

# UNBC School of Business Newsletter

## Message from the Chair

Happy New Year! I hope everyone had an enjoyable winter break.

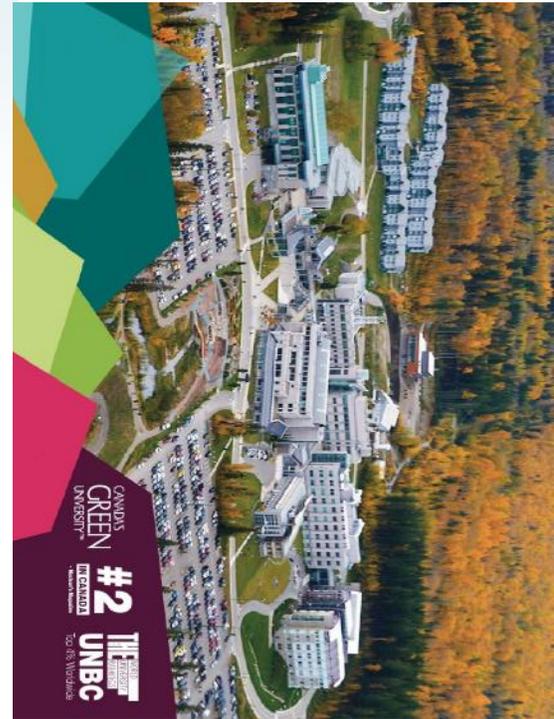
Many business schools employ interactive business simulations and games to help students integrate knowledge and develop a big-picture outlook. Similarly, many global corporates use simulations to teach employees functional disciplines. Furthermore, simulations are used by executives as they attempt to learn the realities of business. At UNBC's School of Business, online pricing and channels games have been used for a few marketing courses at the undergraduate and MBA levels and a stock trading simulation has been used for a finance course (COMM 321: Investments and Security Analysis). Beginning this semester, COMM 442 (Marketing Strategy) will be using a simulation, SABRE, to help students acquire skills and experience in strategic marketing decision-making. SABRE is used by some of the world's Fortune 500 companies and is also widely used by business schools across the globe. We anticipate offering more courses which will apply business simulations/games and offering hands-on experience at both the undergraduate and graduate levels. This will enhance our students' learning experience in the School of Business and help them better prepare for the real world.

As I promised in the last newsletter, I have some updates on international initiatives. This past summer, the School of Business delivered COMM 100 (Introduction to Canadian Business) in two Chinese cities: Beijing and Shenzhen. We had nineteen students in each location and received positive feedback from the students and instructor. In addition, we are planning to launch a four-month intensive MBA pathway program in China in partnership with Tianjin University of Technology in March 2018. This program will provide International students with limited business knowledge in the Canadian context and/or English language skills with the prerequisite knowledge and skills necessary to complete the UNBC MBA program.

Last but not least, some of our undergraduate students have participated in a hands-on learning experience in academic research through the Undergraduate Research Experience (URE) Award and Honours Thesis. Recently, our faculty's work with a URE student was accepted by the *Canadian Journal of Administrative Sciences*. This is a unique experience to our students that many business schools do not offer.

We are growing and most importantly: delivering our best to our students.

Best wishes  
Sungchul Choi



## Special points of interest

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## Undergraduate Research Experience

Simon Ennis (BComm. 2016) had a scholarly research experience during his study at UNBC. In 2014, he received an Undergraduate Research Experience (URE) Award under Dr. Sungchul Choi's supervision. Later,



another business faculty member, Dr. Reza Chowdhury (lead author), and an international scholar, Dr. Dongseop Chung, joined them to examine the importance of social, environmental, and economic dimensions of corporate social responsibility (CSR) on market value of oil and gas

companies. The study finds that CSR enhances firm value of oil and gas companies. While social activities, such as employee well-being initiatives and community development, are key value-drivers, environmental and economic sustainable activities have insignificant impact on

