

BSAC Annual Conference 2021

Day one is open only to deans and directors of member business schools.

Days two and three are open to all member school registered participants, as well as representatives from associate and affiliate BSAC members.

Monday November 1

(Deans and business school directors only)

12h00 – 13h30 EDT *Welcome and Opening Remarks*

- Anne Marie Croteau, Dean, John Molson School of Business, Concordia University, Chair BSAC
- Andrew Gaudes, Dean, Goodman School of Business, Brock University, Conference Host

Reports – Updates from Regional Directors:

- Saul Klein, Dean, Gustavson School of Business, University of Victoria
- Andrew Gaudes, Dean, Goodman School of Business, Brock University
- Frank Pons, Dean, Faculté des sciences de l'administration, Université Laval
- Devashis Mitra, Dean, Faculty of Management, University of New Brunswick Fredericton

Forum on Challenges Facing Canadian Business Education

Moderated discussion, sharing of thoughts and perspectives on issues of concern for deans, directors, and their schools.

13H45 – 15h00 EDT *Being a Dean in 2021*

Using a mix of humour and serious business, this moderated and interactive discussion will be an opportunity to learn from each other and engage deans to share their reflections, insights and tips about surviving and thriving in decanal roles during the crisis of COVID, and beyond.

- Gina Grandy, Dean, Hill-Levene Schools of Business, University of Regina (moderator)

15h15 – 16h15 EDT *Annual General Assembly*

This meeting is open only to the primary representative (dean, director or equivalent) of each regular member business school. An agenda, and supporting documents, will be sent to all voting members beforehand.

Tuesday November 2

(Open to all registered participants)

11h15 – 11h45 EDT *Welcome and Opening Remarks*

- Anne Marie Croteau, Dean, John Molson School of Business, Concordia University, Chair BSAC
- Andrew Gaudes, Dean, Goodman School of Business, Brock University, Conference Host

11h50 – 12h20 EDT *Leading the Way in the COVID-19 Recovery: Results from the 2021 Canadian Business School Survey*

In this session, we will present the key findings of the 2021 Canadian Business Schools Survey, a collaboration between BSAC and Quacquarelli Symonds (QS). The session will coincide with the release of the report ‘Leading the way in the Covid-19 recovery’, which will further detail the results of the survey.

Synthesizing the data collected from qualitative online interviews and a quantitative survey with business school deans and other selected staff, the session will cover the following topics: The experience of remote teaching and maintaining student engagement; the impact of Covid-19 on international education and collaboration; challenges and opportunities presented by Covid-19 for business school research programs; workforce management and staff welfare during the pandemic; perspectives on 2022 and beyond.

- Manuel Peinado, Vice President of Client Partnerships, QS Americas
- Mark McCoy, Regional Director of Client Partnerships, QS Canada

12h30 – 13h15 EDT *Determining Impact: The Goodman Experience*

Undergoing an impact assessment requires a full commitment from any school that plans to pursue it.

The Goodman School of Business, using the Business School Impact System (BSIS) through EFMD Global, will share why they chose to peel back the layers and do a deep dive into the impact of the school, how they assembled the resources and people to make it so, and the value they received as well as lessons learned along the way.

- Andrew Gaudes, Dean, Goodman School of Business, Brock University, Conference Host
- Amy Tomaino, Senior Administrative Officer, Goodman School of Business, Brock University
- Susan LeBlanc, Director, Communications and Engagement, Goodman School of Business, Brock University
- Mohsen Alghazali, Accreditations and Quality Assurance Manager, Goodman School of Business, Brock University
- Abbas Sumar, Manager, International Exchanges & Partnerships, Goodman School of Business, Brock University

13h25 – 14h15 EDT *Mad Max or the Wild West - what is the future of lifelong and executive education?*

Working with LinkedIn, CarringtonCrisp surveyed 2500 adult learners and 500 employers to see what the future holds for lifelong and executive education and what this means for business schools. Andrew Crisp sets out the opportunities and threats that schools face as they develop offers in the lifelong and executive education marketplace.

