

2015
2016

KPU BUSINESS

ANNUAL REPORT



School of Business

KPU SCHOOL OF BUSINESS

STRATEGIC UPDATE

Academic Year 2015/2016

It is the efforts and the learning of students that provide the evidence of our collective progress. This past year 970 individuals received a School of Business credential. David Hunt in his valedictory address at Spring Convocation stated: "Too often in the education system students are taught WHAT to think. In KPU's School of Business, you taught us HOW to think."

I can think of no better evidence that we are on track and no better acknowledgement for the collective effort than David's comment.

This year we adopted the Business Education Framework solidifying the foundation knowledge and skills of our students and ensuring that our graduates perform to the standards that industry expects. The Quality Committee has identified learning outcomes for the Business Education Framework and is developing the strategy to expand a system of measurable learning outcomes across all credentials. This work will be instrumental in our Accreditation Reaffirmation process.

Three post baccalaureate diplomas, Operational and Supply Chain Management, Technical and Service Management Specialist, and the Post Baccalaureate Diploma in Accounting received Board approval and completed the Provincial DQAB posting requirements. Duane Radcliffe, former Associate Dean, and the several very dedicated faculty members who played key roles in developing each of the above programs deserve special thanks. These new programs will launch in the fall of

2017 from our new 3 Civic Centre Campus. We expect to see further development of similar programs focused on the mid-career student segment.

In order to ensure the relevance of our undergraduate programs and to provide an opportunity to engage with our community, we have a regular program review cycle. Several School of Business programs are undergoing Program Review this year.

Marketing, Accounting, Public Relations and Legal Administrative programs have revitalized their respective Industry Advisory Committees this past year, and all other programs are embarking upon similar initiatives.

We are champions of experiential education. The vast majority of students engage more fully when they can see the direct relevance of, and application of their learning. The popularity of "real world" assignments and cooperative education program not only provide that exposure, but encourage students to develop relationships with future employers.

We have made substantial gains in developing the systems and processes we need to ensure quality programs this past year. I thank everyone for their considerable efforts and look forward to consolidating the success of the School of Business and building our brand recognition.



STRATEGIC DIRECTION

Strengthen Current Programs

ACHIEVEMENTS

Program Quality and Standing

- ▶ The Entrepreneurial Sales and Customer Service class raised \$178,000 in Scholarships from local business— one of the best results ever, demonstrating experiential learning at its best. Students have received hundreds of scholarships making post-secondary education that much more affordable. This has strengthened our brand with our most important stakeholder - the businesses that someday will hire our graduates.
- ▶ The Human Resource Management faculty re-articulated program learning outcomes and course-level learning outcomes with the revised functional competencies of the CHRP designation, and have begun collecting student achievement data that will give further insight to student success.
- ▶ Since 2014, KPU's 4th year Marketing degree students have volunteered over 580 hours to Canadian non-profit organizations in support of their marketing efforts. From building social media platforms for multi-cultural outreach communities to developing web analytics for women's shelters, KPU marketing students are making a difference for those with the fewest of resources and smallest of budgets.
- ▶ Experiential Learning for KPU's 2nd year marketing students means a 13-week hands-on experience with a fully-simulated Google Search environment. Students develop all the necessary skills needed required to compete in an online marketing environment including the creation of web pages, keyword bidding, ad design, copy writing, and email marketing. In just one term, students emerge fully capable of calculating leading KPIs and speaking data like a Google pro.

STRATEGIC DIRECTION

Become a Product Centric Organization

ACHIEVEMENTS

Program Reviews

- ▶ INFO Tech - completed in academic year
- ▶ LGLA - in final stages
- ▶ HRMT, ENTR. BUSI and ECON launched
- ▶ PRLN – in final stages

Industry Advisory Committees operating and established for MRKT, ACCT, LGLA, PRLN programs.

The Accounting Department created the first Accounting Alumni Employer Event which was attended by employers of alumni, alumni, and our industry partners.

Invest in our Teaching Excellence and Capacity

ACHIEVEMENTS

1 day workshop, sponsored by the ACCT department, on Learner Centred Teaching. CSIT Dept. hosted a Symposium on Cyber Security & Digital Forensics. CBSY hosted the IBM Watson Analytics Workshop

Faculty lead workshops held including:

1. Evaluating Student Writing
2. Student Learning Outcomes
3. Ethics for Accounting faculty & Finance staff



CONTINUOUS IMPROVEMENT CULTURE

Assessing student learning outcomes allows for continuous quality improvement. It advances evidence-based decisions about teaching and learning. Assessment is cultivated by faculty's passion for students' academic development and success, and faculty's commitment to use the data for decision-making to continuously improve student learning, performance and achievement.

