



Sobey School of Business:

# Dean's Report to the Community

Fall 2014





# SUCCESS ON MY OWN TERMS

## How do you define success?

Starting her career in accounting, then moving to consulting, Cassandra Dorrington now says she is in the business of changing mindsets. "Everything I do builds on lessons I learned at the Sobey School of Business," says Dorrington (BComm'81, EMBA'00). As President of the Canadian Aboriginal and Minority Supplier Council, Dorrington ensures that Aboriginal and minority-owned businesses are included in the supply chain for Canada's major corporations.

[sobey.smu.ca/success](https://sobey.smu.ca/success)



# Update to the Community

Patricia Bradshaw, Dean Sobey School of Business

Success on our own terms! I cannot think of a better way to kick off a new academic year than with a celebration of the successes of the Sobey School of Business over the last year, and with announcements of what we have planned for the coming year. I think you will agree that we have reason to celebrate and we invite you to join us at the events we have planned.

Let me start by describing what is new and some of our upcoming initiatives:

1. A half-day event on the morning of October 23 will launch the new **Atlantic Research Group on the Economics of Immigration, Aging and Diversity**. David Foot, professor, demographer and bestselling author of *Boom, Bust & Echo* books, will be our featured guest. The future of our region, where the birthrate is declining and the population is aging, is dependent on immigration and the leveraging of diversity to create opportunities and growth. This group will offer key contributions as the region moves to enhance prosperity. At the Sobey School of Business we are committed to working collaboratively to stimulate research that helps us understand the economics of immigration, aging and diversity, and also to mobilize that scholarship in service of regional economic growth.
2. We are also delighted to launch the **David Sobey Centre for Innovation in Retailing and Services**. Retailing and service sectors combined accounted for more than 71% of Canada's GDP in 2010, and over three quarters of total employment. Total retail sales in Canada in 2011 were about \$454 billion. This Centre has been generously endowed by David F. Sobey and has a mission of research along with student training and engagement; and also of involvement with the business community through applied research, executive education, consulting, conferences, student internships, co-op placements and networking. We will be holding an official launch event October 16.
3. The **first cohort of 100 students who are doing their B.Comm (with a major in finance) in Zhuhai, China** is starting this September. The program's Academic Director, David Wicks, the B.Comm Program Manager, Lois Larson and the Dean are all going to be in Zhuhai to welcome these students and their parents. The students will start their program being taught by the faculty of Beijing Normal University at Zhuhai (BNUZ) and will have the final two years of study taught by Sobey School of Business faculty who will fly to China to teach them. We hope members of the business community will come to Zhuhai (port city at the south end of China, accessible through Hong Kong) to meet these students and give guest lectures. We are one of only a few undergraduate programs approved by the Chinese government in the region and we are very excited about extending our decade-long partnership with BNUZ.
4. We are proud to have become **signatories to PRME (Principles for Responsible Management Education)**. The Sobey School of Business faculty and staff are passionate about our mission of preparing citizens of the world to lead entrepreneurial, sustainable businesses and communities. Launched at the 2007 UN Global Compact Leaders' Summit in

