
*Scurfield Hall  
RGO Room 4<sup>th</sup> floor*

**Welcome & Opening Remarks**

- Bahram Dadgostar, Chair CFBSD, Lakehead University
- Len Waverman, University of Calgary

08h30 – 10h00  
*Scurfield Hall*

**Reinventing Business Schools to meet Evolving Needs: Challenging Thinking for Challenging Times**

At a time when many colleges and universities stand at the crossroads, and higher education faces the prospect of unprecedented political, economic, social, and technological change, a new perspective can stimulate innovative thinking and out-of-the-box decision-making. Leading this engaging and provocative session, he will present the competitive landscape within the Canadian PSE field, identifying trends and opportunities and presenting ideas that will challenge existing paradigms.

- Ken Steele, Co-founder & Senior VP, Academica Group Inc.

10h00 – 10h30

Refreshment Break

10h30 – 12h00  
*Scurfield Hall  
RGO Room 4th floor*

**Role of Business Schools in Building Economy & Community**

“Investments in education pay large and rising dividends for individuals, but also for economies with educational attainment linked to long-term social outcomes. This holds particularly true for higher or tertiary education. Indeed, the net public return is almost three times the cost of investing in tertiary education.” (OECD).

Historically, organizations have engaged in an ad hoc approach to community activity. With the emergence of social responsibility mandates, these same organizations are re-thinking their role in strategically building community. The new desired outcome is to have the community value the organization as an integral member and a great neighbor. What role does a business school play in supporting these critical trends? Are we delivering what industry needs? What is the role of a business school in contributing to economic GDP? How can a business school contribute to and build community?

- Leonard Waverman, University of Calgary (moderator)
- John Forzani, Jarislowsky Fellow, CEO Stampede, Forzani Group
- Bruce Graham, Calgary Economic Development
- Eva Friesen, CEO, The Calgary Foundation
- Ann Lewis-Luppino, President & CEO, Calgary Philharmonic Orchestra
- Mike Tims, Co-founder & Chairman, Peters & Co.



**Monday, October 24**

12h15 – 13h15  
*Scurfield Hall  
Oak Room 3<sup>rd</sup> floor*

**Informal Lunch**

13h30 – 15h00  
*Scurfield Hall  
RGO Room 4th floor*

**Accounting Faculty Shortages: Implications and Strategies**

Are new strategies needed to maintain or grow our accounting programs in light of high student demand, changes in the profession, the need for more faculty, the high cost and scarcity of accounting faculty, funding challenges and AACSB accreditation requirements?

- Jim Barnett, University of Waterloo (moderator)
- Ken Jones, Ryerson University
- Daphne Taras, University of Saskatchewan
- John McKinnon, Cape Breton University

15h00 – 15h30

Refreshment Break

15h30 – 17h00  
*Scurfield Hall  
RGO Room 4th floor*

**Issues in Business School Curriculum**

Business Schools are called on to prepare graduates for the pressing social and economic challenges of the day as they effect and are affected by business. These include ethical practice, corporate social responsibility, business and the physical environment, the role of business in reducing domestic and global poverty, and social entrepreneurship. Members of the panel will discuss their own experiences in curriculum innovation, each in a specific area. The three presentations will focus on economic development, the financial crisis and sustainability. As leaders how do we ensure that our programs are responding to needs in the market and society?

- Jerry Tomberlin, Carleton University (moderator)
- Dave McCutcheon, University of Victoria
- Louise Heslop, Carleton University
- Michel Patry, HEC Montreal

17h15 – 18h00  
*Scurfield Hall  
RGO Room 4<sup>th</sup> floor*

**CFBSD Business Meeting & General Assembly**

19h15

Bus leaves for Dinner from Hotel Alma

19h30 – 22h00  
*The Bear's Claw*

**Dinner & Social Evening**  
254028 Bears paw Road, Calgary NW

22h00

Bus returns to Hotel Alma



**Tuesday, October 25**

07h00 – 08h00  
*Hotel Alma Bistro*

**Breakfast**

08h30 – 10h00  
*Scurfield Hall  
RGO Room 4<sup>th</sup> floor*

**Workshop: Facilitating Research Collaboration between B-Schools**

Who's working with whom? What are the current trends? What research areas are specific schools focusing on? Are there "hidden" opportunities for collaboration?

