



2022 Annual Conference | Calgary, Alberta

SOCIAL IMPACT AND ENTREPRENEURSHIP: ENABLERS AND BARRIERS

University of New Brunswick, Saint John, Faculty of Business

November 14, 2022 | David E. Marshall

UNB



THANK YOU

**Business Schools
Association of Canada**



**Association des écoles
de gestion du Canada**

- ❖ Jim Dewald, Dean, Haskayne School of Business, University of Calgary
- ❖ Darren Dahl, Dean, Sauder School of Business, University of British Columbia
- ❖ Frank Pons, Dean, Faculty of Administrative Sciences, Université Laval
- ❖ Leo Wong, Associate Dean - Education, College of Social Sciences and Humanities, Alberta School of Business, University of Alberta

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DAVID E. MARSHALL
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- Assistant Teaching Professor.
- AACSB Faculty Liaison.
- Newly accredited, small, and impactful.



OUR VISION

We strive to be a leading choice for passionate minds, offering innovative, high quality business education.



OUR MISSION

- We provide an inspiring and inclusive environment of learning, discovery and service.
- We distinguish ourselves through engagement with our stakeholders.
- We develop new knowledge that will support innovative thought and position us as valuable contributors to positively impact our communities from the local to the global.



THE CITIZENS' DREAM

- UNB began as a conviction in 1785.
- 175 years later, UNB Saint John was created.
- In the 1960s, higher education was seen as one of the most important and effective ways the City could raise its prospects after 50 years of economic weakening.

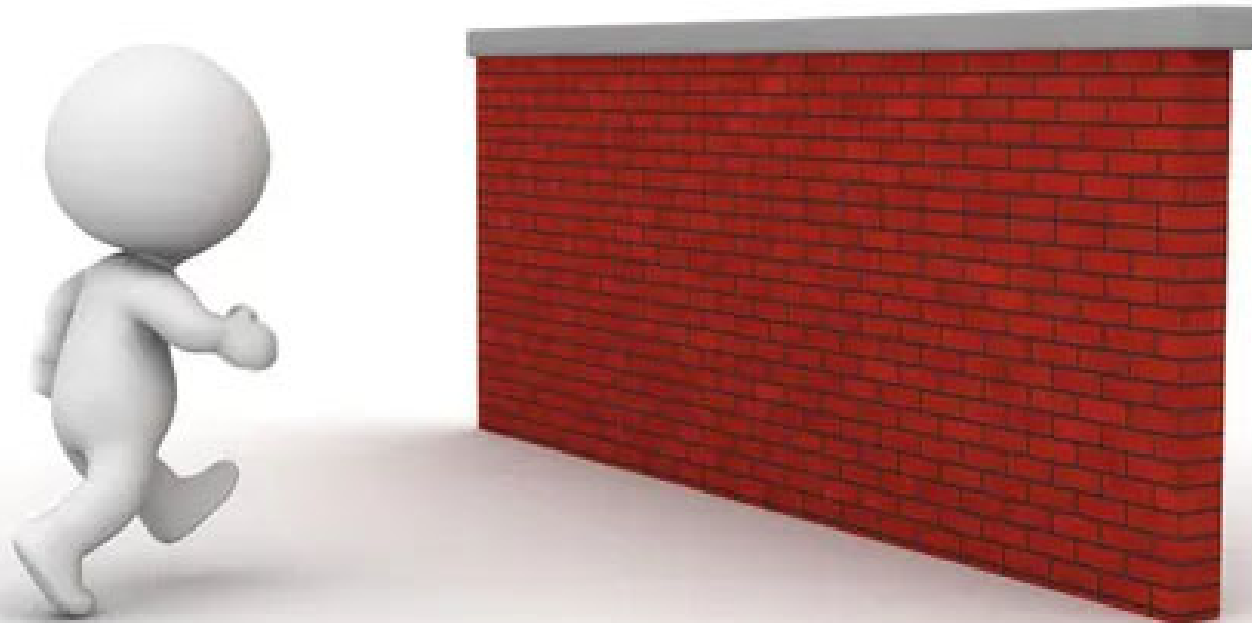


INTRODUCTION

- Respected as a force for good.
- Our curriculum, curricular stakeholder activities, and intellectual contributions make a positive societal impact.
- Engaged in mission-driven activities.



SOCIAL IMPACT AND ENTREPRENEURSHIP **BARRIERS**



BARRIER #1

Lack of resources
and/or bureaucracy
around resources.