Higher education is being challenged to become more responsive, effective, and efficient in the same way that our business counterparts have been challenged. The Ministry continues to challenge us with reduced funding and the School of Business is responding by establishing a mechanism for the reporting of performance outcomes. Most importantly, the School of Business has responded by embracing the virtues of teaching excellence, emphasizing to students that it is essential "to learn how to learn".

PRIMARY FOCUS: Continuous Improvement: To understand that the process is on-going, not episodic, with the goal being to have outcomes assessment become part of the School of Business culture. Assessment advances evidence-based decisions and results in continuous quality improvement of student learning, programs and services.

WHO: All School of Business faculty, administrators, administrative support, championed by the Quality Committee, Department Chairs and the Dean's Office.

THE PLAN: Identify and measure 8 Learning Outcomes for each credential (3 for each credential plus 5 Common from the Business Education Framework).

5 common outcomes to be derived from the 5 Learning Aims from the Business Education Framework:

1. Business Competency (e.g. MRKT 1199, BUSI 2390)
2. Financial Literacy and Economic Competency (e.g. ACCT 1110, ECON, BUQU)
3. Communication Competency (e.g. CMNS 1140)
4. Thinking and Decision Making Competency (e.g. BUQU, ECON)
5. Professionalism and Workplace Effectiveness (e.g. BUSI 1215)

ADVISING UPDATE

In an effort to better serve our students, this past year the School of Business advising team offered evening appointments using Blue Jeans technology. Not only were students able to connect with an advisor during after-work hours, but they were able to do so via video conference – from the comfort of their home (or anywhere else with internet access). So far 100 students have used the service and feedback has been overwhelmingly positive. Plans are underway to expand video conference advising in the upcoming year.



The advising team is also exploring a “live chat” option for students to access an advisor for answers to quick questions. The intention will be to supplement the popular drop-in advising times with live chat technology so students can get help from an advisor without having to come to campus.

STATS ADVISING ACTIVITY

	FALL 2014/ SPRING 2015	FALL 2015/ SPRING 2016
Drop-ins	480	640
Appointments	1553	1968





PROGRAM HIGHLIGHTS



STUDENT ACHIEVEMENTS

Sukhjiven Gill and Saghi Ahmadi, both BBA students were recently recognized as members of Surrey's Top 25 Under 25.

As an international student from India, Sukhjiven Gill graduated with distinction from KPU's Bachelor of Business Administration in Accounting program this May. As a volunteer, she committed over six months to work with a team of KPU students and faculty coaches to prepare for case competitions. She was chosen to compete along with two other students in the Chartered Professional Accountants Case Competition, Case IT International Management Information Systems Case Competition, and Singapore APEX Biz-IT Global Case Challenge. Additional involvement in co-op programs paved her way to land a full-time accounting position at MNP LLP. In September, she will be in a Chartered Professional Accountant program, working towards earning a CPA designation by 2018.

Saghi Ahmadi, a fourth-year student in KPU's Bachelor of Business Administration program in Entrepreneurial Leadership, has successfully administered projects with local H&M stores, Surrey Metro Taxi and Plan Canada. She is also a lead trainer for MAC Marketing Solutions, where she initiates corporate process enhancement. Her work resulted in significant improvements in system review, supply chain and contract review for her clients. In 2015, she was nominated for the company's Spirit Award for embodying the organization's core values of fun, teamwork and excellence. She plans to obtain professional certifications in operations management and aspires to become a quality process analyst in the near future.



PROGRAM HIGHLIGHTS

STUDENT ACHIEVEMENTS (CON'T)

KPU business student Argel Monte de Ramos represented Team Canada in both the senior vocal and senior acting categories at the World Championship of Performing Arts (WCOPA) this July and was awarded 1 Gold, 2 Silver, 2 Bronze medals for Vocal, 2 Bronze for Acting and received a \$10000 Scholarship from New York Film Academy for Musical Theatre.

As a student studying business and human resources at KPU, Monte de Ramos auditioned for the WCOPA back in 2013, but due to financial difficulties, he was unable to attend the competition that year. "That's why I auditioned again last year," he said. "I promised myself that I would do my best to continue this journey." Touted as the "Talent Olympics," the World Championship of Performing Arts (WCOPA) will see singers, musicians, dancers, actors and models from over 50 countries compete in front of 75 judges for gold, silver and bronze medals, and scholarships.