market value of oil and gas companies. This paper has been recently accepted by the *Canadian Journal of Administrative Sciences*, which is the official journal of the Administrative Sciences Association of Canada. Simon worked on literature review, secondary data collection, and content analysis for the study. He mentioned, "I can say that without a doubt this opportunity enhanced my overall educational experience at UNBC. It allowed me to have a hands-on learning experience in academic research. After talking to many of my friends at other universities across the country, they were shocked that undergraduate students had access to such a unique opportunity. I cannot thank UNBC enough for offering this experience to their students, and strongly encourage my fellow students to take advantage of it. It was such an enriching and rewarding experience."

### *Fostering Business Leadership with a Global Vision in the North and Beyond!*

## Honours Program



Dr. Reza Chowdhury and student Edmond Lo

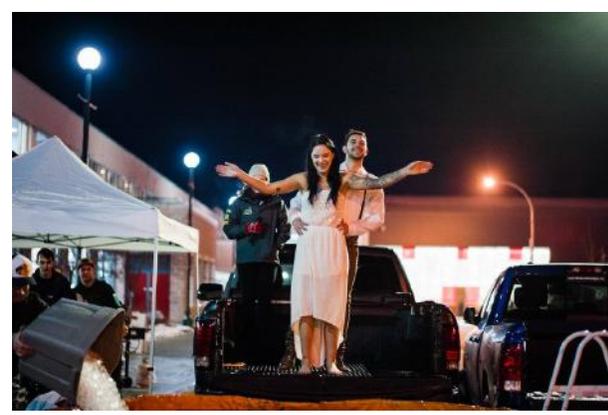
the knowledge of the field. I chose Dr. Reza Chowdhury as my supervisor and mentor due to his focus on empirical research in corporate finance, governance, and financial market development. As a student going to UNBC, I value the university's focus and leadership towards green sustainability initiatives. Incorporating this interest, I have developed a topic for my Honours Thesis, which empirically examines how financial market development affects green growth, such as environmentally-adjusted productivity and pollution-adjusted GDP. Since the summer, I have completed an initial literature review, developed hypotheses, collected data, and created the models to be analyzed, all while incorporating how they fit in the research questions identified and the structure of the thesis. I look forward to completing the estimation and analysis of empirical data results in the coming weeks, as well as writing and presenting the thesis at the end of the semester. Being in the BComm. Honours Program has given me the tremendous opportunity to conduct in-depth advanced research with a faculty member, while giving me the skills to succeed in graduate studies and business administration."

The UNBC School of Business offers a BComm. Honours Program. Entry to the Honours Program takes place after the end of the second year of BComm. studies. We look forward to having more students take advantage of this rich educational opportunity.

Edmond Lo is a fourth-year student double-majoring in Finance and Accounting. He described his experience as follows: "I was first exposed to academic research when I worked as a Research Assistant for Dr. Reza Chowdhury and Dr. Sungchul Choi, where I was fascinated by the entire process of business research; from literature review, data collection, to data analysis. I pursued an Honours Thesis to satisfy the creative freedom and intellectual curiosity of completing an independent research project, as well as the meaningful opportunity to contribute to

## JDC West

UNBC JDC West is almost complete for the 2017/2018 school year, and the team hosted many events and fundraising initiatives leading up to the competition. On October 17, 2017, UNBC's JDC West team planned and hosted the Inside Ride in collaboration with the Canadian Cancer Society, and raised a total of \$17,000. On November 3<sup>rd</sup>, the athletic team traveled to the Coast Games, which is a preparation tournament for the actual competition. This tournament allows the team to seed themselves against the other five universities from BC. Our athletic team placed second out of the six universities that were in attendance. On November 11<sup>th</sup>, the JDC team hosted their annual "Chillin' For Charity" event at the CN Centre, before the Prince George Cougars Heroes Night feature game. The photo above captures co-captains Sydney Redpath and Tanner Moulton taking the plunge into the ice cold water! All fifty of our JDC West team members, as well as some local dignitaries, took the plunge into the ice cold water, and together, with the help of the community, they were able to raise \$20,000 for the Spirit of the North Healthcare Foundation, to purchase a tomosynthesis mammogram machine that will be used for the early detection of breast cancer at our local regional hospital. **The annual JDC West competition is taking place from January 12<sup>th</sup> to 14<sup>th</sup> in Calgary.** This competition is a chance for our JDC West team to find out where they rank when compared to twelve Western Canadian business schools.