- Andrew Crisp, Carrington Crisp

14h25 – 15h15 EDT *Shifting Demand, Preferences of Candidates and Implications for Future Strategies*

The landscape of graduate management education is evolving as candidates navigate disruptions caused by the global pandemic. In addition, immigration policies and travel guidelines continue to shift and shape candidate choices. This session would share the latest insights from GMAC research on how preferences of prospective business school students are shifting and what it means for the future of business schools. The session will also include an interactive panel discussion and Q&A to deliberate implications of these findings for Canadian b-schools.

- Dr. Rahul Choudaha, Director, Industry Insights & Research Communications, Graduate Management Admission Council® (GMAC®), speaker and moderator
- Isabelle Dostaler, Dean, School of Business, Memorial University of Newfoundland
- Detlev Zwick, Dean, Schulich School of Business, York University

15h25 – 16h50 EDT *Beyond Good Intentions: Taking Action to Increase Accessibility, Equity, Diversity and Inclusion in Canadian Business Schools*

EDI (EDII or E&I) is one of the leading priorities for business schools in Canada as we move forward and most of us are passionately committed to its realization. Beyond talking about the value of indigenization, inclusion, equity & diversity in our schools, what are the concrete actions we are taking? How have we defined our goals in this area and are those goals being achieved through new initiatives? Our panel invites a safe, open and honest conversation about how we are doing and where we need to do more.

- Dana Brown, Dean, Sprott School of Business, Carleton University (Moderator)
- Kimberley Brooks, Dean, Faculty of Management, Dalhousie University
- Sharon Hodgson, Dean, Ivey School of Business, Western University
- Panelists TBA

Wednesday November 3

(Open to all registered participants)

10h15 – 11h00 EDT *Optional session: Next Generation Manufacturing Canada*

Next Generation Manufacturing Canada is Supercluster set up by the Government of Canada in 2018 to support the future development of the advanced manufacturing sector. This presentation will provide an overview of the current state of advanced manufacturing in Canada, highlighting the issues and challenges the industry presently facing. It will also discuss Next Generation Manufacturing's interest in working with business schools as strategic partners.

- Jayson Myers, President and CEO, Next Generation Manufacturing Canada

11h00 – 11h45 EDT *Optional session*

Details forthcoming.

12h00 – 13h00 EDT *The State of Education for Sustainable Development and Responsibility in Canadian Business Schools*

Join our research team for an hour session. We will share the results of our analysis of 26 PRME Global Champions and how 16 Canadian PRME Signatories stack up using Reis and Neto's (2020) analytical framework. We will provide a short a short background on PRME reporting, and the methodology we used for our research. Followed by our results and recommendations for BSAC in 30 min.

To conclude the session, we look forward to having an engaged dialogue about the next steps for BSAC members to embed sustainability into Canadian business schools.

- Houston Peschl, Haskayne School of Business, University of Calgary
- Saul Klein, Dean, Gustavson School of Business, University of Victoria (moderator)

13h10 – 14h10 EDT *Mâwawihisicikewin: Stronger Together*

This presentation, and discussion, is organized nehiyaw (Cree) ways of knowing and doing and will introduce attendees to our seven sacred values and discuss their implications for leadership.

- Robyn Bourgeois, Acting Vice-Provost Indigenous Engagement, Brock University

14h10 – 14h30 EDT *Health and Networking break*

14h30 – 15h45 EDT *The Road Ahead: Opportunities for Innovation and Collaboration*

The final session identifies key themes raised during the conference and where opportunities lie for schools, individually and collectively, to move ahead on issues central to their future success. What are some of the key questions for business schools as they look to raise their game as problem-solvers for society?

By design, the session will leave time for discussion and questions from participants and the audience.

- Anne Marie Croteau, Dean, John Molson School of Business, Concordia University, Chair BSAC
- Jennifer Lewington, Freelance Writer, Editor, Moderator
- Andrew Gaudes, Dean, Goodman School of Business, Brock University, Conference Host

Special thanks to Andrew Gaudes, Dean, Goodman School of Business, Brock University for support in hosting this event, and the Graduate Management Admission Council for support as an event sponsor.



Brock University

