Sunday October 18, 2015	(Hôtel Château Laurier Québec)
15:30 – 19:00	**Registration and Networking**
16:00 – 17:30	**Optional AACSB Session**
	AACSB Information & Interactive Session on accreditation for schools interested in AACSB accreditation and services. Updates on organisational directions and accreditation process. Schools may take the opportunity to set up meetings after the session to discuss specific school issues. AACSB staff will be available Sunday and Monday. **Brenda Knebel**, Manager, Accreditation Services - Canada and the USA Mid-America Region, AACSB International
18:00 – 19:30	**Board meeting** *(Board members only)*
19:30 – 21:00	**Cocktail and Informal Dinner**

Monday October 19, 2015	(Université Laval)
8:00	**Bus leaves from Hôtel Château Laurier Québec to Université Laval**
8:30	**Late Registration** *Coffee, juices, fruits and pastries will be served.*
9:00 – 9:20	**Welcome and Opening Remarks**
	Jerry Tomberlin, Dean, Sprott School of Business, Carleton University, and Chair, CFBSD **Michel Gendron**, Dean, Faculté des Sciences de l'Administration, Université Laval, and Chair, 2015 CFBSD Deans' Conference
9:20 – 10:20	**Crisis Management for Deans**
	Periodic crisis management and challenges are increasingly part of the role of a business school dean. In this session, a crisis management simulation will be run in a context applicable to business schools. This exercise will provide an opportunity to experiment, review and discuss different crisis management rules and approaches, using unique training tools from the business and academic worlds. **Christophe Roux-Dufort**, Associate Professor, Faculté des Sciences de l'Administration, Université Laval
10:20 – 10:35	**Coffee Break**

10:40 – 11:30	**Accounting Issues and Working Group Report**

This session will summarize some of the findings of the CPA, CAAA and CFBSD working group and consider strategies for the development of the accounting profession, from both the academic and practitioner perspectives.

Three issues will be discussed: 1) recruitment and education of students, 2) the supply of accounting academics and professional accountants in the professoriate, and 3) a strong accounting profession through the creation and dissemination of research.

Tom Scott, Director, School of Accounting, University of Waterloo *(moderator)*

Tashia Batsone, Vice-President, Education, CPA Canada

Merridee Bujaki, Chair, Canadian Academic Accounting Association, and Associate Professor, Sprott School of Business, Carleton University

11:40 – 12:40	**Global and Canadian Trends in Graduate Management Education**

The graduate management industry is transforming to address a host of 21st century challenges. In this session we will identify several major issues facing business schools, students and employers in 2015.

Research data from GMAC, and beyond, will be presented followed by a discussion of how these trends affect the Canadian market and what are the strategic implications for schools.

Christopher Elam, Director, Market Development, Graduate Management Admission Council®

Alex Chisholm, Senior Research Analyst, Graduate Management Admission Council®

12:50 – 13:50	**Lunch**
13:55 – 14:10	**AACSB Visioning Exercise**

Jerry Tomberlin, Dean, Sprott School of Business, Carleton University, Member AACSB International Board

14:15 – 15:30	**Curriculum Session: Entrepreneurship and Business Law**

In this session we will continue our discussion on trends in curriculum, in this case *Entrepreneurship* and *Business Law*. What are the current trends, both in Canada and internationally? Who is doing what?

We will also discuss the broader questions on curriculum development. How do you meet students' needs? How do you make strategic choices based on the school's mission? Why focus on one discipline versus another?

Jim Dewald, Dean, Haskayne School of Business, University of Calgary *(moderator)*

Sally Gunz, Professor, University of Waterloo, and Chair, Canadian Association of Business Law

Eric Morse, Professor and Executive Director, Pierre L. Morrissette Institute for Entrepreneurship, Ivey School of Business, University of Western Ontario

15:35 – 16:45	**Regional Meetings**

This will be an opportunity for Deans from each of the four regions to meet and discuss areas of specific concern. Separate agendas will be provided for each group.

Atlantic **Patricia Bradshaw**, Dean, Sobey School of Business, Saint Mary's University *(moderator)*

Québec **Stéphane Pallage**, Dean, École des Sciences de la Gestion, Université du Québec à Montréal *(moderator)*

Ontario **Julia Christensen Hughes**, Dean, College of Business and Economics, University of Guelph *(moderator)*

West **Sylvie Albert**, Dean, Faculty of Business and Economics, University of Winnipeg *(moderator)*

16:45 – 17:00	**Coffee Break**
17:00 – 18:15	**Branding and Recruitment of Foreign Students**

Individual schools all have their own branding and marketing strategies, based on the characteristics and mission of their institutions. But what about the Canadian brand? What are its characteristics?

