



September 2018

School of Business Newsletter

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

WELCOME FROM THE CHAIR

Welcome back students, faculty, and staff to the start of this new academic year, and congratulations to our new students!

Since the last newsletter in January, we have had many exciting advances and I am pleased to share some highlights with you. First off, I am delighted to welcome our new faculty members (pg 5), Mr. Chengbo Fu in Finance and Ms. Natascha Lukawitski in Accounting. I am sure they will enjoy their time in this welcoming academic community, and that their contributions will make it greater still.

As we strive to enhance the quality of Business curriculum, we make it a priority to know what learning goals and objectives students would benefit to achieve, and how to achieve them. Toward this end, we have been working on curriculum mapping to add assurance of these key learning processes (pg 3). In this newsletter you will find what has been done so far, and what will be done this academic year.

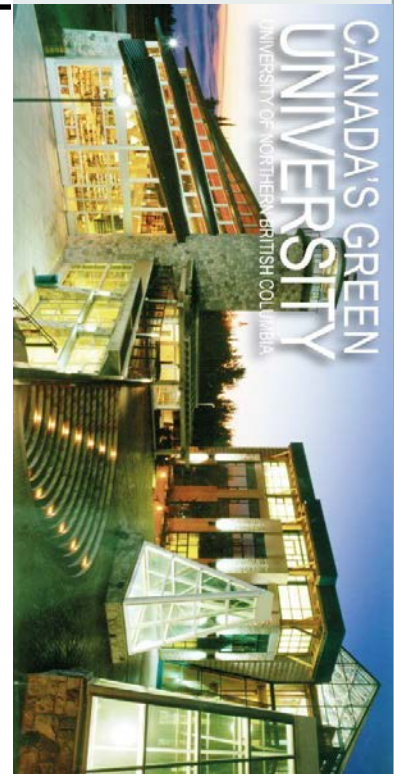
Furthermore, we highlight some students' activities in our B.Comm, MSc, and MBA programs including Commerce Student Society & UNBC JDC West (pg 2), and MBA orientation (pg 6). We also recognize some of the accomplishments of our faculty (pg 7).

With respect to new initiatives, the School of Business has recently started applying for CFA (Chartered Financial Analyst) accreditation. The CFA charter is respected as the gold standard of professional credentials within the global investment community. Its recognition would demonstrate that our curriculum in Finance is closely tied to professional practice and is well suited to preparing students to sit for the CFA exams. If accredited, this would be our fourth professional accreditation in addition to the existing accreditation of CPA (Chartered Professional Accountants), CPHR (Chartered Professional in Human Resources), and CIM (Certified in Management). In addition, we have been discussing the possibility of converting the MIS minor into an MIS major with a Business Informatics focus, which is a part of our strategic plan. We will hopefully have some updates for you on these initiatives in our next newsletter.

I hope you enjoy finding out how we are moving forward here at UNBC!

Sincerely,

Sungchul Choi
Chair of the School of Business



POINTS OF INTEREST

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CSS & JDC WEST

GRADUATION

We celebrated **98** graduates' achievements at this year's Convocation in May.

76 B.Comm

22 MBA

We wish each of them continued success!



COMMERCE STUDENT SOCIETY

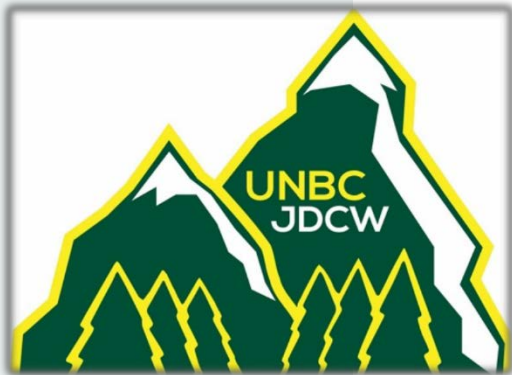
The Commerce Student Society strives to provide quality programs throughout the school term to connect faculty, students and the Prince George business community. The 2018-2019 academic year is an exciting one for CSS with a long list of new and revamped events to help students grow personally and academically.

Our first year commerce students have a lot to look forward to this September Semester, because we're *bringing back the mentorship program!* If any second, third, or fourth year students are looking for an opportunity to connect with other students to share their knowledge, sign up as a mentor by e-mailing: academic@unbccss.ca.

Keep up to date with CSS events by checking our **Facebook "UNBC CSS"** or our website www.unbccss.ca. If you have any questions reach out to us on Facebook or e-mail us at internal@unbccss.ca.