**PRME**

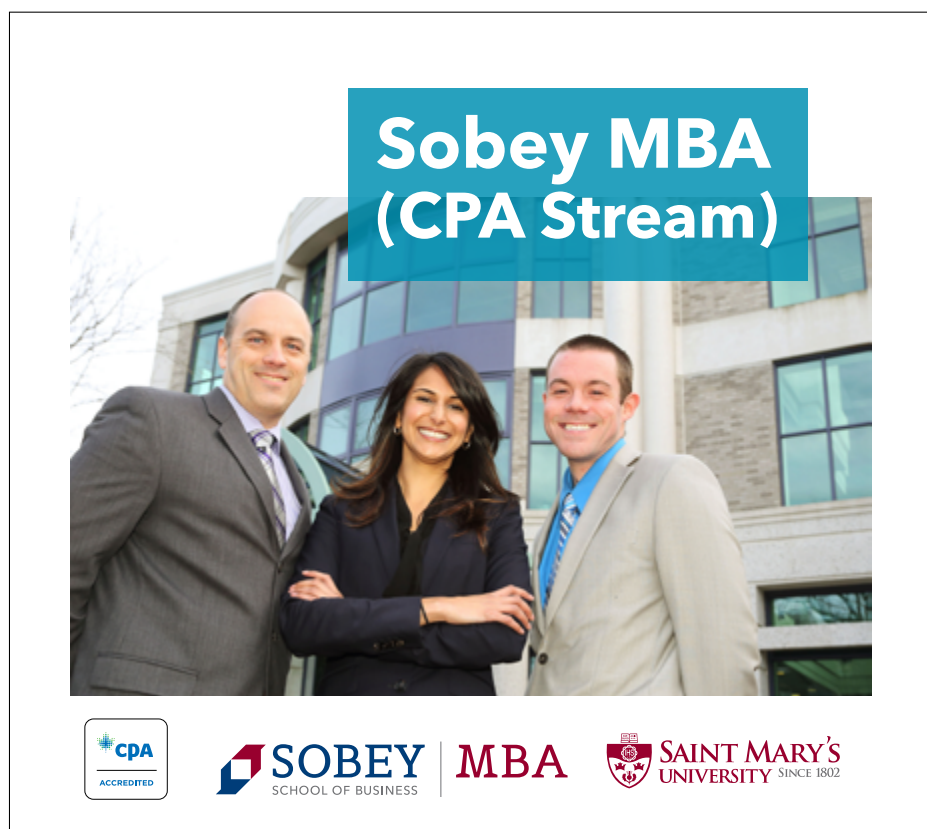
Principles for Responsible  
Management Education

Geneva, the Principles for Responsible Management Education (PRME) initiative is the first organized relationship between the United Nations and business schools. The mission of PRME is to inspire and champion responsible management education, research and thought leadership globally. The Sobey School is preparing to start the new term with a totally redesigned welcome week for the incoming students. Our welcome event will inform them about both PRME and the importance of living the recommendations of the President's Council Report entitled "Safety, Respect and Inclusion". We are committed to making sure all our students graduate with a courageous understanding of their own values and how to live them in the world and an appreciation of ethics, the triple bottom line and the importance of thinking globally with an inclusive approach to all they meet in our very diverse business school and community.

5. We are **welcoming our new Director of Business Outreach, Lynn Coveyduck**. A recent EMBA graduate from Duke, having completing her term as Executive Director of Junior Achievement, she brings her connections and leadership skills to this newly created position. The Director of Business Outreach will provide another vital bridge between the Sobey School and the business community. We invite you to reach out to us for our Business Development Centre services such as small business consulting and new business incubation in our recently-funded sandbox projects, hiring our students and identifying students for co-op placements, executive education and special community events, research and peer learning circles.

Stay tuned for more information as Lynn Coveyduck builds the portfolio of business outreach activities. We strive to be even more relevant to the business community and to have real impact.

6. Students are our life blood and this fall we are delighted to have our first cohort of students in the **new Masters of Applied Economics**. The second cohort of students is starting in the Master of Technology Entrepreneurship and Innovation program as one start-up from the first cohort moves to Volta to accelerate their business (Vidsnippets). We wish them all the best. We are also expecting almost 600 new B.Comm students, 80 Master of Finance students, 28 EMBA students, 18 Master of Cooperatives and Credit Unions students and strong classes in the MBA and PhD in Management.
7. We recently received **accreditation for our MBA (CPA stream)** from the three accounting bodies in the province (CAs, CMAs and CGAs). The program will launch in 2015 as the final cohort in the MBA-CMA Program moves towards graduation.
8. We are also launching our **new brand, a reputational campaign and official website for the Sobey School of Business**. The inside front cover of this report shows one of the ads developed for the reputational campaign starting this fall. Cassandra Dorrington certainly embodies success on her own terms and we are very proud she is a Sobey School graduate. Our new website, due to launch at the same address ([sobey.smu.ca](http://sobey.smu.ca)) in early September, will sit within the Saint Mary's University site. Navigation on the site and within the Saint Mary's



site will be easy, but a distinctive site design, developed with the unique needs of our students and business partners in mind, will help us build the brand of the School. In addition to the new logo we launched last September, we now have a brand that celebrates the complexity of the School and our commitment to abundant and inclusive “both/and” thinking. We are a large and comprehensive school and the brand celebrates the “Sobey School Experience” with the following characteristics.