*We wish our UNBC JDC West team the best of luck at their upcoming competition!*

## Commerce Student Society

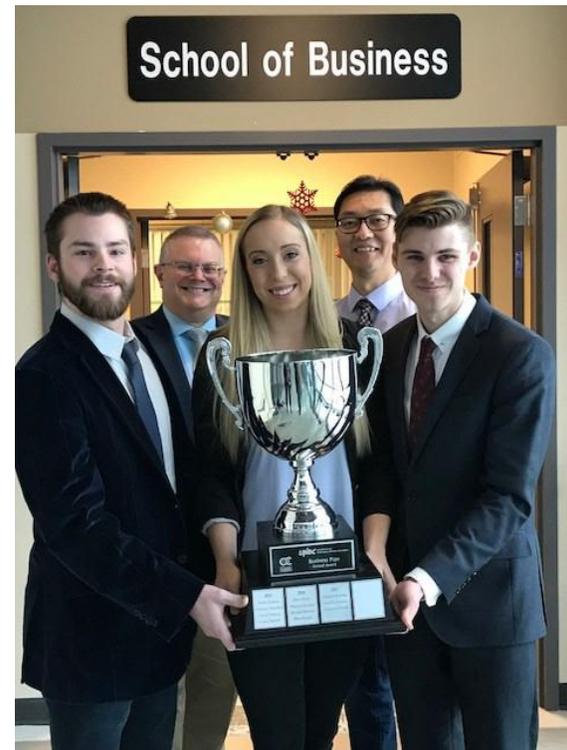
CSS kicked off the year on September 9<sup>th</sup>, with their annual "Volley into September" beach volleyball tournament. Sixteen teams competed in the pouring rain and wind, for an all inclusive paid dining experience at Mr. Mikes Steakhouse. Congratulations to Matt Fowler, Brooke Unger, Colin Appleby, and Jared Pritchard, who are two-time champions. CSS also hosted their annual fall case competition, which provides all students with the opportunity to gain experience with cases and professional presentations, while showcasing their talents to field professionals. Congratulations to this year's winners (picture to the right), from left: Mohamed Abdalla, Michael Martens, and Ben Walls, who are joined by CSS President, Josh Reimer. The last CSS event of the semester, was the Emerging Markets Project in which, UNBC and CSS are sending students to China to gain international business knowledge and valuable work experience.



The January semester will include the national fundraiser, "Five Days for the Homeless," where a small group of students spend five days experiencing life as being homeless, while collecting a variety of donations. Last year approximately \$2,000 was raised for Community Partners Addressing Homelessness, along with countless food and clothing donations. Other events planned for this semester are the Business Networking Banquet and the Spring Case Competition. The Banquet provides students with the opportunity to network with other students, faculty, firms, and other business professionals, while enjoying a formal dinner. If anyone has questions or would like to get involved with CSS please contact: [president@unbccss.ca](mailto:president@unbccss.ca).

## Applied Learning Experiences and Opportunities

Every year, students in COMM 302 (Entrepreneurship), participate in a “Dragons Den” competition. It involves pitching a unique business opportunity to panel members in hopes of winning the coveted trophy, and obtaining valuable presentation and team-building experience. Students are required to prepare a major case, in which they propose a business concept to be developed. While the case is not a full business plan, it outlines a concept in sufficient detail, and then it is reviewed by a panel. Panel members consisted of UNBC alumni members, managers, entrepreneurs, past CEO’s, and overall, a highly skilled set of business professionals. The winning team gets their names engraved on the trophy and each member receives a certificate—this year’s winning team appears in the photograph to the right. Congratulations!