FOR UNBC STUDENTS, BY UNBC STUDENTS

JDCWest



Follow along and support our 2019 Team while they prepare for Competition on January 11th, 2019 at Simon Fraser University!

Facebook and Instagram
[@UNBCJDCW](https://www.instagram.com/UNBCJDCW)

The 2017-2018 year has been a busy one for the UNBC JDC West Team! From volunteering for the Spirit of the North Healthcare Foundation to the Debate team winning second place in Calgary, the first ***time UNBC has had a top-three placing for UNBC Debate ever!*** That hard work paid off when it came to competition. ***We also placed 1st for charity again this year, fund-raising \$126,799 for local charities.*** This year marked the ***third year in a row*** for UNBC to win this title. The pace does not slow down during the Summer months either. The team has been very busy preparing for similar big wins next year. Since March, the team has participated in various events such as the Prince George Relay for Life, RBC's International Women's Day Event, The Prince George Cougars Alumni Hospital Golf Tournament and many more. Along with all of these great community events, our 2019 Academic Team was chosen. All teams have been meeting weekly during the summer months to strengthening academic case solving skills, knowledge, and approach within individual team fields.

Our 2019 Captains are eager to recruit Social, Athletic & Debate Teams this September!

CURRICULUM MAPPING



The School of Business has been working on curriculum mapping since Spring 2017 in order to align our offerings with the vision of “Fostering Business Leadership with a Global Vision in the North and Beyond” and to maintain our high quality of Business education at UNBC. After having a series of workshops, committee meetings, and program meetings, we have identified the following five learning goals with three to five learning objectives for each learning goal.

All business courses in our B.Comm and MBA programs are well aligned with the learning goals and objectives. We are currently working on the assurance of learning process to systematically assess how our students achieve the learning goals. For example, our MBA will be using a globally accepted simulation based assessment tool,

Comp-XM, in Winter 2019, whereas our B.Comm courses will be assessed by each instructor. This process helps us figure out how to further improve our offerings. This also helps us to seek out our fourth professional accreditation by CFA (Chartered Financial Analyst).



BUSINESS SIMULATION



Business simulations have been widely adapted by business schools as an experiential learning tool. They provide opportunities for students to apply knowledge across all disciplines of business, and provide real time tailored feedback regarding decisions made. UNBC's School of Business has been using business simulations for a few courses in Finance and Marketing, and received very positive feedback from students. In 2018, CAPSTONE (simulation program) will be used in B.Comm (COMM 400) and MBA (COMM 701) courses to make connections between customers, the organization's resources, people, information (both external and internal), shareholders, society and competitors in order to make better strategic decisions at all levels of the business.

In COMM 701, students will find themselves in a very realistic competitive business setting where they will run and coordinate strategy and tactics across several functional divisions for several years (in compressed time). They will be given the opportunity to study the total business system and evaluate the effect of alternative strategies. The experience will build many skills necessary to create employability, notably working to deadlines, often in teams, to make concrete decisions under competitive conditions, and then to live with the consequences of those decisions.

In COMM 400, CAPSTONE will help budding professionals make better strategic decisions at all levels of the business, and thereby enjoy greater success in professional practice.

During the summer business faculty members completed on-site training, discussed learning added to students using the CAPSTONE simulation, and tried their hand in creating a successful CAPSTONE business. Each experience was unique, had varying challenges, and resulted in tailored learning for each team.

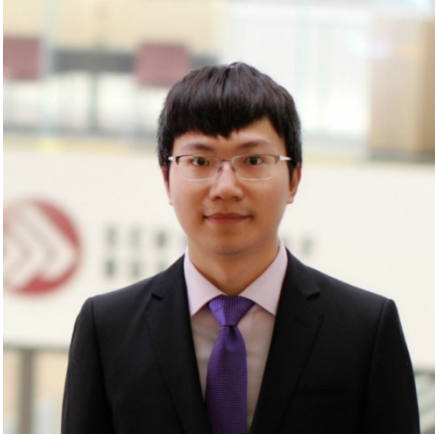


Left to right; Philip Grant, Wootae Chun, Daniel Maday (Capstone), Reza Chowdhury, Julius Bankole, Sungchul Choi, Natascha Lukawitski, Oye Abioye, Chengbo Fu, and Afton Zral.

FACULTY HIGHLIGHTS

WELCOME TO UNBC!