#### **International Perspective & Local Character**

Students come from all over the world to study at the Sobey School where local character is defined by the courage to define your own way. The Sobey School of Business is a world leader in internationalization and we embrace diversity, globalization and intercultural awareness.

#### **Community Spirit & Independent Thinking**

At the Sobey School of Business we believe in giving back to the community, being involved in society and participating in campus life. At the same time, we are proud of our emphasis on developing individual critical thinking. This prepares students to be leaders in entrepreneurship, innovation and creative problem solving.

#### **Creating Prosperity & Sharing Knowledge**

We create prosperity by achieving personal goals and participating in regional business development and opportunities. We share knowledge by the mobilization of research and through collaborative teaching and learning.

#### **Team Building & Personal Leadership**

Whether it is between students, faculty or the business community, we believe in collaboration and the energy created by great teams. We advance personal success, defined by the fulfillment of individual objectives based on personal values.

## 2013-2014 Success Stories

Here are some successes from last year:

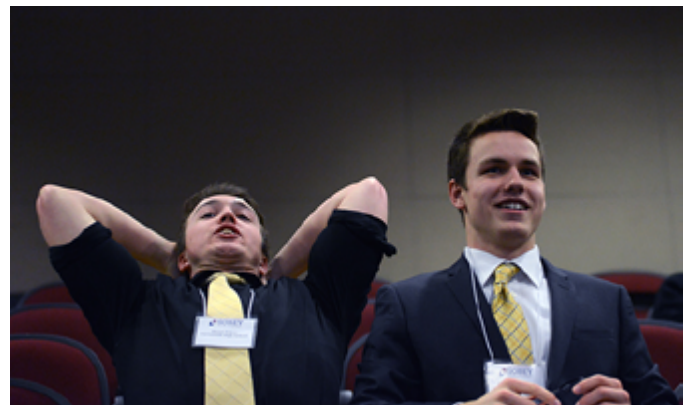
1. **Creation of the Accounting Achievement Award.** With personal financial commitments from 100% of full-time faculty members of the Department of Accounting, the 14 full time faculty members of the Department of Accounting have donated/committed over \$62,000, thus fully funding the start-up of the awards for this September. This is a very strong start to the establishment of an endowment to provide the Accounting Achievement Award in perpetuity for deserving students.
2. Research continues to be another area of excellence for the Sobey School of Business. We have embedded into our mission statement a commitment to both the creation and the mobilization of scholarship. **Dr. Catherine Loughlin has just been appointed the new Associate Dean Research and Knowledge Mobilization.** Some of the activities in the last year in this area include:
  - a. Michael Zhang of the FISMS department was part of a research group awarded \$2.5 million in federal funding to study treatment barriers for young people suffering mental health disorders.



Dr. Ellen Farrell, with student researchers Nathan Dennison and Meghjit Kaur, explores network maps of the Atlantic Region's entrepreneurial ecosystem.

- b. Management professor Ellen Farrell launched a study of this region's entrepreneurial ecosystem. She was also a lead researcher into early stage equity in a government funded review of business incentives.
  - c. The International Doctoral Symposium again brought lead academic researchers to Saint Mary's during the summer, along with 50 students from around the world.
  - d. Sobey School faculty organized a weekly Brown Bag lunch series to present on ongoing research and support each other collegially.