From left: Andrew Horobec, Charles Scott, Jennifer Johnson, Sungchul Choi, and Sebastian Newall



## Aboriginal Business and Community Development Centre Internship

An unpaid internship is available to a student through the Aboriginal Business Development Centre (ABDC). The successful candidate will work with ABDC staff between 4 and 8 hours a week on a **voluntary** basis. They would:

1. Assist in the preparation of funding proposals for programs, including the preparation of the proposal document; development of budgets; and outlining of implementation strategies.
2. The student would also provide assistance in the delivery of the above services. Students may also be responsible for assisting in financial and administrative tasks.

**At the end of the internship students would receive 3.0 credits towards their degree, in a COMM 4xx designation.**

Interested parties should contact Charles Scott in the UNBC School of Business at [charles.scott@unbc.ca](mailto:charles.scott@unbc.ca) or 250-960-0246.



**ABORIGINAL BUSINESS  
AND COMMUNITY  
DEVELOPMENT CENTRE**

# New Course Development

In COMM 442: Marketing Strategy, teams are required to allocate resources, specify product details, and analyze the market place while competing against one another using simulation software.

SABRE simulation is widely recognized as it is used by some of the world's top fortune 500 companies and business schools around the world!

**+ When**

Tuesdays and Thursdays from 8:30 am to 9:50 am

**+ Where**

Geoffrey R. Weller Library: Room 5-157

**+ Contact**

Name: Dr. Wootae Chun

Email: wootae.chun@unbc.ca



A business course in Not-for-Profit Management (COMM 498) – coming September 2018!

Family support in Social Work practice – an application in Not-for-Profit Management (SOCW 498 and COMM 498)

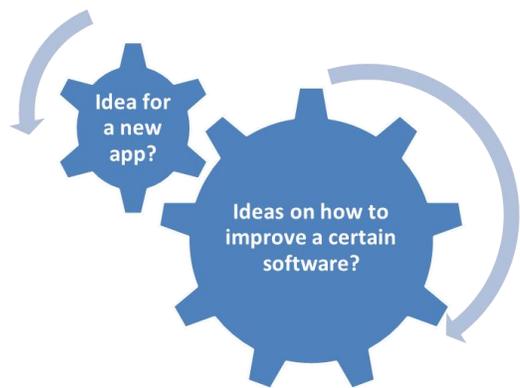
This cross-listed course will give students a unique opportunity to gain a deeper understanding of crisis intervention, while developing business concepts which are necessary to not-for-profit management in a real life situation. Students will also learn how small businesses can support social causes in a creative way. This course has been recognized through the Globe and Mail's profile of UNBC in 2015, and is recognized throughout the north by social service agencies, for its role in helping families, while giving students integrated learning in business and social work. This course is made possible through the support of IDL projects and their employees. For more information please call Katherine Scouten at 250-960-5751.



*There is limited enrollment available and the Chairs approval is required.*



COMM 498/698: Systems Analysis and Design, provides students with the tools to determine what is needed within an application and how to communicate these needs to coders and developers to accurately create an application. Also, for developers, this course provides tools to understand and identify requirements of the user. This can lead to more satisfied clients and better received software. The course itself will give students the knowledge and hands-on experience to conduct their own system analysis to design new and innovative apps and software.



