

**Goodman**  
School of Business

Brock University

**BSIS**  
**IMPACT**



# LOCAL IMPACT GLOBAL REACH

**First Impact Report**

**MARCH 2021**

# FINDINGS SUMMARY

# \$380 MILLION

## TOTAL ANNUAL ECONOMIC CONTRIBUTIONS TO THE NIAGARA REGION

\$49M  
DIRECT

\$59M  
INDIRECT

\$271M  
INDUCED



## EXPERIENTIAL EXCELLENCE

GOODMAN CO-OP STUDENTS CONTRIBUTE

# \$11.7 MILLION

EXPERIENTIAL CLASS PROJECTS CONTRIBUTE

# \$29.6 MILLION

IN VALUE FOR NON-PROFIT & BUSINESS PARTNERS

FACULTY MEMBERS CONTRIBUTE MORE THAN

**8,500 SERVICE HOURS**

TO THE COMMUNITY EACH YEAR THROUGH  
PRO-BONO CONSULTING AND SERVING ON  
BOARDS OR COMMITTEES

GOODMAN SCHOOL OF BUSINESS RANKED

**#1 FOR STUDENT &  
FACULTY DIVERSITY**

IN CANADA BY QS GLOBAL RANKING

**70%**

OF FACULTY TRAINED  
INTERNATIONALLY

**15,000+**

GOODMAN SCHOOL OF BUSINESS  
ALUMNI AROUND THE WORLD

GOODMAN SCHOOL OF BUSINESS

**2019 CANADIAN CO-OP STUDENT OF THE YEAR: Ahmed Jawa**

Ahmed Jawa (BBA '20) was recognized by Co-operative Education and Work-Integrated Learning Canada (CEWIL) for his work term with the United Nations Development Program in Cambodia. His work in Phnom Penh included evaluating the success of landmine removal projects and promoting the rapid growth of modernized industrial projects. Jawa now works full-time as a Business Consultant at IBM in Toronto. The Goodman School of Business has a formal partnership with United Nations Canada that allows business students to gain global experience.



The Goodman School of Business is a globally oriented and community dedicated business school. Our school provides a conduit between the local and global community, generating opportunities which bring together Niagara and the world.

The Business School Impact System (BSIS) is an assessment process that is designed to determine the extent and nature of a business school's impact upon its local environment. The process is well established in the French higher education sector and is now offered through a joint venture between the French National Foundation for Management Education (FNEGE) and the European Foundation for Management Development (EFMD) Global Network. Goodman is the third business school in North America to attain the BSIS label.



**As part of receiving the BSIS label, the Goodman School of Business:**

- Defined the primary impact zone for the purposes of this analysis. Goodman's primary zone is the Niagara region and the extended impact zone is the Golden Horseshoe region of Ontario, although the School's impact and influence spreads across Ontario and beyond.
- Hosted a three-day virtual visit by a team of experts. The team interviewed key individuals from across the Faculty and University as well as external stakeholders.
- Has committed to a formal three-year development plan that will act on areas of future development to further increase the school's impact both locally and globally.

During the process, the School's internal perceptions are compared to external expectations and the gap between the two is assessed. BSIS experts then draft a report setting out the findings related to the assessment framework, the School's input, as well as input from the interviews undertaken. The report highlights areas where the impact of the Goodman School of Business is strong, while also helping the School identify areas where it may be enhanced or expanded in the three-year development plan.



# VIRTUAL VISIT

The traditional on-site review by the BSIS experts was substituted for a virtual visit due to the COVID-19 pandemic. From December 2 to 4, 2020 online meetings were held to give the reviewers an overview and understanding of the operations of the Goodman School of Business.

The review was conducted by the following experts:

- **MICHEL KALIKA**, BSIS Director and Emeritus Professor at the University Jean Moulin, iaelyon School of Management in Lyon, France.
- **MICHAEL PAGE**, Professor of Finance and Management and Past Provost and Vice President for Academic Affairs at Bentley University in Waltham, Massachusetts.



## FINDINGS OF THE EXTERNAL REVIEWERS

To prepare for the virtual visit, Goodman submitted a 90-page pre-visit report, which included 40 supporting files that provided context and details on the information included in the report. As a result of this comprehensive data collection, the reviewers were able to effectively evaluate the School's impact.

The following text details the conclusions of the BSIS Experts in each of the seven evaluated sections in the Report. The findings highlight the impact of the Goodman School of Business.



## OUR IMPACT ZONE

As a community dedicated business school, Goodman's primary area of impact is its home in the Niagara region of Ontario. However, to ensure the impact zone was representative of the School's activities and influence, the extended zone analyzed by BSIS includes the Golden Horseshoe, starting in Niagara Falls at the eastern end of the Niagara Peninsula and extends west, wrapping around the western end of Lake Ontario at Hamilton, then heading northeast through Toronto, terminating at Oshawa.