- e. Partnership was established with the prestigious Nanjing Audit University, and the Canada-China Centre for Financial Studies launched.
  - f. The Sobey School of Business was successful in applying for full membership with the European Foundation for Management Development, the first step in pursuing the prestigious EQUIS accreditation. Dean Bradshaw travelled to a conference in Sweden to engage with her international peers.
  - g. The Co-operative Management Education program hosted an international symposium on co-operative governance held at Saint Mary's University.
8. The Sobey School of Business welcomed **new scholars** to complement our faculty: Drs. Wendy Carroll, Management; Ethan Pancer, Marketing; Hong Fan, Accounting; and Rahman Khokhar, Finance. This fall we are delighted to also be joined by Drs. Chantal Hervieux, Management; Florian Munkel, Finance; Vincent Chandler, Economics; and Hamdi Driss, Finance. With almost a third of the faculty of the School hired within the last five years we have both strong leadership from our established scholars and lots of energy to build for tomorrow, a remarkable combination that is guaranteed to build success.
9. The Sobey School not only was **reaccredited by AACSB**, but was also commended by the Peer Review Team for our healthy, effective integration of our international and Canadian students. It is great once again to see so many international students in leadership roles around the School and University. We continue our commitment to their success with allocation of money from the International Student Success Fund (established by the Board of Governors) to a variety of projects around the School including training for faculty, events for students and development of new teaching pedagogies.
10. In late winter, the **Sobey School IMPACT team** hosted the High School Trading Competition, designed to offer advanced high school students with an interest in business and finance an opportunity to experience stock trading. The competition was extremely well received, engaging seven teams from five high schools. Participants and their teachers indicated they felt the event should definitely be repeated. The IMPACT fund and Sobey School's Career Services office worked together to host a **Career Fair Focussed in Finance** in late winter. The event was designed to cultivate Saint Mary's reputation in the field of Finance, and to support our B.Comm, MBA and MFin students seeking employment in the field. For three hours, fourteen employers fielded line ups of the more than 200 students who attended.
11. The Dean's office offered **support to undergraduate and graduate teams attending competitions**, which included the MBA Games, John Molson Case Competition, Keybank Minority Case Competition, ICBC, Enactus Nationals, the Accounting Case Competition, Scotiabank Ethics in Action Competition and more. Competitions are a key way students can put theory to work and experience their learning. Evidence of our student success comes with their excellent performance in competition. A few examples:



High school students learn the joys and heartbreak of stock trading at the High School Trading Competition hosted by the Sobey School IMPACT team.

- a. Andrew Russell, MBA, was recognized with the Canada's Outstanding CEO of the Year™ Futures Fund Award.
- b. Three MBA-CMA students, Jason Penney, Michael Johnson and Rita Kumar, won the first JDI Direct Case Competition, receiving praise from the Irving executives present for the innovation and elegance of their proposed solution.
- c. Three MBA students, Kristin Tweel, Meghjit Kaur and Dung Tran, travelled to Ohio for the Keybank Minority Case Competition in late winter. The only Canadian, and the only all-female team, the students took third place, winning \$3000 prize money. Dung Tran received individual recognition as well.
- d. At the BMO APEX Business Competition held in New Brunswick, Sobey School students Jessica Herron, Kirsten Osmond, Danny Williams and Patrick Mitchell took second place with their BioMer Innovations project. The team started the company as part of a class project, using invasive green crabs' shells to create chitosan, a polymer used in medical technology. Since the win, the team has seen a surge of public and business interest in their product.
- e. Marketing student Victoria Blue was awarded a second Student Leadership Recognition Award, and was recognized at the Enactus Regionals as the HSBC Woman Leader of Tomorrow for Atlantic Canada.
- f. Saint Mary's regularly enters a team in the ICBC competition held annually at Queen's, and this year, the team took first place in the Management Information Systems category.



The Biomer Innovations team: Danny Williams, Jessica Herron and Kirsten Osmond. Patrick Mitchell is not pictured.



The ICBC team sport their Saint Mary's colours and Sobey School winning attitudes!

**THANK YOU** for your support and interest in the Sobey School of Business throughout academic year 2013-2014. We anticipate that the upcoming year will provide even more reasons to be proud!



In June, the Sobey School community of students, alumni and business partners came together, braving alternating heat and hail, to celebrate a terrific year of successes and forward momentum!



If you have any questions about what the Sobey School of Business is doing or how to get involved, please feel welcome to contact us.

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