What do Canadian schools have in common and how can these commonalities be used to better promote all schools? How can we better work together to ensure students choose the "Canadian B-school brand"?

Steve Harvey, Dean, John Molson School of Business, Concordia University *(moderator)*

Andrew Crisp, Cofounder, Carrington Crisp

Daphne Taras, Dean, Edwards School of Business, University of Saskatchewan

18:20	**Bus returns from Université Laval to Hôtel Château Laurier Québec**
19:30 – 21:30	**Dinner and Reception at Le Mess des Officiers (Officers' Mess), at the Citadelle de Québec**

The *Citadelle of Québec* is the largest British fortress in North America. It is an integral part of the Québec fortifications and is located on Cape Diamond, the city's highest point.

The citadel was recognized as a *National Historic Site of Canada* in 1980 and is part of the *Historic District of Old Québec*, which was placed on UNESCO's *World Heritage List* in 1985.

The officers' mess of the 2nd Battalion of the 22nd Royal Regiment is the oldest Canadian Forces mess still in service, in continuous operation since its construction in 1831.

Tuesday October 20, 2015	(Université Laval)
7:30	**Bus leaves from Hôtel Château Laurier Québec to Université Laval** *For those attending the General Assembly and Business Meeting.*
8:00 – 9:15	**CFBSD General Assembly and Business Meeting** *(Members only)* *Breakfast offered to attendees.*
8:45	**Bus leaves from Hôtel Château Laurier Québec to Université Laval** *For non-members and guests not attending the General Assembly and Business Meeting.* *Coffee, juices, fruits and pastries will be served upon arrival.*
9:30 – 10:45	**Business School's Public Role**

What is the public role of the Canadian Business School? What is our impact? On students? On their local community? On public debate? Does society really understand our contribution?

In this session we will look at cases of how schools have managed to articulate their specific contributions, as well consider how, as a "community", we might better communicate our positions on social and economic issues of broader social concern.

Jennifer Lewington, Business Education Reporter, The Globe and Mail *(speaker and moderator)*

François Coderre, Doyen, Faculté d'Administration, Université de Sherbrooke

Steven Murphy, Dean, Ted Rogers School of Management, Ryerson University

Mike Page, Provost and Vice-President for Academic Affairs, Bentley University, Boston

10:45 – 11:15	**Coffee Break**

Participants from the EFMD Americas Conference will be joining us for this coffee break, which marks the start of their event. A list of participants for the EFMD and CFBSD events will be provided to all delegates at registration to facilitate contacts and networking.

11:15 – 11:30	**Welcome to Joint Part of Conference**

Eric Cornuel, Director General and CEO, EFMD Global Network
Michel Gendron, Dean, Faculté des Sciences de l'Administration, Université Laval, Canada
Mike Page, Provost and Vice-President for Academic Affairs, Bentley University, Boston

11:30 – 12:15	**Joint Session with EFMD Americas Group: Collaboration in the Digital Age**

Technology permits us to make global connections in seconds and has fundamentally changed the ways in which people can work together, making it faster and easier than ever to coordinate with others all over the world. Explore how we can use technology to innovatively collaborate.

Ben Nelson, Founder and CEO, Minerva Schools at KGI, USA

12:30 – 13:45	**Joint Lunch with EFMD Americas Group**
13:45	**CFBSD Only Portion Closes**

Principal Conference Sponsor

GRADUATE MANAGEMENT ADMISSION COUNCIL

Once again, special thanks to the Graduate Management Admission Council® for their ongoing and generous support of this event, of CFBSD and the Canadian Business School community.

Host School

UNIVERSITÉ LAVAL – FACULTÉ DES SCIENCES DE L'ADMINISTRATION

Special thanks to the host school of both conferences for support in the planning and implementation of these events.

Monday Display and Information Tables

COFFEE AREA

EFMD Americas Conference

OCTOBER 19-21, 2015

The CFBSD Conference will be immediately followed by the EFMD Americas Conference on October 19-21, 2015.

Canadian delegates are welcome to attend both meetings. Separate registration required, see more on EFMD website.

Practical Information

Hotel

Lodging will be at the Hôtel Château Laurier, 1220, Place George-V Ouest, Québec.

The hotel is situated in Old Québec.

Transportation

Buses will be provided from the hotel to the university and back *(about 15 minutes' drive)*.

The Monday evening meal venue is a short walk from the hotel – transportation will be organised in the event of bad weather.