At the Spring 2016 Convocation, Laura Carey, Certificate in Accounting, received the Lieutenant Governor's Medal. The Lieutenant Governor's medal is awarded to a graduate studying a substantial vocational or career program of fewer than two years, as well as someone who has excelled in their studies, and contributed in a positive way to KPU or the community.

David Hunt, Bachelor of Business Administration Marketing, received the Dean's Medal Faculty of Business.

An excerpt from David Hunt's convocation speech:

"I was just in Singapore, representing KPU with 3 other students at a global business-IT case competition. We stood toe-to-toe with top schools from Asia, Europe, and North America. And, winning the Plate Competition, proved that a KPU education is truly world-class.

This speaks to the quality of our education, which is a direct result of our unique polytechnic approach, our integration with the business community, and –above all –the quality of our instructors. I cannot thank them enough!"

PROGRAM HIGHLIGHTS

STUDENT ACHIEVEMENTS (CON'T)

Sonya Dolguina, Scott Kennedy and Keaton Wozniak placed 3rd in this year's CPABC Case Competition.

Kia Yang built an artificial hand using 3D printing and off the shelf electronic components. His project presentation at the IEEE Annual Meeting won first place (March 24)

Johnathan Nguyen (BBA ENTR), Larissa Carriere (BBA Accounting/Coop), and Ryan England (BBA Accounting/Coop): Tied for first place in the world for overall game score in a BSG simulation in the course ENTR 4200. There were 6300 teams from 320 universities in this competition overall (March 27)



PROGRAM ACHIEVEMENTS

In the fall of 2015, the Public Relations Class of 2016 selected their charity of choice to benefit from the class' fundraising activities. They chose Cause We Care Foundation, a Vancouver-based charity that supports single women and their children living in poverty. Through a variety of activities, including fundraising events, sponsorship from local businesses, charitable donations and a fundraising reception at the beginning of March at the Heritage Hall in Vancouver, the Public Relations Class of 2016 raised \$9,337 for this worthy charity.

In 2016, KPU's Business Management Diploma and Bachelor of Business Administration in Entrepreneurial Leadership were accredited by the Canadian Institute of Management, making the university one of only three institutions in the province with programs that allow students to complete all of the academic requirements for their CIM (Certified in Management) and P.Mgr. (Professional Manager) designations while in class. The Canadian Institute of Management is Canada's senior management association. Their CIM designation is a nationally-recognized benchmark in professional management.

PROGRAM HIGHLIGHTS

FACULTY ACHIEVEMENTS



This year's 2016 Diversity and Inclusion Champion is Arley Cruthers. Since retiring from the Canadian women's national wheelchair basketball team, she has worked tirelessly to serve the next generation of those with mobility impairment, working for the Canadian Wheelchair Sports Association, the BC Wheelchair Basketball Society, and BC Wheelchair Sports.

She is renowned in the industry for her tenacity, frequently working long days and nights to meet the needs of both the organizations and the people who rely on them for social interaction, for confidence, and for their health. She has helped attract an audience to wheelchair sport, raising awareness for its competitive nature and guiding other media outlets to recognize that many of these sports are competitively equivalent to their able-bodied counterparts. She recently wrote the guide on social media for Viasport, an organization that oversees countless sport organizations and clubs throughout the province.

When Arley Cruthers required hip surgery that threatened her ability to walk, she took the opportunity to write a humorous weblog on the affair; attracting over 200,000 people to her site. Through her humour, she was able to discuss her necrotic hip while presenting herself as quite socially capable.

Arley is well-known for her hands-on approach. When she is not running the media and communications strategies for these organizations, she is often in a sports wheelchair herself, teaching children the mechanics of wheelchair basketball, riding with them in school busses, and spending many nights away from her own bed, choosing to sleep on gymnasium floors alongside her underfunded wheelchair basketball teams year after year. Most recently the gym floor was in Penticton; she helped her team to a 3rd place finish at the BC Winter Games in February.

Arley Cruthers also works with the Let's Play program, which serves a dual purpose. The program provides an outlet for those with mobility impairments to play in a casual setting alongside their peers, and helps to teach able-bodied children about wheelchair sports, helping both parties find ways to play alongside one other. Arley Cruthers is helping to eliminate the stigma surrounding persons with physical impairments and wheelchair sport, and has spent much of her life championing an equal playing field. She truly is a Diversity and Inclusion Champion.