The population of the Niagara region is 447,888 and the population of the core Golden Horseshoe is 7,826,367. This zone is where Goodman alumni work, co-op students complete work term placements and the School's community partners are located.

# FINANCIAL IMPACT

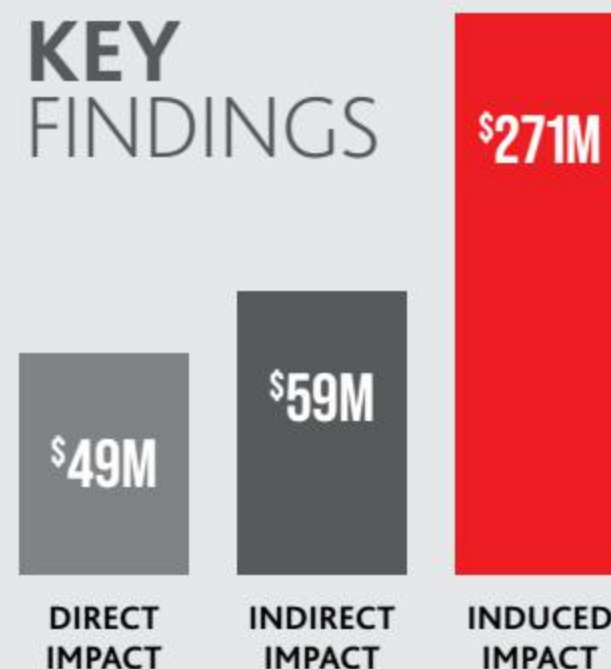
The review process used quantifiable statistical data to calculate both the direct and indirect impact on the region by looking at the money spent in the region by the School, by its salaried employees, by its students and all the people who come to the campus in relation with the School's activities.

The impact was calculated based on data for the period of May 1, 2019 to April 30, 2020 and examined the impact on the Niagara economy (primary impact zone).

To assess the induced financial impact of the School, the evaluators used "the multiplier effect". The multiplier depends on the proportion of expenditures that involve local agents. In BSIS reporting, the expert evaluators considered the multiplier effect for the School to be around 2.5 which is the average multiplier used for business schools in different countries. It supposes that around 70 per cent of the expenses are re-injected into the local economy.

The BSIS evaluators have used the same process of calculating economic impact to evaluate more than 50 business schools around the world.

## KEY FINDINGS



These direct and indirect impact figures are significant. These amounts, whatever the method used, are large amounts for the local economy. We can easily imagine the negative repercussions for the impact zone if the School were to disappear! All things being equal, the impact zone could lose a huge financial resource.

BSIS Experts Report

THE GOODMAN SCHOOL OF BUSINESS CONTRIBUTES

# \$380 MILLION

TO THE NIAGARA ECONOMY THROUGH DIRECT,  
INDIRECT AND INDUCED ANNUAL CONTRIBUTION

# EDUCATIONAL IMPACT

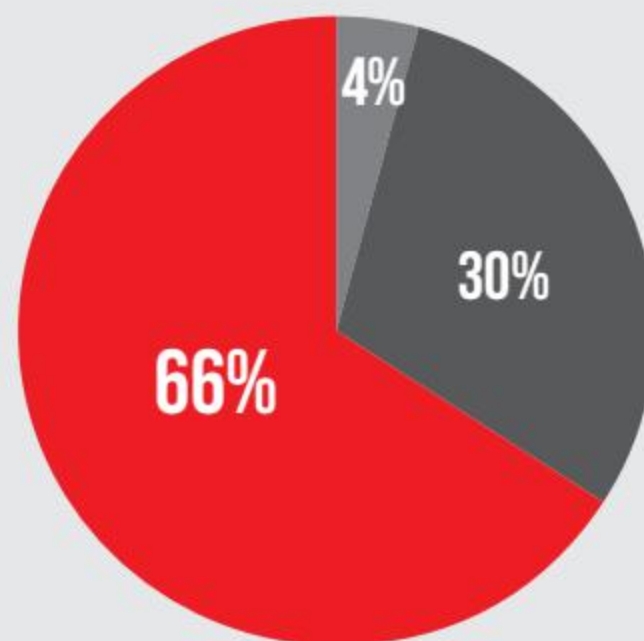
To measure Goodman's educational impact, BSIS examined student admissions flows into the School's degree programs, student flows into the job market and managerial impact in the region of the School's executive education programs.

The report highlighted the diversity of the student population as a clear strength of the School. In 2020, Goodman was ranked **number one for diversity for both students and faculty** in Canada and 39th globally by QS Global Ranking.

## STUDENT ADMISSIONS

In line with the University's mission, the School focuses on the recruitment of students from the extended impact zone matching the school's commitment to provide high quality programs to meet local and regional demand.