Sessions

Sunday optional session	Hôtel Château Laurier Québec *(room name will be posted in lobby)*
Monday and Tuesday sessions	Faculté des Sciences de l'Administration, Université Laval, Pavillon Palasis-Prince, 2325 Rue de la Terrasse, Québec City

Meals

Sunday evening	Informal reception and dinner at Hôtel Château Laurier Québec
Monday and Tuesday lunches	Faculté des Sciences de l'Administration, Université Laval
Monday morning	Coffee, juices, fruits and pastries will be available at Université Laval. Delegates who want a more substantial breakfast should eat at hotel before arriving on campus.
Tuesday breakfast	Breakfast offered for those attending the Business Meeting. Coffee, juices, fruits and pastries will be available for those arriving for the first session.
Monday dinner	Dinner and reception at *Le Mess des Officiers*, at the Citadelle de Québec *(close to hotel)*

On-site Contact

Tim Daus	(514) 886-7596

Participants List

CFBSD Conference

Last Name	First Name	Organization
Albert	Sylvie	University of Winnipeg
Audet	Josée	Université Laval
Bajeux-Besnainou	Isabelle	McGill University
Batstone	Tashia	CPA Canada
Benarroch	Michael	University of Manitoba
Bernier	Carmen	Université Laval
Boudreau	Robert (Bob)	University of Lethbridge
Bradshaw	Patricia	Saint Mary's University
Bujaki	Merridee	Carleton University
Carvalho Hernandes	Helke	European Foundation for Management Development
Chisholm	Alex	Graduate Management Admission Council
Choi	Sungchul	University of Northern British Columbia
Christensen Hughes	Julia	University of Guelph
Coderre	François	Université de Sherbrooke
Conway	H. Allan	University of Windsor
Cornuel	Eric	European Foundation for Management Development
Crisp	Andrew	Carrington Crisp
Cyr	Don	Brock University
Dadgostar	Bahram	Lakehead University
Daus	Timothy Daniel	Canadian Federation of Business School Deans
Dewald	Jim	University of Calgary
Elam	Christopher	Graduate Management Admission Council
Elford	Elsie	MacEwan University
Forgues	Jean-François	Université Laval
Foster	Dale	Memorial University of Newfoundland
Gaudes	Andrew	University of Regina
Gendron	Michel	Université Laval
Gunz	Sally	University of Waterloo
Harvey	Steve	Concordia University
Havlovic	Stephen	Laurentian University
Henricksen	Mary	Canadian Academic Accounting Association
Holmes	William	Royal Roads University

Last Name	First Name	Organization
Hurst	Deborah	Athabasca University
Jones	Vern	Unversity of Calgary
Julien	François	University of Ottawa
Kelly	Micheál J.	Wilfrid Laurier University
Kinnear	Valerie	Mount Royal University
Knebel	Brenda	AACSB International
Lewington	Jennifer	The Globe and Mail
Mastroeni	Michele	The Conference Board of Canada
McElhone	Paul	Concordia University of Edmonton
Mitra	Devashis	University of New Brunswick - Fredericton
Morse	Eric	University of Western Ontario
Murphy	Steven	Ryerson University
Nelson	Ben	Minerva Schools at KGI
Page	Mike	Bentley University
Pallage	Stephane	Université du Québec à Montréal
Pandher	Gurupdesh	University of Windsor
Paradowski	Cheryl	Supply Chain Management Association
Percival	Jennifer	University of Ontario Institute of Technology
Renaud	Jacques	Université Laval
Ritchie	Pamela	University of Ontario Institute of Technology
Sawatsky	Kevin	Trinity Western University
Schulze-Fielitz	Friedemann	European Foundation for Management Development
Scott	Thomas W.	University of Waterloo
Sheehan	Lorn	Dalhousie University
Siddiq	Fazley	University of New-Brunswick - Saint John
Smith	Dayle	Clarkson University
Soumaré	Issouf	Université Laval
Taras	Daphne	University of Saskatchewan
Tebb	Wayne	Kwantlen Polytechnic University
Tomberlin	Jerry	Carleton University
Turmel	Francine	Bishop's University
Ulbrich	Frank	University of the Fraser Valley
Wiebe	Elden	The King's University

EFMD Americas Conference

These delegates will be joining us for the Tuesday morning coffee break, sessions and lunch.