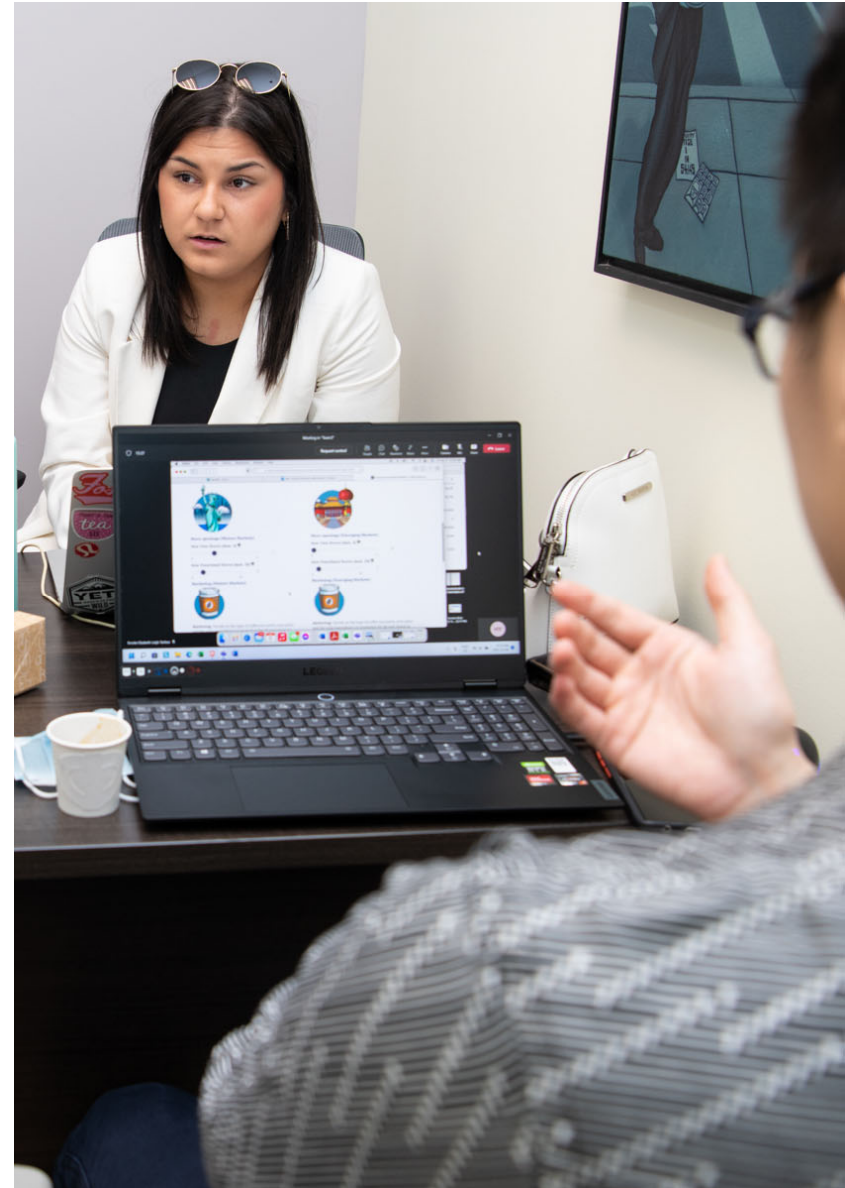
SOLUTION BARRIER #1

- MBA revenue generation program.
- Bricolage approach.
- Strategic alignment.



BARRIER #2

Lack of internal tracking systems on societal impact dimensions.



SOLUTION BARRIER #2

- Strengthening our commitment to reporting.
- Clear Key Performance Indicators and Performance Indicators.
- Quarterly reporting updates.



BARRIER #3

Empowering
Champions during the
pandemic.



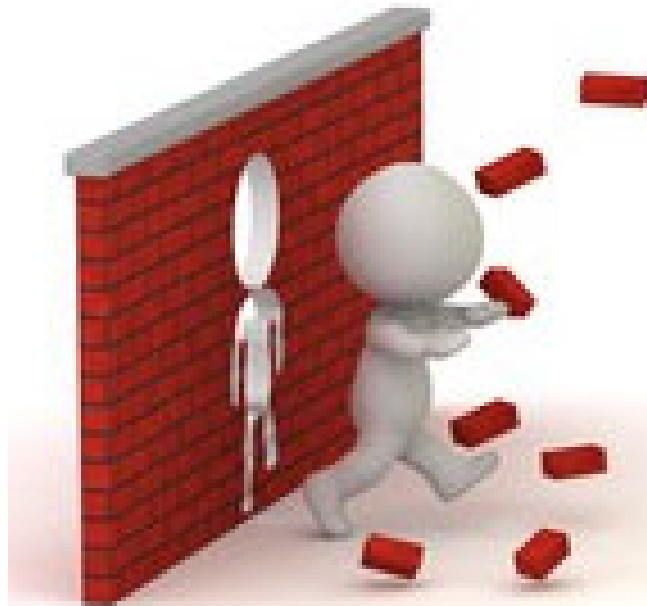
SOLUTION BARRIER #3

- Furthering professional development for Faculty and Staff.
- Continuing exceptional Student Professional Development workshops.
- Engaged Faculty, Student, and Community in our strategic planning committee.