Chengbo Fu joined the School of Business in 2018. He holds a Master's degree in Management from Clemson

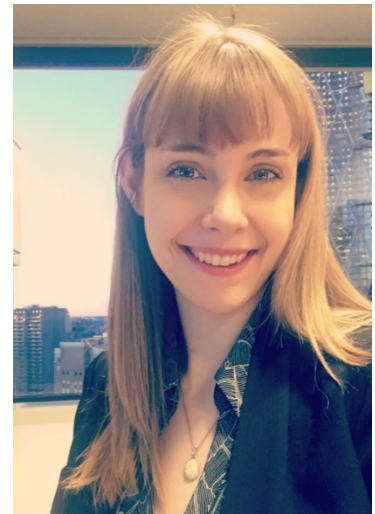


University, South Carolina, and a Bachelor degree in Finance from Northeastern University of Finance and Economics, China. Chengbo is also completing a Ph.D. in Finance at the University of Manitoba. His research interests are in asset pricing. Within this general field, his work spans investments, idiosyncratic volatility, predictability of stock returns, and behavioral finance. His research has been published in peer reviewed journals such as Finance Research Letters and Journal of International Financial Markets, Institutions and Money. Before joining UNBC School of Business, Chengbo taught Investments (undergraduate) and Financial Modeling (MBA) in the Asper School of Business at the University of Manitoba. He is also interested in teaching other Finance courses such as Fixed Income Securities, Portfolios Management,

Derivatives, International Finance and Corporate Finance. In this fall semester, he will be teaching Investments and Security Analysis (COMM 321). As a young teacher, he is passionate about providing students with an inspiring learning experience. He looks forward to meeting his students.

Natascha Lukawitski joined the School of Business in 2018. She is a designated CPA (Chartered Professional Accountant) with a Masters of Professional Accounting (MPAcc). Before joining UNBC School of Business, she completed her undergraduate degree here at UNBC, brought home 1st place as part of the UNBC JDC West Accounting team, and has provided assurance services with KPMG for over 5 years.

Natascha will be teaching Financial Accounting (COMM 210) and Intermediate Financial Accounting (COMM 310 & 311) in the Fall, as well as Managerial Accounting in the Winter Semester. She is excited to come back home to the University that started it all, and to collaborate with UNBC's bright students!



FAREWELL!

Dr. Oye Abioye served UNBC's School of Business over the past four years, teaching both undergraduate and graduate courses in Finance and Accounting. We appreciate his dedication to the school, and wish him the very best in his next chapter!

MBA HIGHLIGHTS



The Class of 2020

Our MBA 2020 cohort started the MBA program on August 1, 2018 and headed home on August 6, 2018. The week started with getting to know our beautiful campus. We have 32 students from all over the province and the world.



During our August MBA session held in Prince George, students had an opportunity to hear Michael Shoop discuss conflict styles and how to work with them. Students also put together value statements and had over 9 hours of class time with each course covering topics such as Strategy, Organizational Behavior, Quantitative Decision Analysis, and Accounting.



Students On The Move!

Erin Crocker is moving to Edmonton for a great new opportunity with Stewart Land Title Company; Erin says: **“My MBA has definitely given me the confidence I need to bring to my new role”.**

Bryan McLean has become principal at Sacred Heart School here in Prince George. Bryansays: **“My MBA helped in several ways. From a financial perspective, it has provided tools to run the school with a strong business model. From a marketing perspective, I was able to grow the school community in new and creative ways”.**

Nino Ramadani is moving to a new position with Canfor as a Harvesting Supervisor. This position involves overseeing harvesting contractors as they complete day-to-day activities, as well as monitoring road construction costs and tree harvesting quality. Nino says: **“My MBA allowed me to stand out from other applicants. MBA project and operations management classes were incredibly relevant; I’m already using modified class materials to add value in this new role!”**



MBA PROGRAM

In May 2018 we had 22 new graduates!

Amelia Kaiser, Ross Hyam and Nathan Doucette are some of our new graduates that are taking a lead with our valuable MBA Alumni Chapter.

They will have an event with a special guest speaker on October 12, 2018.

A celebration reception for 2018 grads was held on May 24, 2018 whereby MBA alumni started a new tradition of giving a compass to new grads with a message to send them off with.

We can't wait to see where you go!

FACULTY RESEARCH HIGHLIGHTS

Conference Presentations

Chowdhury, Reza, Chun, Wootae, Choi, Sungchul, & Friend, K., “Brand and Firm Values in Distinct National Cultures”, The Administrative Sciences Association of Canada 2018 Conference, Toronto, May 27-29, 2018.