Last Name	First Name	Organization
Almeida	Emerson	Fundação Dom Cabral
Audet	Josée	Faculté des Sciences de l'Administration, Université Laval
Bach	David	Yale School of Management
Beauchamp	Julie	Telfer School of Management, University of Ottawa
Becker	Kip	Metropolitan College, Boston University
Bennett	Nate	J. Mack Robinson School of Business, Georgia State University
Bernard	Jean-Guy	Ecole de Management de Normandie
Bernier	Carmen	Faculté des Sciences de l'Administration, Université Laval
Bradshaw	Patricia	Sobey School of Business, Saint Mary's University
Carvalho Hernandes	Helke	EFMD Global Network
Conway	Allan	Odette School of Business, University of Windsor
Cornuel	Eric	EFMD Global Network
Crisp	Andrew	CarringtonCrisp
Daus	Timothy	Canadian Federation of Business School Deans
Deist	Sherry	Warrington College of Business Administration, University of Florida
Dewald	Jim	Haskayne School of Business, University of Calgary
Drummond	Aldemir	Fundação Dom Cabral
Eggert	Jan	ESMT European School of Management and Technology
Elam	Chris	Graduate Management Admission Council
Forgues	Jean-François	Faculté des Sciences de l'Administration, Université Laval
Froger	Alexandra	EM Normandie
Gaudes	Andrew	Hill & Levene Schools of Business, University of Regina
Gendron	Michel	Faculté des Sciences de l'Administration, Université Laval
Glazerman	Ellen J.	Ernst & Young LLP
Grass	Jean-Claude	ICN Business School
Grzeda	Maurice	Laurentian University
Guzman	Beatriz	IPADE Business School
Havlovic	Stephen	Laurentian University
J. Cossé, Ph.D.	Thomas	Center for International Business Programs, Robins School of Business
Jain	Anjani	Yale School of Management
Jain	Dipak	Sasin Graduate Institute of Business Administration, Chulalongkorn University

Last Name	First Name	Organization
Jones	Vernon	Haskayne School of Business, University of Calgary
Kamel	Sherif	School of Business, American University in Cairo
Kelly	Micheal	Lazaridis School of Business &Economics, Wilfrid Laurier University
Kraft	John	Warrington College of Business Administration, University of Florida
Labelle	Bernard	Global HR Business Operations, CGI
Layrisse Villamizar	Francisco Alberto	EGADE Business School, Monterrey
LeNir	Phil	CoachingOurselves
Leobet Klein	Deise	IE Business School
Lockett	Martin	Ashridge & Hult International Business School
Mastroeni	Michele	The Conference Board of Canada
McCausland	Janet	Prince's Charities Canada
McNutt	Mark	CarringtonCrisp
Morouney	Kim	Wilfrid Laurier University
Murphy	Steven	Ted Rogers School of Management , Ryerson University
Murray	Elspeth	Queen's School of Business
Nelson	Ben	Minerva Project
Page	Michael J.	Bentley University
Percival	Jennifer	University of Ontario Institute of Technology
Perez	Zulay	EFMD Global Network Americas
Philippart	Anne-Jöelle	HEC-Management School, University of Liege
Reis	Ricardo	Universidade Catolica Portuguesa, Catolica Lisbon School of Business and Economics
Renaud	Jacques	Faculté des Sciences de l'Administration, Université Laval
Rodriguez	Eric	Universidad de los Andes School of Management
Sánchez	Julián	IPADE Business School
Schulze-Fielitz	Friedemann	EFMD Global Network Americas
Schwalb	Matilde	Universidad del Pacífico
Soumaré	Issouf	Faculté des Sciences de l'Administration, Université Laval
Tötterman	Henrik	Hult International Business School
Ulbrich	Frank	School of Business, University of the Fraser Valley
Van Schaik	Gerard	EFMD

About Us – The Canadian Federation of Business School Deans

Founded in 1976, The Canadian Federation of Business School Deans is the professional association for Deans and Directors of faculties of business and management in Canada. The CFBSD is dedicated to working with its members toward achieving excellence in business education. Our main goals are:

- ✓ To raise the profile of management education to external interests, including the media, the government and the business community;
- ✓ To promote quality in management education and the professional development of business school administrators;
- ✓ To help member institutions to strengthen their programs and their capabilities;
- ✓ To play an advocacy role.

Virtually all Canadian university schools of business and management are CFBSD members. Our membership also includes key stakeholder associations working towards the development of management education in Canada and abroad. The CFBSD monitors public policy and keeps its members informed of issues with potential implications for the quality and delivery of management education. Through continuing contact with national media, the CFBSD serves as an information source on management education.

