



Annual Deans Conference

Wednesday October 15th

Delta Guelph Hotel and Conference Centre, John McRae and Flander Rooms

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| 12h00 – 19h00 | Registration at hotel (lobby) |
| 12h30 – 15h30 | AACSB Volunteer Training Seminar
(for AACSB accredited schools only) <ul style="list-style-type: none">• Christine L. Clements, Senior Vice President, Accreditation and Member Services• Brenda Knebel, Manager, Accreditation Services |
| 13h30 – 15h30 | AACSB Brief Accreditation Overview and Meetings with Individual Schools (for schools interested in accreditation or currently participating in the accreditation process) <ul style="list-style-type: none">• Brenda Knebel, Manager, Accreditation Services (meetings by appointment, contact Brenda Knebel, brenda.knebel@aacsb.edu) |
| 15h45 – 16h30 | AACSB Update on Accreditation Value and Membership Services (for all schools, members or non-members) <ul style="list-style-type: none">• Christine L. Clements, Senior Vice President, Accreditation and Member Services |
| 16h45 – 18h00 | EFMD, EQUIS and EPAS Information Session <ul style="list-style-type: none">• Friedemann Schulze-Fielitz, Director Americas, EFMD |
| 19h00 – 21h00 | Casual dinner & cocktail for those delegates who have arrived |



Thursday October 16th

Morning : Eagle's Flight,

Afternoon : PJ's in the Atrium, MacDonald Stewart Hall, College of Business and Economics, 489 Clair Road West Guelph

07h00 - 07H45 Registration at hotel (lobby)

08h00 Bus departs from hotel lobby to Eagle's Flight

08h15 - 11h45 Strategic planning session at Eagle's Flight

This will be a unique opportunity to experience first-hand one of Canada's top executive training companies - Eagle's Flight - for the Deans to engage in an applied learning activity that is used to teach core elements of strategic planning and build corporate teams.

The game "Gold of the Desert Kings" will provide the opportunity for Deans to work actively together and share and reflect on the effectiveness of planning processes used in our own business schools. The insights gained will be incorporated into sessions throughout the conference.

"Gold of the Desert Kings addresses the issue of effort versus productivity. Participants are placed in circumstances with limited time and resources and must rely on their team to achieve their goals. The pressures and anxiety experienced in Gold of the Desert Kings are similar to those experienced daily in a hectic work schedule. Participants contend with deadlines, a perceived lack of resources, others' point of view and the pressure to just do something while trying to accomplish team objectives."

12h00 Bus to campus



12h15 – 14h00	Lunch Presentation : Thoughts on the Strategic Role of Management Education in Shaping Canada’s Social and Economic Future <ul style="list-style-type: none">• Daniel Muzyka, President & CEO. The Conference Board of Canada and Past Dean, Sauder School of Business, University of British Columbia
14h10 -14h25	Welcome from Host School Building a Better B-School: the Strategic Future at Guelph from the Deans Perspective <ul style="list-style-type: none">• Julia Christensen Hughes, Dean, College of Business and Economics, University of Guelph
14h30 – 16h00	Business Education: Where do we come from, how did we get here, where are we now and where are we going? Reflections from the past Dean’s Chair. <ul style="list-style-type: none">• Ali Dastmalchian, Past Dean, Peter B. Gustavson School of Business, University of Victoria• Ken Jones, Past Dean, Ted Rogers School of Management, Ryerson University• Jerry Tomberlin, Dean, Sprott School of Business, Carleton University and Chair CFBSD (moderator)
16h15- 16h30	Break
16h30 – 17h30	CFBSD Business Meeting
17h45	Return to hotel
18h45	Bus departs from hotel lobby to Arboretum Centre
19h00 – 21h00	Informal Reception Dinner at Arboretum Centre



Friday October 17th

College of Business and Economics – Room 442 University Centre (five minute walk from hotel – students & staff will be in hotel lobby from 07h30 to provide directions)

08h00 – 09h15

Breakfast & Session : The Student's Perspective

Brief refresher presentation on who Canadian Association of Business Students (CABS) are and how they operate, including current priorities. Followed by a moderated discussion on issues such as the stated commitment to helping build brand, quality and enhancing professionalism of Canadian business school students, including at student-run events. This will be followed by an exchange on other concerns, such as the perception of eroding quality of students.

- Adam Normand, Vice President and Chief Corporate Relations Officer, Canadian Association of Business Students
- Julia Christensen Hughes, Dean, College of Business and Economics, University of Guelph (moderator)

09h30 – 11h00

Internationalisation and the Student Body
Presentation, Discussion and “Brainstorming”

Who's coming? From where? What type of student? How do we attract more? How do we prepare them better? What kind of diversity are we looking for? How do we promote this diversity? What are they bringing to our schools and the classroom? What challenges do they bring?

- Janine Knight-Grofe, Research Manager, Canadian Bureau for International Education
- Pierre Tapie, Past President of ESSEC and Past President of the Conférence des Grandes Écoles, France, President & Founder, PAXTER
- Blaize Reich, Dean, Beedie School of Business & Segal Graduate School of Business, Simon Fraser University (moderator)



11h00 - 11h15 Break

11h15 - 12h15 Leveraging the Canadian B-School Brand Internationally
Discussion and “Brainstorming”

What is the Canadian Education brand? Who knows about it? Who doesn't? How can we work together to better promote it? Where do we need to cooperate and not compete? Who are the partners we need to work with to better understand brand? The Canadian Education brand? How are other *comparable* countries leveraging their brands? Are lessons to be learned?

- Robert Kennedy, Dean, Ivey School of Business, University of Western Ontario (moderator)

12h30 - 14h00 Lunch

Closing Thoughts : a new addition to this year's conference is the idea that we select a book that addresses a topical issue of shared concern with implications for the future of management education. Please come to this session having read or looked at the book "Disrupt or be Disrupted" (GMAC, 2013) and prepared to discuss your reactions and insights to one of two points.

“With contributions by administrators and professors from top graduate management programs worldwide, this book provides business school decision makers with an evidence-based approach to improving the practice of graduate management education. The book is designed to help navigate the pressures of today's market and create revolutionary platforms that leverage a school's unique competitive advantage in a design distinctly tailored for today's business realities.”

- Daphne Taras, Dean, Edwards School of Business, University of Saskatchewan (moderator)



Special Thanks to Sponsor and Host School:



Sessions Venues:

Delta Guelph Hotel, John McRae and Flander Rooms (Wednesday afternoon)
Eagle's Flight, 489 Clair Road West Guelph (Thursday morning)
University of Guelph, PJ's in the Atrium, MacDonald Stewart Hall (Thursday afternoon)
University of Guelph, Room 442 University Centre (all day Friday)

Meals Venues:

Delta Guelph Hotel Fifty West Restaurant & Bar (informal Wednesday dinner)
University of Guelph, PJ's in the Atrium, MacDonald Stewart Hall (Thursday lunch)
Arboretum Centre, University of Guelph (Thursday dinner)
University of Guelph, Room 442 University Centre (Friday lunch)
A light continental breakfast will be available on-site Thursday and Friday.

On-site Transportation:

Most venues are walking distance from hotel.
Transportation provided for Eagle's Flight & Arboretum Centre.

Dress Code:

Business casual for the conference and for the evening dinner. The dress code for the first evening dinner is casual and informal.

Registration and fees:

Invoices will be provided at registration and can be paid after conference.

On-site contact:

Tim Daus : 514 886 7596