PROGRAM HIGHLIGHTS

FACULTY ACHIEVEMENTS (CON'T)



Carol Stewart received the Distinguished Service Award, Faculty Division. Joining the faculty in 2008, Carol Stewart has been an integral part of the accounting department at KPU for nearly a decade. Within two years, she was elected into the role of Accounting Department Chair, and was instrumental in bringing about changes that saw the department grow, thrive and engage significantly with the community.

Carol has been at the helm of many new committees and initiatives, but most famously, she was one of the minds behind what has become one of the School of Business' most popular events, "Careers in Accounting". The annual event draws over 200 members of the KPU accounting faculty, alumni, and current students who come together to connect and discuss future career possibilities with employers, fellow students, and alumni.

When Carol's run as Accounting Department Chair ended, she continued to mentor two of the subsequent chairs, and today remains a co-chair for the program.

It is her continued work and her dedication to improving and expanding the department that has cemented her legacy as one of the true pillars of the School of Business and KPU as a whole.

- ▶ **Heidi Dieckmann (Accounting):** published *Fundamental Accounting Principles 15 Canadian edition*, McGraw Hill Ryerson
- ▶ **Valerie Warren (Accounting):** published co-author *Accounting Principles, 7th Cdn. Edition* by John Wiley & Sons
- ▶ **Mandeep Pannu (Computer Science & Information Technology);** presented paper titled "Investigating Vulnerabilities in GSM Security" proceedings of the IEEE 2015 6th International Conference and Workshop on Computing and Communication, UBC
- ▶ **Tony Cappucinello Iraci (Business):** Presentation and distribution to BC Municipal Risk Managers' Forum on Updates to the Municipal Infrastructure Projects Crossing Federal or Provincial Railway Lines – recent Decisions of the Canadian Transportation Agency involving the City of Surrey
- ▶ **Sabrina Del Monte (Public Relations):** named committee member for the National Council for Education, an initiative of the Canadian Public Relations Society

PROGRAM HIGHLIGHTS

STUDENT CLUB INITIATIVES

In April 2016, the Kwantlen Polytechnic University Marketing Association's (KPUMA) second annual Marketing Mixer gave over 120 students the chance to network for their futures. The insightful event gathered students, soon-to-be graduates and industry professionals who shared insights about careers in marketing. The event was held at the KPU Surrey Conference Centre. Attending companies included Jelly Digital Marketing & PR, Ritchie Bros, Market One Media Group, Studiothink, Kirk Marketing and more.



KPUMA
Kwantlen Polytechnic University Marketing Association

The KPU Marketing Association Presents:
The Spring 2016 Exclusive Industry Tour

TAXI

Strategy Magazine's Bronze Agency of the Year Award 2015

Friday, February 26, 2016
2:00pm to 4:00pm

515 Richards St,
Vancouver, BC
V6B 2Z5

Limited spots available
Register now at www.thekpuma.com



ACCOUNTING SOCIETY OF KWANTLEN

Student Club Achievements:

- ▶ Involvement with CPA for Recruit
- ▶ Annual Ice Cream Social Networking event
- ▶ Case Competitions

Student Club Initiatives:

- ▶ Kwantlen Accounting Cares Volunteer Initiative
 - ▷ Surrey Food Bank
 - ▷ Prospera Valley GranFondo
 - ▷ Surrey and Richmond Walk for ALS
- ▶ Fundraising Pub Night
- ▶ Skill Development Workshops for students
- ▶ Information sessions on campus



KPU BUSINESS SCHOLARSHIPS

In 2015, a total of **104** scholarships were awarded to KPU Business students. These awards add up to **\$188,000**, with **\$29,600 KPU General Awards** and **\$158,400 Business Awards**. The award amounts range from **\$300** to **\$3,500**, with the average being **\$1,800**.