- STUDENTS FROM PRIMARY AND EXTENDED IMPACT ZONE
- INTERNATIONAL STUDENTS
- CANADIAN STUDENTS FROM OUTSIDE IMPACT ZONE



The range of subjects reflect key strengths within the School's research portfolio as well as professional expertise provided by business professionals.



BSIS Experts Report

COUNTRIES REPRESENTED IN THE CLASSROOM



UNDERGRADUATE



GRADUATE

The size and strength of the Goodman Alumni Network (GAN) was highlighted for its structure, involvement levels and the comprehensive series of events.

During the period analyzed, Goodman's Professional and Executive Education programs had **176 participants** that participated in a total of **98 days** of continuing education.



**Sorcha Killian** (BBA '19) made her mark as a student leader founding Brock's Women in Business club. Now the double degree alumna is a Programme Manager at PUBLIC a venture firm focusing on transforming social issues in Dublin, Ireland. She's one of many grads who are using their experience and insights to benefit the Goodman Alumni Network.

# BUSINESS DEVELOPMENT IMPACT

The BSIS assessment process examines the new business creation, services to established companies and the value of students as resources for the local economy during their studies to determine the business development impact.

Goodman provides significant value to companies in the impact zone through their co-op program and experiential class projects. **Goodman faculty members contribute more than 8,500 service hours** to the community each year through pro-bono consulting and service on boards and committees.

More than **950 co-op students** complete placements each year, which corresponds to the equivalent of **275 full time equivalent positions**. Co-op contributions to the economy are valued at **\$11.7 million a year**.

Classroom experiential projects where students work as a consultant with a community partner provide significant impact to local organizations. More than **2,880 students** are involved in these experiential projects annually, which take place during their courses and are highly valued by the community. These experiential activities equate to the work of **665 full time equivalent employees** providing a value of **\$30 million a year**.

Goodman's entrepreneurial support was also highlighted for its impact. The School's Kick-Starting Entrepreneurship program as well as outreach programs in Niagara elementary and high schools were praised.



Outside of his work as an Associate Professor, **Todd Green** is the founder and Executive Director of Tomorrow's Voices – a barrier-free choir program for youth between ages seven and 19 from underserved communities. The group has raised more than \$80,000 to fund the choir program and performed in front of more than 35,000 audience members.



**We can say that in terms of Business Development Impact, the contributions of Goodman School of Business are very substantial.**

**BSIS Experts Report**

**Experiential learning projects built into classes enable students to work in teams as student consultants and provide important insights for local organizations.**





# INTELLECTUAL IMPACT

The intellectual impact is assessed by looking at faculty publications, research dissemination as well as the contribution to the cultural life of the community at large through conferences and public lectures.

The **104 tenured academics** at the Goodman School of Business publish extensively in academic and professional outlets. The number of published articles, conference proceedings and presentations over a three-year period averages 7.5 for each faculty member.



Assistant Professor **Joachim Scholz** is a leading augmented reality scholar. Since joining Brock University he's helped Goodman become the first business school in the world to offer dedicated AR marketing courses both at the undergraduate and MBA levels.



The Goodman School of Business remains something of an incubator for impactful ideas, that have helped to inspire Brock-wide initiatives. This symbiotic relationship between the business school and the parent university may be considered best practice.

BSIS Experts Report

# IMPACT WITHIN THE REGIONAL ECOSYSTEM

BSIS looks at the involvement of faculty and students in public life within the community. It also examines how integrated the School is with other higher educational institutes, professional associations, public bodies and local authorities.

The report highlighted Goodman's links with organizations in the fields of winemaking and cybersecurity as well as the Chamber of Commerce and professional accounting and finance bodies, which helps assure the attractiveness and currency of its curriculum and co-curricular activities.



Goodman Group's NextGen Municipal Leadership Certificate is one of the program's that directly builds leadership capacity in Niagara. The program connects public servants from across sectors and is delivered in a fun and practical environment says program graduate **Adam Eckhart**, Welland's Fire Chief.

# SOCIETAL IMPACT

BSIS examines CSR policies, sustainable development activities, integration of these topics in teaching, research and management as well as diversity and equal access to the School's activities when determining the school's societal impact.



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Societal impact is embedded within the mission of the School and has guided the development of the School since its creation. It is clear that there is an ongoing contribution to community development and commercial partnerships through, for example the Non-Profit Leadership Certificate and through consulting services provided by staff and students.

BSIS Experts Report



# IMAGE IMPACT

BSIS experts looked at the nature of the School's local, national and international image and how it contributes to the image of the impact zone.