À Propos – La Fédération Canadienne des Doyens des Écoles d'Administration

Fondée en 1976, La Fédération Canadienne des Doyens des Écoles d'Administration est l'association professionnelle pour les doyens et directeurs d'écoles de gestion au Canada. La FCDEA s'engage avec ses membres à travailler en vue d'atteindre l'excellence dans l'enseignement de la gestion. Nos principaux objectifs sont :

- ✓ Développer le profil de l'enseignement de la gestion auprès des intérêts externes, incluant les médias, le gouvernement et la communauté des affaires ;
- ✓ Promouvoir la qualité de l'éducation en gestion et le développement professionnel des gestionnaires des écoles d'administration ;
- ✓ Aider les institutions membres à renforcer leurs programmes et leurs capacités ;
- ✓ Jouer un rôle de défenseur des intérêts.

Quasiment toutes les écoles de gestion canadiennes sont membres de la FCDEA. Nos membres comprennent également des associations clés qui travaillent au développement de l'éducation en gestion au Canada et à l'étranger. La FCDEA assure le suivi des politiques publiques et informe ses membres de tout élément pouvant affecter la qualité de l'enseignement de la gestion. En maintenant des échanges continus avec les médias, la FCDEA sert de source d'information sur l'enseignement en gestion des affaires.

CFBSD Members

Business School Members

Organization Name	Unit
Acadia University	Fred C. Manning School of Business
Athabasca University	Faculty of Business
Bishop's University	Williams School of Business
Brandon University	Faculty of Arts
Brock University	Goodman School of Business
Cape Breton University	Shannon School of Business
Carleton University	Sprott School of Business
Concordia University	John Molson School of Business
Dalhousie University	Faculty of Management
First Nations University of Canada	Dept. of Indigenous Science, The Environment and Economic Development
HEC Montréal	
Kwantlen Polytechnic University	School of Business
Lakehead University	Faculty of Business Administration
Laurentian University	Faculty of Management
MacEwan University	School of Business
McGill University	Desautels Faculty of Management
McMaster University	DeGroote School of Business
Memorial University of Newfoundland	Faculty of Business Administration
Mount Allison University	Ron Joyce Centre for Business Studies
Mount Royal University	Bissett School of Business
Nipissing University	School of Business
Queen's University	School of Business
Royal Roads University	Faculty of Management
Ryerson University	Ted Rogers School of Management
Saint Mary's University	Sobey School of Business
Simon Fraser University	Beedie School of Business
St Francis Xavier University	Gerald Schwartz School of Business
The King's University*	Leder School of Business
Thompson Rivers University	School of Business and Economics

Organization Name	Unit
Trent University	Business Administration Program
Trinity Western University	School of Business
Université de Moncton	Faculté d'Administration
Université de Sherbrooke	Faculté d'Administration
Université du Québec à Montréal	École des Sciences de la Gestion
Université du Québec à Trois-Rivières*	Département des sciences de la gestion
Université Laval	Faculté des sciences de l'Administration
University Canada West	University Canada West
University of Alberta	School of Business
University of British Columbia	Sauder School of Business
University of Calgary	Haskayne School of Business
University of Guelph	College of Business and Economics
University of Lethbridge	Faculty of Management
University of Manitoba	I.H. Asper School of Business
University of New Brunswick - Fredericton	Faculty of Business Administration
University of New Brunswick - Saint John	Faculty of Business
University of Northern British Columbia	College of Management and Science
University of Ontario Institute of Technology	Faculty of Business and Information Technology
University of Ottawa	Telfer School of Management
University of Prince Edward Island	School of Business
University of Regina	Faculty of Business Administration
University of Saskatchewan	Edwards School of Business
University of the Fraser Valley	School of Business
University of Toronto	Rotman School of Management
University of Victoria	Peter B. Gustavson School of Business
University of Waterloo	School of Accounting and Finance
University of Western Ontario	Richard Ivey School of Business
University of Windsor	Odette School of Business
University of Winnipeg	Faculty of Business and Economics
Wilfrid Laurier University	School of Business and Economics
York University	Schulich School of Business

Associate Members

Akkreditierungsagentur für Bachelor und Masterstudiengänge *

Association of Business Schools Finland *

Association of Management Development Institutions in South Asia

Association to Advance Collegiate Schools of Business

Australian Business Deans Council

Baltic Management Development Association *

Canadian Academic Accounting Association

Central and East European Management Development Association

Chartered Association of Business Schools

Chartered Professional Accountants - Canada

Consejo Latinoamericano de Escuela de Administración

European Foundation for Management Development

Graduate Management Admission Council

Stowarzyszenie Edukacji Menedzerskiej Forum *

Supply Chain Management Association

The Conference Board of Canada *

** Provisional new members*

Notes