In this session we will try to discover some of the research priorities of schools and discuss developing mechanisms for better working together. We will also discuss in sub-groups research areas and potential partnerships between institutions.

There will also be a brief update from SSHRC with an opportunity to ask questions or raise issues with the SSHRC representative

- Ken Jones, Ryerson University, Chair CFBSD Research Committee
- Eric Bastien, Director Partnerships, SSHRC

10h00 – 10h15

Refreshment Break

10h15 – 11h45  
*Scurfield Hall  
RGO Room 4th floor*

**Challenges and Opportunities in Distance Education**

Virtual education is here to stay. Developments, technological and others, over the last decade have brought important changes in the way we deliver management education, both for schools whose core business is distance and for those who are using this approach to supplement traditional mechanisms of program delivery.

We will take a brief look at the "state of the industry" in Canada, and consider some of the advantages and pitfalls of developing on-line programs. How can this been done most effectively? Are there opportunities for collaboration?

- Alex Kondra, Athabasca University (moderator)
- Russell Currie, Thompson Rivers University
- Robert Mantha, Laval University

**Tuesday, October 25**

12h00 – 13h30  
*Scurfield Hall  
Oak Room 3<sup>rd</sup> floor*

**Lunch & Closing Remarks**  
**Leadership from the Top: Understanding, Advocating & Leading Change**

The Haskayne School of Business has spent the last 12 months working on re-defining its vision, mission and strategic plan. Voted and accepted by the School's Faculty Council, the task was an exercise in bringing together students, staff, faculty, alumni and the business community and working together to create a direction and plan owned by all. Of critical importance was the role that the leadership team (from the Dean's Office, to Associate Deans, Area Support Directors and key Faculty members) played in preparing themselves, and leading their teams. Implementation and roll-out of the new plan will require a methodical transition with ultimate success embracing the need for, and importance of, change at every level. How can Deans lead transitional change?

- John Diewart, CEO, ARC Resources
- Dru Marshall, Provost and Vice-President, University of Calgary

13h45 – 15h45  
*Scurfield Hall  
RGO Room 4th floor*

**Optional Session: AACSB Accreditation Workshop**

Participants will learn about AACSB's accreditation philosophy, processes, and requirements for institutions both seeking and maintaining accreditation. The facilitators will share experiences that will help participants gain a better understanding of the accreditation process from pre-accreditation to maintenance of accreditation. Specific concerns and questions will be addressed.

Delegates may also meet with Suzanne Mintz during the informal times at the conference; she will be at registration with an information table and arrangements can be made at that time.

This workshop will also discuss other related topics including membership, volunteer opportunities and provide an overview of the growing number of resources available to AACSB member institutions, and describe the process of becoming a member.

- Suzanne Mintz, AACSB International
- Robert Mantha, Laval University & AACSB Initial Accreditation Committee

## PRACTICAL INFORMATION FOR DELEGATES

### Addresses for Venues:

- *Lodging, Registration, Committee Meetings, Exhibits and Breakfasts* : Hotel Alma, 169 University Gate NW, University of Calgary campus
- *Sessions*: Scurfield Hall, Haskayne School of Business, University of Calgary campus (5 minute walk from Hotel Alma)
- *Sunday Dinner*: Big T's BBQ 2138 Crowchild Trail Northwest, Calgary ( 10 minute walk from Hotel Alma)
- *Monday Dinner*: The Bear's Claw, 254028 Bearspaw Road, Calgary NW (bus transport from Hotel Alma)

### On-site Contacts:

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### For delegates departing on Tuesday afternoon:

Bus transportation to the airport from Haskayne School, at the end of the regular conference and at the end of the optional sessions, will be available. Information on departures times will be collected from delegates at on-site registration and arrangements will be made in advance.

Baggage can be left at school for those checking out of hotel in the morning. Transport time to the airport is between 30 and 45 minutes, depending on traffic.

### For delegates staying over Tuesday evening and departing Wednesday:

Based on interest an informal dinner can be arranged. This information will also be collected at on-site registration.