



## School of Business Newsletter

March 2019

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

### WELCOME FROM THE CHAIR

This has been a note-worthy semester! As of January 2019, the UNBC School of Business has been recognized as an affiliated university under the CFA (Chartered Financial Analyst) University Affiliation Program (pg. 7). The CFA Program is widely considered the investment profession's most rigorous designation, making this our fourth professional designation accredited including CPA (Chartered Professional Accountant) in Accounting, CPHR (Chartered Professional in Human Resources) in HR, and CIM (Certified in Management) for BComm (pg. 6,7). Only few Canadian business schools have been accredited by such reputable professional designations, which indicates our high quality of Business education here at UNBC .

Our JDC West had a phenomenal year as well during their competition at Simon Fraser University in January 2019 (pg. 3). Our students raised the most charity dollars for the fourth year running, and took 2<sup>nd</sup> place in both Entrepreneurship and Marketing. This is another testament to the quality of our program and the commitment of our students, faculty, and community.

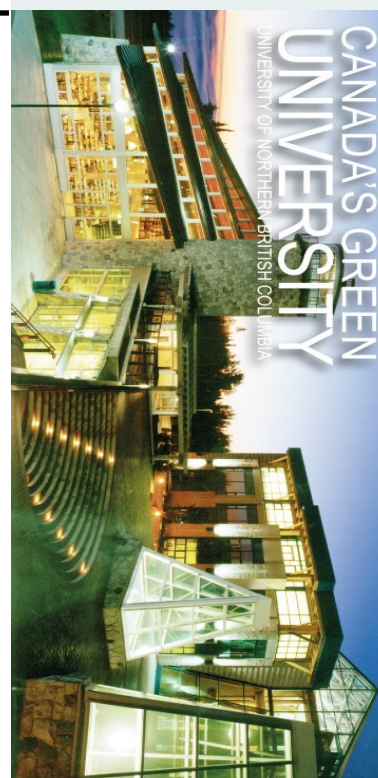
We have been given the green light on our new BComm in MIS by the University (pg. 2). We now in the process of submitting our application to the BC's Degree Quality Assurance Board for its approval.

We will be having a Case Teaching Workshop facilitated by the Ivey Business School at Western University in the last week of April (pg. 8). The Ivey Case Method is a powerful teaching tool used to analyze a variety of real world business issues faced everyday. This two-day workshop will encourage faculty to integrate the case method of teaching in class, or to fine-tune existing approaches.

In this newsletter, we highlight some of our faculty and students' activities and accomplishments. I hope you enjoy reading it and welcome your comments and feedback.

Best Wishes,

Sungchul Choi



### POINTS OF INTEREST

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# Commerce Student Society



COMMERCE STUDENT SOCIETY

It has been an exciting year for the Commerce Student Society. With the annual Volley into September being a great success despite the snow! During the first semester, students attended a “Moore’s first-degree education social” which communicated the importance of dressing professionally.

“Five Days for the Homeless” has been a successful event, where students were given an opportunity to gain a better understanding of what it would be like to be homeless. This event has raised money for our local shelters, and was held the week of March 18<sup>th</sup>. With no access to showers, food, or a bed, students slept outside, and only used or ate what was donated to them.



**MBA PROGRAM**

It is nearly the end of the semester and program for our second year students. We will have 29 students graduating in 2019. We have seen a significant increase in students over the last couple of years. This is through the hard work and dedication of our faculty that continue to support the UNBC MBA Program. Our MBA Committee is working hard to review our curriculum to stay relevant to future leaders and industries.

Our program is starting for 2019 a little earlier than normal: July 25 to 31 with a special orientation on July 24 for our international students.



## An update on Management Information Systems (MIS) courses available

The MIS major plans to include existing courses; COMM 352 E-Business, COMM 353 Business Data Communication & Networking, and COMM 354 Introduction to Business Intelligence. It will also include two new courses; COMM 360 Business Process Management and COMM 461 Information Systems Analysis.

Business Process Management focuses on how to understand the flow of information and material in a business. All businesses are made of processes and this major provides tools to students when it comes to understanding why processes exist, and the best way to deliver them to clients or customers. Information System Analysis provides students with the tools to communicate the business and organizational needs to developers. This is crucial for people working in organizations who rely on IT departments to develop systems which specifically fit the job at hand. It can also be used to establish new businesses in which mobile app technology is used.