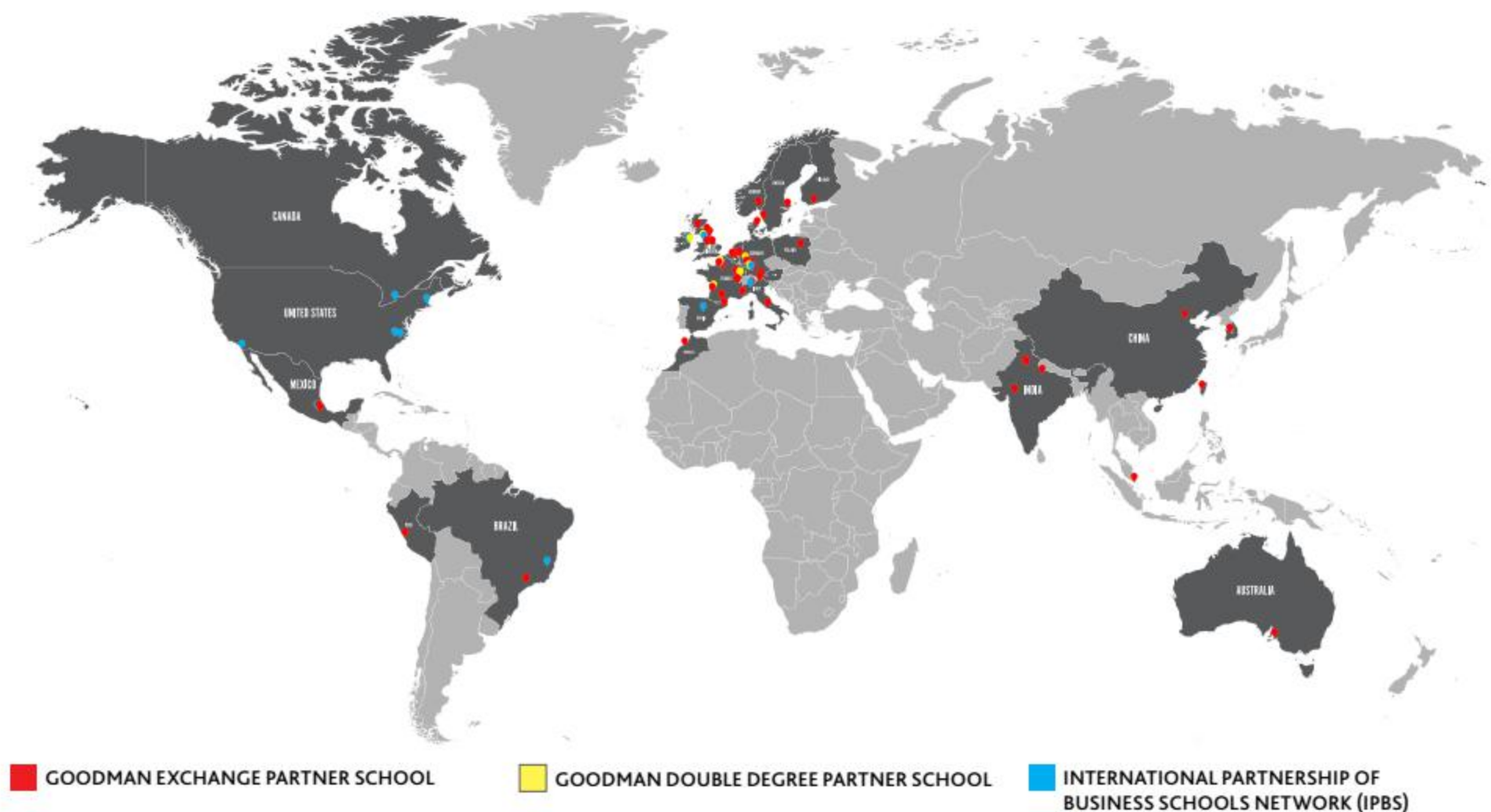
The report highlighted how Goodman's programming is strategically aligned with the strengths of the region. Of particular interest is the Brock Burgundy MSc in Wine Management, the MBA/MSc double degree program with the Burgundy Business School and the professional development Wine Business Management course, which all help to support a high-profile Niagara industry.

**Seventy per cent** of the School's full-time faculty members are educated internationally while **30 per cent** of the student body is international students. These international connections carry favourable impressions of the School and University around the globe.

Accredited by AACSB International and a member of the EFMD Global Network, the Goodman School of Business has **41 international partners** for major student exchanges and for joint degree offerings. Goodman's reputation is reflected in its partnerships, which include numerous "Triple-Crown Accredited" schools as well as those highly ranked by the Financial Times and other international agencies.



## GOODMAN INTERNATIONAL OPPORTUNITIES



**Goodman**  
School of Business

**Brock University**

**Brock University**  
Niagara Region  
1812 Sir Isaac Brock Way  
St. Catharines, ON  
L2S 3A1

 Goodman School  
 @goodmanschool  
 @goodmanschool

**[brocku.ca/goodman](http://brocku.ca/goodman)**

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