**+ When**

Wednesdays from 6:00 pm to 8:50 pm

**+ Where**

Geoffrey R. Weller Library: Room 5-175

**+ Contact**

Name: Dr. Kafui Monu

Email: kafui.monu@unbc.ca

# MBA Updates

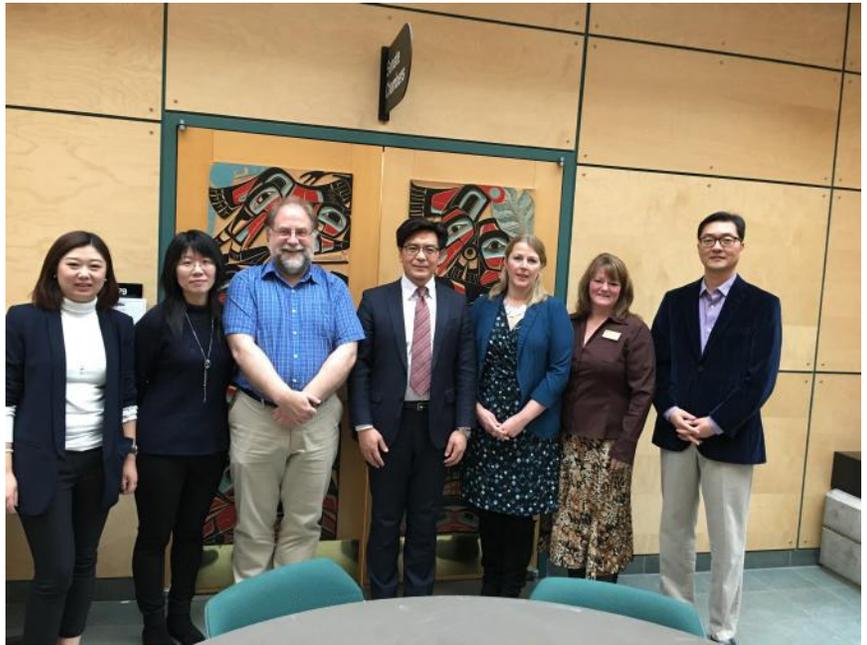
Applications for 2018 admissions are well underway and the MBA program is looking forward to a large cohort for this year. There is a lot of interest from international and domestic applicants, please remember that December 15, 2017 was the on-line application closing date. However, we will be accepting applications until April 30, 2018. We are very proud of our MBA students and graduates. We have highlighted just a few of the many success stories:

Charlie Beck is in our 2016-2018 PG cohort. His new role is Operations Manager for Four Rivers Coop, which operates bulk petroleum distribution, convenience stores, grocery stores and home centers from Terrace to Quesnel. His new role is supporting the current divisional managers with day to day operations and projects that are underway, along with future expansions of their network. He is excited about the opportunity as it is his first role with retail responsibilities. Charlie says: "This role allows me to use a lot more of the skills I have developed over the last 15/16 months of my MBA."

Nathan Doucette is in our 2016-2018 PG cohort. He has recently moved to Powell River, BC with a new role as Papermill Services Supervisor with Catalyst Paper. He is in charge of four crews in a 24/7 mill operation that covers the finishing line, dock and warehouse, and the core room, which employs about twenty-seven people at the moment. His new job utilizes his education from the MBA, specifically from HR Management with succession planning, due to the high rate of retirements (as high as 30% retiring within 2 months), all the way to Operations and Project Management, with the need to adapt operational process and jobs to new products.

Nicole Halbauer is a 2017 graduate and has started a new position with First Nations Health Authority as North Coast Community Engagement Coordinator. The FNHA is a dynamic grassroots Health Authority which is unique in Canada, serving indigenous health needs, both on and off reserves. She is very excited about her new position that will partner with the Coastal Tsimshian communities to improve health outcomes for local members.

Aidyl Jago is a 2015 graduate and her company, Sound Factory, was the #1 reader's choice for music lessons in Prince George. Aidyl says: "My MBA definitely comes in handy on a daily basis at Sound Factory! It is pretty cool to be able to apply an advanced business degree to the arts, culture and service sectors of our northern economy." She is also applying her MBA education and skills with a Treasurer position for the UNBC Childcare society.



