

## **BSAC Fall 2020 Virtual Conference**

**October 26 -28, 2020**

The 2020 BSAC Annual Conference boldly explores the role of Canadian business schools in a post-COVID world, including: addressing impact; equity, diversity, and inclusion; fostering Indigenous participation; attracting International students, facing increasingly complex and innovative global competition.

Days one and two are open to all registered delegates. Day three is open to the primary representative of each regular member school only, normally the dean or director.

Each registered delegate will receive, in advance by email, a zoom link with information on how to join the conference sessions.

### **Monday October 26**

(All members)

10h15 -10h45 EST

*EFMD Pre-Conference Virtual Meeting Room*

Conference attendees are invited to share updates from EFMD. Attendees will have the opportunity to learn about the EFMD / EQUIS response to COVID, the launch of EFMD Accredited and developments in key awards such as BSIS and EOCCS. There will also be time to ask questions.

- Keith Pond, EOCCS (Online Course Accreditation System) Director, EFMD Global

11h00 -11h30 EST

*AACSB Pre-Conference Virtual Meeting Room: Introducing Caryn Beck-Dudley, President and CEO of AACSB*

Conference attendees are invited to a session with AACSB's new President and CEO, Caryn Beck-Dudley. Attendees will have the opportunity to meet Caryn and learn about AACSB's most recent and upcoming developments, followed by time to ask questions of the new CEO.

- Caryn Beck-Dudley, President and CEO, AACSB International
- Michael Wiemer, Senior Vice President and Chief Officer Americas, AACSB International

12h00 – 12h30 EST

*Welcome to Conference*

*A Few Words about Host School*

*Canadian B-Schools and the “New Normal”*

- Jim Dewald, Dean, Haskayne School of Business, University of Calgary, Chair BSAC
- Devashis Mitra, Dean of the Faculty of Management, University of New Brunswick, Fredericton

12h45- 13h15 EST

*The Role of B-Schools in the University*

Higher education in Canada, and throughout the world, has been severely challenged by COVID-19. Universities sense of place, and our desire to learn alongside other humans, has been displaced. Simultaneously, governments throughout the country are demanding greater accountability while reducing their financial commitments to higher education. In spite of these challenges, universities, and business schools, are now more relevant than they have ever been. This session will examine the challenges and opportunities facing universities today and how Business Schools are uniquely placed to take advantage of the opportunities in the post-COVID world

- Michael Benarroch, President and Vice-Chancellor, University of Manitoba
- Gady Jacoby, Dean, I.H. Asper School of Business, University of Manitoba (moderator)

13h45 – 15h00 EST

*Creating a Safe Space for Dialogue on Fostering Indigenous Participation*

- David Buisson, Emeritus Dean, School of Business, University of Otago, New Zealand.
- Rick Colbourne, Assistant Dean, Equity and Inclusive Communities, Sprott School of Business, Carleton University (moderator- speaker)
- Mark Dockstator, Past President, First Nations University of Canada, Professor Chenie Wenjack School for Indigenous Studies, Trent University, Director, Indigenous Knowledge Initiative, Queens University.
- Kelly J. Lendsay, President and CEO, Indigenous Works

15h15 – 16h30 EST

*Insights in Times of Uncertainty: How COVID-19 is Shaping Choice Preferences of Prospective Students?*

How would the enrolment landscape of graduate management education (GME) look different due to the impact of COVID-19? One way to gauge the effect is by tracking and analyzing shifting preferences and attitudes of prospective students. As the pandemic was unfolding, GMAC Research added specific questions related to COVID-19 to its monthly mba.com Prospective Students Survey. This session would share the latest insights and highlights of the findings on how preferences of prospective business school students are shifting and what it means for the future of business schools. The session will also include an interactive panel discussion and Q&A to deliberate implications of these findings for Canadian business schools.

- Rahul Choudaha, Director of Industry Insights & Research Communications, GMAC (moderator - speaker)
- Federico Pasin, Director, HEC Montreal
- Daphne Taras, Dean, Ted Rogers School of Management, Ryerson University

**Tuesday October 27**

(All members)

11h15 -11h45 EST

*GMAC Pre-Conference Virtual Meeting Room*

Stop by to learn more about how GMAC's products and services can help you and your staff with admissions and recruiting activities. Glenda will be available to help answer any questions you may have and also share information on tools available from GMAC.