# CONGRATS 2018-2019 UNBC JDC WEST!

The 2019-2020 year has begun for the UNBC JDC West Team, however we would like to reflect on the success enjoyed during the 2019 January Case Competition held at Simon Fraser University.



*UNBC placed first out of thirteen universities across western Canada for raising \$166,236 (last year \$126,799) towards charity.*

This year marked the *fourth year in a row* for UNBC to win the first place charity title.

*We also placed second in both Entrepreneurship (right) and Marketing (below)!*



We thank Co-Captains Adam Barlow and Ben Walls, pictured respectively to the right, for bringing such big wins to our University.



# WELCOME OUR CO-CAPTAINS FOR 2019-2020'S UNBC JDC WEST TEAM!



Ryan Tretick and Brandon Greenall plan to build off of the success lead by Adam Barlow and Ben Walls. These two take aim at school of the year, which is to say placing UNBC at the top ranking out of all thirteen competing universities. The pair would like to thank their predecessors for creating a solid foundation in which to build from, and the School of Business faculty as they help to recruit from over four hundred students in the commerce program. Tryouts for academic teams began in March with UNBC's undergrads making competition fierce!

Ryan and Brandon are extremely excited to move forward with summer plans, which include training bootcamps for delegates in applying business knowledge in case analysis and volunteering with local charities to make 2020 UNBC's first place charity win 5 years running! Come September, they will be looking for athletic and social commerce students to fill these two remaining teams.

Our 2020 Co-Captains would like to see each delegate's education enhanced by the end of competition. They make it a priority to prepare each member of the team to stand apart when applying for career opportunities as well. These goals will require plenty of work, however they can already see the team is ready for a challenge.



Ryan Tretick



Brandon Greenall

Follow along and support our Team while they prepare for Competition on January 2020!

*Facebook and Instagram @UNBCJDCW*



# RESEARCH HIGHLIGHTS

## Referred Journal Articles

**Fu, Chengbo**, “Alpha Beta Risk and Stock Returns—A Decomposition Analysis of Idiosyncratic Volatility with Conditional Models,” *Risks*, 2018, Vol. 6, 124.

**Ge, Xin**, Paul Messinger, Yuanfang Lin (2019), “Consumer Inferences from Soldout Products,” *Journal of Retailing and Consumer Services*.

Messinger, Paul R., **Ge, Xin**, Smirnov, Kristen, Stroulia, Eleni, Lyons, Kelly (2019), “Reflections of the Extended Self: Visual Self-Representation in Avatar-Mediated Environments,” *Journal of Business Research*.

## Conference Presentations

**Deo, Balbinder**, International Symposium on “Global Challenges facing Humanity - A Multidimensional Perspective, ‘Wood Based Biofuels’, Punjabi University, December 2018.

**Fu, Chengbo**, World Finance Banking Symposium, Taichung, December 2018, paper: “Model Selection, Idiosyncratic Volatility, and Stock Returns”.

**Fu, Chengbo**, Annual Conference of Southwestern Finance Association, Houston, March 2019, paper: “Covariance Risk with Time-varying Alpha Beta and the Cross Section of Stock Returns”.

## **MScBA Thesis Defence**

Student	Supervisor	Title of Thesis
Muhammad Irfan	Wootae Chun	Employee Acculturation in Tight vs. Loose Organizational Cultures
Umair Tahir	Sungchul Choi	Uncertain monetary promotions: A consumer motivational perspective

## BComm Honour Students

We offers a BComm Honours Program. Entry to the program takes place at the end of the second year of BComm studies. This year two students have enrolled and participated in thesis defense.

Morgan Kearns, supervisor Dr. Kafui Monu, works on a thesis in marketing, while Karn Jassal, supervisor Dr. Reza Chowdhury, sets his sites within a finance topic.

Karn says “Conducting my Honours Thesis has been a memorable experience as I have enjoyed learning the methodology and systematic processes used in empirical research. Being able to enroll in this program has provided me with an amazing learning experience as I was able to apply my skillset and develop both data analysis and analytical skills”.

## Undergraduate Research Experience

Joshua Nycholat is a third-year Finance student has received an Undergraduate Research Experience Award (URE) as of 2018. He began his research on North American cannabis-related securities under the supervision of Dr. Chengbo Fu. Joshua aims to determine the impact of Canadian cannabis legalization on industry stock performance by drawing correlations between stock price fluctuations and significant events in the legalization process. Joshua says “As an undergraduate student, I have found the opportunity to work alongside our skilled and talented faculty as a highly valuable addition to my academic experience”.