Fu, Chengbo, Jacoby, G., & Lu, L., “Model Selection, Idiosyncratic Volatility, and Stock Returns”, at the 2nd Greater China Area Finance Conference, Xiamen, China, June 23-24, 2018.

Congratulations

Dr. Reza Chowdhury - elected co-chair for the Finance Division of the Administrative Sciences Association of Canada (ASAC) for 2018-19!

Mike Cuthbertson - won the 2018 UNBC Excellence in Teaching Award!

MSc Students’ Research Highlights:

Student	Supervisor	Title of Thesis
Chao Wang	Reza Chowdhury	Social trust and corporate cash holdings around the world: Does this lead to overinvestment?
Chaoling Gan	Xin Ge	An empirical study on consumer’s attitude towards cross-category brand extension
Muhammad Irfan	Wootae Chun	Employee acculturation in tight vs. loose organizational cultures
Nicole Neufeld	Balbinder Deo	Business process management: Conceptual framework and application
Parveen Pannu	Xin Ge	Psychological distance and differential information use of long-term vs. short-term product features
Richard Foo	Kafui Monu	Identifying goal congruence between rural institutions and agents within international recruitment
Umair Tahir	Sungchul Choi	Uncertain monetary promotions: A consumer motivational perspective
Yalda Ahmadi	Wootae Chun	The impact of digital engagement on university brand

REFEREED JOURNAL ARTICLES AND BOOKS

- ⇒ **Chowdhury, Reza** and Min, M., “Historical ties between nations: How do they matter in cross-border mergers and acquisitions?”, *International Review of Economics and Finance* (in-press)
- ⇒ **Chowdhury, Reza, Choi, Sungchul,** Ennis, S., & Chung, D., (2018) “Which dimension of corporate social responsibility is a value driver in the oil and gas industry?”, *Canadian Journal of Administrative Sciences*
- ⇒ Benmamoun, M., Kalliny, M., **Chun, Wootae,** & Kim, S., “The Impact of Manager’s Animosity and Ethnocentrism on MNE’s International Entry Mode Decision”, *Thunderbird International Business Review* (in-press).
- ⇒ **Colbourne, Rick,** (2018) “Indigenous Entrepreneurship and Hybrid Ventures”. Corbett, A., Katz, J. (eds) (2017) *Perspectives & Approaches to Blended Value Entrepreneurship, Volume 19: Advances in Entrepreneurship, Firm Emergence and Growth*, Bingley, United Kingdom: Emerald Publishing
- ⇒ **Colbourne, Rick & Anderson, R.,** (2018) ‘Economic Wellbeing of the Indigenous People in the Asia Pacific Region: The Role of Entrepreneurship in Sustainable Development’, Fleming, C., Manning, M. & Miller, A. (eds) *Routledge Handbook of Indigenous Wellbeing*, London, United Kingdom: Routledge Publishing

SATURDAY
SEPTEMBER 15TH

Volley into September

The CSS in partnership with NUGSS Backyard BBQ, put together your teams, and register for CSS's annual Volleyball tournament, or just came and relax for the day.

We welcome students, staff and the Prince George community to have a bounce on the inflatables, enter our charity raffle, enjoy a snack from our BBQ and cheer on our volleyball teams.

Contact CSS for details



FRIDAY
SEPTEMBER 21ST

CSS Commerce Student Social

Come to the Bentley Centre to network with professors, students, and business leaders.

This social we will be focusing on the potential routes a UNBC commerce student can take, exploring the various disciplines that we offer.

Contact CSS for details



NOVEMBER
14TH to 21ST

IWAU Week of Remembrance

Inspiring Women Among Us (IWAU) hosts an annual series of events in lead up to the National Day of Remembrance. Events are free, inclusive, informative, and supportive for all genders. Events include a Mentoring Lunch (activities and networking opportunities), Arts Cabaret (local female artists, performers, political figures, etc.), and more!

For more information, or get involved with IWAU, please visit our website: unbc.ca/inspiring-women or Email iwau@unbc.ca
Twitter: [@IWAU_events](https://twitter.com/IWAU_events)
Facebook: [@InspiringWomenUNBC](https://www.facebook.com/InspiringWomenUNBC)

ANNOUNCEMENTS | WHAT'S HAPPENING?

Have you thought of a B.Comm (Honors)?

Students after the second year of their degree can work with a faculty member on research topic and complete independent research.

It may seem intimidating to start a research project, however students usually have the best ideas! Plus, it gives a unique element to your degree, regardless of whether you're keen to go on to a graduate degree.

If you are interested in adding knowledge within a particular field, reach out to a faculty member within your subject, and see how far you can take it!



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