STUDENTS ON EXCHANGE

The KPU School of Business has welcomed students on exchange:

ACADEMIC YEAR 14/15
10 students from 4 countries

ACADEMIC YEAR 15/16
5 students from 4 countries

The KPU School of Business has also sent students on exchange:

ACADEMIC YEAR 14/15
10 students to 4 countries

ACADEMIC YEAR 15/16
5 students to 4 countries

FACULTY MAKE UP



1 DEAN



1 ASSOCIATE DEAN



1 DIVISIONAL BUSINESS MANAGER



130 FACULTY MEMBERS



11 STAFF MEMBERS



3 WORK STUDY STUDENTS



TEAM OF CONTRACTORS

PROGRAM HIGHLIGHTS

KPU SCHOOL OF BUSINESS STUDENTS	FALL 2012	FALL 2013	FALL 2014	FALL 2015
Total # Domestic Students	4023	4092	3961	3898
Total # International Students	737	870	995	1080
% International in KPU Business Student Body	15.48%	17.53%	20.08%	21.70%
New Student Registrations	n/a	4962	4956	4978
Total Active Students	n/a	816	841	904

310

KPU BUSINESS CO-OP STUDENTS

In FY15/16, **310** KPU Business students were placed on paid co-op work terms; average salary earned for business co-op students is **\$2,690/month**.

ACCT co-op students have increased from 99 in AY13/14 and 128 in AY14/15 to 162 in AY15/16.

71%

of graduates were employed or had secured a job as of the day of convocation.*

*Highlights are from BC Stats survey of graduating students in 2015.

KPU BUSINESS HIGHLIGHTS

Graduation:

- ▶ In FY2015/16, a total of **970** students graduated from the KPU School of Business.

Satisfaction:*

- ▶ **94%** of respondents are either “satisfied” or “very satisfied” with the education they received at the KPU School of Business.

Skills Development:*

- ▶ **85%** of respondents responded that the knowledge and skills they gained in their program were “very useful” or “somewhat useful” in their performing job of Business.



PROFESSIONAL DEVELOPMENT ACTIVITY

	FALL 13/14	FALL 14/15	FALL 15/16
Conference	52	51	35
Course	21	26	12
Event + Workshop	10	16	15

COMPONENTS

Business Advising	Dean's Office	PD Committee
Business Alumni	KPU SCHOOL OF BUSINESS	Business Student Clubs
Quality Committee		Business Co-op
Advisory Committees	Faculty Council	Curriculum Committee

GOALS

Academic Year 2015/2016

Distinctive Programming (new products identified and positioned for development)

- ▶ Post Baccalaureate Diploma, Technical Management and Services
- ▶ Post Baccalaureate Diploma, Operations and Supply Chain Management Specialist
- ▶ Post Baccalaureate Diploma, Accounting
- ▶ The launch of the new post baccs will allow the School of Business to expand and leverage industry partnerships and relationships for experiential learning and applied projects/research.
- ▶ Full cost recovery as tuition will cover the program's instructional, program operational, and KPU overhead charges.
- ▶ Designed to build strong international student interest while also attracting work emerging professionals.

Well-defined Learning Outcomes

- ▶ All degree programs are measuring business foundation learning and specific discipline outcomes, an initiative lead by the Quality Committee and Department Chairs.
- ▶ All programs will have required course learning outcomes aligned with program learning outcomes.
- ▶ The School of Business will make use of the learning outcomes assessment results to improve educational processes in the interest of continuous improvement.

Purposeful Community Engagement

- ▶ Advisory committees up and running;
- ▶ All programs will have completed program reviews by 2016;
- ▶ Our Business Management Diploma and the BBA in Entrepreneurial Leadership have been accredited by the Canadian Institute of Management. KPU School of Business is one of three institutions in the province with programs that allow students to complete all of the academic requirements for their CIM (Certified in Management) and P. Mgr. (Professional Manager) designations.
- ▶ New campus - 3 Civic Plaza: "KPU's presence at City Centre is fully aligned with the strategic objectives of VISION 2018 Strategic Plan and the Academic Plan 2018. Being there sends a strong signal to the community that we are committed to meeting and enhancing the educational and career development needs of our region. Civic Plaza, KPU's fifth campus, will occupy an iconic and prominent place along Surrey's Innovation Boulevard." (Dr. Sal Ferreras)





KPU BUSINESS

K
KWANTLEN
POLYTECHNIC
UNIVERSITY
FOUNDATION

\$1,000,000+
Irving K. & Jean Barber
Coast Capital Savings

\$200,000 - \$999,999
BC Health
Crested Butte Inc.
Kestrel Strata Association
Real Estate Foundation
Ridgeway Group
The Eric Fendley - Hal Owen
Fund Bonus Fund
The Fisher Foundation
Vancouver Foundation

\$100,000 - \$199,999
Coffin & Hume
Kestrel
Kestrel Strata Association
Kestrel Strata Association
Kestrel Strata Association
Kestrel Strata Association
Kestrel Strata Association



School of Business

KPU SCHOOL OF BUSINESS