# PROFESSIONAL DESIGNATIONS THROUGH UNBC BCOMM

The UNBC School of Business affirms its place among best business programs with accreditation conferred by many prestigious business professional associations.

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The UNBC School of Business is proud to have our Bachelor of Commerce accredited by the Chartered Managers Canada, the only organization in Canada that grants designations recognizing general management skills and expertise. Upon graduating from the Bachelor of Commerce at UNBC, students will have met the academic requirements for the Certified in Management (C.I.M.) professional designation.

Please visit <https://cim.ca/designations/cim-certified-in-management> for more details.

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Chartered Professional in Human Resources (CPHR) of BC & Yukon reviewed and accredited our curriculum in 2017. This accreditation acknowledges our HR major as it meets the competency framework of CPHR.

Graduates from our HR major program who achieve an overall cumulative average of B- and have been a member of CPHR BC & YK continuously since registering into their 3<sup>rd</sup> year major courses will be awarded national knowledge exam (NKE) exemption status by CPHR BC & YK.

For further information, contact Tim Read of CPHR [tread@cphrbc.ca](mailto:tread@cphrbc.ca) or Jennifer Sumner [jennifer.sumner@unbc.ca](mailto:jennifer.sumner@unbc.ca).

# PROFESSIONAL DESIGNATIONS THROUGH UNBC BCOMM

University Affiliation  
Program



CFA Institute®

The School of Business has joined a prestigious group of global business schools as a Chartered Financial Analyst (CFA) University Affiliation program in 2019. UNBC's curriculum in Finance is closely tied to the gold standard of professional practices, which is a testament to the quality of our Business program at UNBC. The CFA Program is widely considered the investment profession's most rigorous credentialing process. Our graduates will be well positioned to take the path toward their success in the financial industry. As an affiliated school, we will be allotted at least three students scholarships per year toward the CFA exam.

For the full list of recommended CFA accreditation courses please contact  
[Chengbo.fu@unbc.ca](mailto:Chengbo.fu@unbc.ca).

UNBC's course recommendations fulfill some requirements to qualify interested students in writing the final CFA examination.



CPA

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS

Graduates of the CPA accredited Program at UNBC gain direct access to the national qualifying evaluation for the CPA designation.

For more information, visit [www.bccpa.ca](http://www.bccpa.ca). For a list of required UNBC courses, navigate to the UNBC transfer credit guide, or contact [Natascha.lukawitski@unbc.ca](mailto:Natascha.lukawitski@unbc.ca).

**For further information about all professional designations,  
please see UNBC's School of Business' website.**

## **“Launch” and “Find your Path” Events**

We are increasing our services to students, by adding two new offerings to the range of existing options. While Career Days help all interested students to connect with employers from the region, a **new component was added to assist students early in their undergraduate journey to “Find their Path”**, by having the opportunity to meet with professionals from various fields. We plan to host the first “find your path” event September 2019.

**A second component is a networking event that connects students who had distinguished themselves in their undergraduate journey, and were ready to take the next step (Launch) with preferred employers from the region.** The first event was held in **February 2019**, where 50 students connected with 26 employers from 21 firms to discuss opportunities in Northern BC. The event followed a widely-used format at elite business schools, where faculty guided introductions based on students' known interests and proven capabilities.

## **School of Business Retreat**

**Date: April 29**

We will be having a day-long retreat to wrap up our first two-year cycle of curriculum mapping and assurance of learning (AOL) process. We started this process in May 2017 to align our offerings with our mission, to demonstrate how our students develop the discipline's knowledge and skills, and to maintain and enhance our high-quality of student's learning. At the retreat, BComm and MBA curriculum committees will report the outcomes of AOL and discuss future directions for the next cycle of AOL.

In addition, we will be reviewing our 5-year strategic plan developed in 2015. This would help us understand changes in the internal and external environment and find opportunities for future growth.

## **Case Teaching Workshop**

**Dates: April 30 and May 1**

The UNBC School of Business will be hosting a Case Teaching Workshop facilitated by the Ivey Business School at Western University. This two-day workshop is a joint event for our faculty as well as Business faculty at CNC, who would use “real world” examples to show students how to apply their knowledge and skills into business issues managers face everyday.

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