SOCIAL IMPACT AND ENTREPRENEURSHIP

ENABLERS



ENABLER #1 - FACULTY LEADERSHIP

- Our Dean, Associate Dean, and MBA Director have 45+ years of UNB and community service.
- AACSB Accreditation
Commitment with view towards 2020 standards.
- A personalized student experience.



ENABLER #2 - COMMUNITY CONNECTIONS

- We are “the community’s business school”.
- Creating a collision point by relocating our MBA program in the heart of the uptown business district.
- Our new Bachelor of Health program offering an interdisciplinary core curriculum that integrates arts, science, and business.



ENABLERS #3 - CURRICULUM THAT FOCUSES ON SOCIETAL IMPACT.

- Curriculum that support students' ability to have a broad societal viewpoint.
- Emphasizes community engagement through effective, nimble experiential learning initiatives.
- BBA students have a longstanding co-op program, while all MBA students participate in a business consulting project.



AACSB Commendations on Strengths, Unique Features and Effective Practices

1. The Faculty of Business (FOB) has established a suitable set of assurance of learning goals and learning objectives. Systems, structures, and processes are established to provide meaningful insight into curricular outcomes.
2. FOB engages superbly with local community members, and interaction between school and community is meaningful and consistent. This demonstrates a clear example of the harmonization between the school's mission and its concomitant activities.
3. Unlike many other Canadian business schools, the FOB can deliver modest-sized classes, thereby ensuring a more personalized student experience.
4. The FOB offers a 1-year MBA program with proven processes to attract a diverse cohort of highly-qualified, international students.
5. The FOB emphasizes community engagement through effective, nimble experiential learning initiatives. For instance, BBA students are able to enroll in a co-op program, while MBA students participate in a business consulting project.





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Questions?

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🌐 Respond at **PollEv.com/davidmarshall**

📱 Text **DAVIDMARSHALL** to **37607** once to join, then text your message

List 3-5 ways you personally create positive societal impact?

🌟 No responses received yet. They will appear here...

https://PollEv.com/free_text_polls/TxYpRh9hnSuG0CkhKz8LF/respond



OUR PURPOSE

Dare to be wise.

Sapere Aude.



OUR VALUES

- Transparency
- Shared Accountability
- Creativity
- Diversity
- Equity
- Inclusion
- Listening to and respecting one another

SUMMARY SOCIAL IMPACT AND ENTREPRENEURSHIP: ENABLERS AND BARRIERS

What are your specific programs targeted at meaningful impact.

Does the Sertan Kabadayi & Greer Jason-DiBartolo (2021) model presented fit for your school?

What are the differences you see in your communities?

Do the presenting school's objectives fit with your strategic goals?

Do they fit with your community's goals?



 **UNB**
EST. 1785
Saint John

Business



AACSB
ACCREDITED

Experiential Learning



Experiential Learning





New and future programming

- Digital Business Transformation major
 - Five years of work to transition from Electronic Commerce to major in Digital Business Design
- Digital Marketing and Analytics
 - A new set of courses focused on programming, modelling, and statistical analyses of *customer* data
- Online Bachelor of Applied Management
 - Refreshing our BAM degrees using 2022 practices for online teaching



Future growth

- More deliberate recruiting
 - Additional work from central office on the conversation of acceptances to enrolled
 - More local agency with high schools
- More consistent marketing
 - Working with Marketing on a messaging matrix in line with broad UNB vision and unique differentiation
- More relevant programming
 - Further development of new courses, majors, certificates, and interdisciplinary opportunities for our students














Student Choice

- PMP
 - 64 Students
- CPSA
 - 47 students
- SCMP/CPSA/PMP
 - 14 students
- CPA
 - New 2023
- International Business
 - 14
- General Management
 - 23
- Entrepreneurship and Technology Management
 - 26

Questions?

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Undergraduate and Graduate Student Citizen Discussion (1:15 – 2:00pm)

-  Niomi Monteiro ×
-  Ria Sabitry ×
-  Anne Azuh ×
-  Cassio Martins de Camargo ×
-  Seyi Fajinmi ×
-  Anilkumar Shanabhai Bhoi ×
-  Chetan Nagaraj ×
-  Senhao Wang ×
-  Ebenezer Brew ×
-  Miguel Pereira Nunes Neto ×
-  Cesar David Camino Puga ×



FACULTY MEETING (3:00 – 3:45pm)

G. Fleet, S. Rinehart, R. Moir, C. Smith, M. Wegener, H. Eslami, E. Civi, M. Oyet, M. Ibn Boamah, D. Marshall



*Meeting on alumni
engagement and donor
relations/advancement
(9:15 – 10:00am)*

G. Fleet, S. Rinehart, D.
Marshall, Mary Duffley,
Angelique Simpson, Amy
Wyntjes, and Peer Review
Team