- Glenda Lucas, Senior Manager America's Market Development, GMAC®

12h00 – 13h00 EST

*Delivering Value and Managing Risks in COVID times: The Importance of Inclusivity and Integrity*

Covid-19 has moved much of our teaching online and created new challenges for Business Schools. How do we ensure inclusivity and integrity are appropriately managed in such a way that we keep delivering value for all? How can administrators deal with the often-conflicting demands and the risks involved? This session promises interesting insights that can assist Business Schools as they seek to improve their offerings after the initial scramble, following the covid-19 outbreak.

- Eric Gedajlovic , Beedie Professor of Strategy and Entrepreneurship, Beedie School of Business, Simon Fraser University
- Iwi Ugiagbe-Green, Associate Professor and Head of Year, Leeds Institute of Teaching Excellence (LITE) Fellow, Leeds University Business School
- Martin Wielemaker, Associate Dean Strategic Initiatives, Faculty of Management, University of New Brunswick, Fredericton (moderator-speaker)

13h15- 14h15 EST

*Business Schools' response to EDI awareness*

How are schools and universities engendering and facilitating honest conversations with staff and students about race and improving Equality, Diversity, and Inclusion policies? Best practices? What works and what doesn't? How are business schools, facing these challenges?

- Wanda M. Costen, Dean, School of Business, MacEwan University
- Isabelle Dostaler, Dean, Faculty of Business Administration, Memorial University of Newfoundland (moderator - speaker)
- Sharon Hodgson, Dean, Ivey Business School, Western University
- Frank Pons, Dean, Faculté des Sciences de l'administration, Laval University

14h30 - 15h15 EST

*Canada now! What International Students Think of Canada, What and How They Want to Learn, and the Opportunity that Brings!*

What international students think of Canada, what and how they want to learn, the opportunity that brings and converting positive sentiment into paying students? Andrew Crisp from Carrington Crisp will draw on their latest research to look at how Canadian business schools can grow in the years ahead.

- Andrew Crisp, Carrington Crisp

15h30 - 16h45 EST

*Impact, Challenges and Opportunities for B-Schools in Troubled Times: Reflections on Canada's Place in the Bigger Picture*

Faced with unprecedented levels of uncertainty, coupled with accelerating changes in technology, Business Schools the world over are searching for strategies not just to cope, but to flourish in the future.

In this session we will reflect on some of the opportunities and challenges for the “b-school world” in general, and more specifically the place that Canadian schools can play in the bigger picture of business education.

- Joseph Doucet, Dean, Alberta School of Business, University of Alberta (moderator – speaker)
- Alan R. Miciak, Dean, Boler School of Business, John Carroll University
- Steve Harvey, Dean, (past) Olayan School of Business, American University of Beirut
- Kai Peters Pro-Vice-Chancellor, Coventry University, United Kingdom

**Wednesday October 28**

(Deans or Directors Only)

12h15 – 13h00 EST

*BSAC Business Meeting*

This meeting is open only to the primary representative (dean, director or equivalent) of each regular member business school. BSAC is a membership organisation and all members are strongly encouraged to attend. An agenda for this meeting will be sent to all voting members beforehand.

- Jim Dewald, Dean, Haskayne School of Business, University of Calgary, Chair BSAC

13h15 – 13h45 EST

*Reflections on Deanship and on Canadian Management Education*

The “b-school world”, along with the role of the dean, has evolved significantly over the last decade. In this interactive session we will reflect on some of these changes. What does it mean to be a leader in an increasingly complex and challenging academic environment? Where have we been and where are we going?

- Jerry Tomberlin, Provost and Vice-President (Academic), Carleton University

14h00 -15h30 EST

*Dean’s roundtable*

This will be an opportunity for a discussion, sharing of thoughts and perspectives on a wide range of issues of concern for deans, directors and their schools. This roundtable is open only to deans and directors from BSAC member schools.

- Anne-Marie Croteau, Dean, John Molson School of Business, Concordia University (moderator -speaker)

## **Logistics Information**

This conference will be held virtually. All times indicated are Eastern Standard Time (EST)

Each registered delegate will receive, in advance by email, a zoom link with information on how to join the conference sessions.

Days one and two are open to all registered delegates. Day three is open to the primary representative of each regular member school only, normally the dean or director.

## **Principal Sponsor**

Thank you to the Graduate Management Admission Council (GMAC®) for their support in sponsoring this event.

We are also proud to have GMAC® as one of our long-standing Associate Members.



## **“Host” School**

This conference was originally scheduled, for the same dates, to be hosted at University of New Brunswick, Faculty of Management in Fredericton.

Dean Devashis Mitra, and his staff, have continued to offer strong support in the planning and organising of this event and we are proud to have him as our virtual conference host.