Tianjin University of Technology  
Pre-MBA Program Visit

From left: Laurel Bai (Coordinator, Continuing Studies), Zhang Ming (Assistant Dean, International College of Business & Technology, Tianjin University of Technology), Erik Jensen (Dean, College of Science and Management), Wang Jingbin (Vice President, Dean of International College of Business & Technology, Dean of School of Management, Tianjin University of Technology), Lisa Haslett (Interim Director Ancillary Services), Cheryl Wallace (MBA Program Director), and Sungchul Choi (Chair, School of Business).

**Congratulations to current students and alumni on their successes. Please share your stories with us. Your success is our success!**

# UPCOMING EVENTS



Events can be found on our website throughout the year:  
[www.unbc.ca/commerce](http://www.unbc.ca/commerce), as well as our Facebook page:  
UNBC School of Business



## Graduate Research Day

MSc. Research Day is taking place on **Friday, January 26, 2018**. All first-year MSc. students are required to give a presentation on a proposed research topic of their choice. All faculty members and MSc. students are invited to attend this event!

### Peter Bentley School of Business Visiting Lecture Series

**Date:** Friday, February 23, 2017

**Speaker:** Simon Philp

#### **Class Presentation in COMM 210 (11:30am-12:30pm)**

Using Accounting to Better Understand Business Performance.

#### **Public Presentation (2:00pm-3:30pm, Room 7-158)**

Past, Present and Future of Commercial Banking in the North.



Simon Philp is a Market Vice President, and works with commercial banking for CIBC. He is leading Commercial Banking teams on Vancouver Island, throughout the BC Interior, and in the Yukon, and he is based in Victoria. Prior to joining CIBC in 2013, Simon spent fifteen years in financial services in the Pacific Northwest, including four years in Seattle, WA covering large corporate clients. Simon has assisted companies with annual revenues ranging from a million into the many billions, both private, and public companies, across a wide variety of industries. Outside of work, Simon served on the board of numerous organizations; including Habitat Acquisition Trust, the Canadian Association of Family Enterprise, Canada America Society, and Certified Management Accountants and it's CPA joint venture: the governance board for the unification of the BC accounting profession.

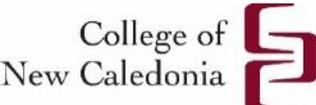
# Chamber of Commerce Initiative

## DO YOU WANT TO CONNECT WITH LOCAL BUSINESS?

The Prince George Chamber of Commerce, the University of Northern British Columbia, and the College of New Caledonia have come together as partners to further connect local business to post-secondary campuses, creating opportunities for collaborations. To increase engagement from the business community and institution faculties, the chamber will publicize current and recent collaborative projects that have connected UNBC with local business. Please assist with this community initiative by informing the chamber about successful collaborations between UNBC and local business, that could be used to promote the countless ways that business and academia can benefit by connecting. The possibilities include:

• Case studies	• Field trips	• "Live" student work experience
• Site tours	• Prototype design	• Information exchange
• Research	• Student placement	• Development and innovation

**If interested in further connecting with the local business community, please contact:**

 <p><b>PRINCE GEORGE CHAMBER OF COMMERCE</b></p>	 <p><b>College of New Caledonia</b></p>	 <p><b>UNBC</b> UNIVERSITY OF NORTHERN BRITISH COLUMBIA</p>
<p>Contact: Barbara Otter, Project Coordinator T: 250-562-2454 E: barbara.otter@pgchamber.bc.ca</p>	<p>Contact: TBA, Dean of Community and Continuing Education T: 250-562-2131 x 5525</p>	<p>Contact: Christie Ray, Business Development Officer T: 250-960-5103 E: christie.ray@unbc.ca</p>

## School of Business Contact Information

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#### *School of Business*

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#### *Advising Office*

#### *Marlina Hawes*

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