

The Faculty of Business
2011 Year in Review



Faculty of Business

2,562 undergraduate students,292 graduate students,85 faculty





Programs offered:

- Bachelor of Accounting
- Bachelor of Business Administration
- Master of Accounting
- International Master of Accounting
- Master of Business Administration
- Master of Business Administration (International)
- Master of Science in Management

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Back to business

Brock is a young, vibrant business school that has achieved international recognition through accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International, the highest recognition a business school can receive anywhere in the world. And that is just the start. It's our hope that by the time you have finished looking through this Year in Review, you'll have a strong understanding of the exceptional business school we are.

Two top universities, two countries, two degrees — too valuable to pass up.

You may have noticed in the Globe and Mail University Report Card that our dual degree program was listed as one of the business programs you should know, but probably didn't. So we thought we would tell you about it. This is a relatively new program for us, but one that is proving to be extremely popular. This year, 18 students were admitted to the program; more than 240 applied. For this program, Brock has

partnered with one of the world's top business schools — the European Business School in Germany. Students from Brock and EBS study for two years at each institution and experience a co-op work-term in each country before receiving two degrees, one from each institution. This is a wonderful way for students to gain international experience and prepare for the global business environment.

Community



Co-op program 647 BAcc Co-op students 455 BBA Co-op students

More than 900 students have worked on 165 community service-learning projects or completed internships with organizations in the Niagara region's not-for-profit sector.



Helping the local business community MBAs at your service

The MBA Consulting Service is a student-run management consulting team, employing top Master of Business Administration (MBA) candidates who provide affordable management consultancy services to organizations in Niagara, specializing in small and medium businesses, business startups and not-for-profits.

For one of its projects in 2011, the consulting service developed a strategic plan for a small, not-for-profit organization that focuses on affordable housing and the reduction of poverty. This organization wanted to apply for charitable status, and to do so it had to have a strategic plan as part of the application.

This is where the Brock Business Consulting Service came in, developing the strategic plan to help this organization obtain the charitable status that will enable it to raise funds, accept donations and lobby local governments to make considerations for affordable housing in community planning documents.

Management Development Centre

The Management Development Centre has enrolled more than 400 adults over the past six years in its management seminars. It has

also worked with municipalities to train employees through the Professional Management Certificate Program.

The future of the MDC is bright

We're working on a Volunteer Sector Certificate Program and a Family Enterprise Certificate Program to serve the needs of our many family business operations in Niagara.

Service learning

To date, more than 900 students have worked on 165 community service-learning projects or completed internships with organizations in the region's not-for-profit sector.

The Hope Furniture Bank is an example of Brock's Corporate Social Responsibility Initiative reaching out to the community. The Faculty and Hope Furniture Bank have partnered in several community outreach projects. This relationship even resulted in Hope hiring a co-op student, who ran a series of successful events that helped rebuild their depleted stock. That co-op student, although finished with her work term, has volunteered to run another event for the Hope Furniture Bank.

A win-win situation for everyone involved.

Co-op the key to our success

The Faculty of Business initiated co-op in 1981 with the co-op accounting program. What started as a small program with fewer than 20 students has grown to one of the largest co-op programs in Ontario. The Faculty of Business continues to lead the way with the largest number of co-op students within Brock.

Not only is our strong co-op program one of the main reasons students choose Brock, but it is also an asset to the business community. Businesses from across the country can hire energetic, well-prepared students to help with projects throughout the year, offering an affordable student workforce to help with short-term projects, in disciplines ranging from accounting to HR to finance and more.



"This has been an excellent first four months for Jordan. She has become a highly-valued member of the team, and has been assigned to other departments within the organization to assist them, because of her commitment, passion, enthusiasm and drive for excellence with improving RIM products." Research In Motion

"We could not have been more impressed with this young man. He became such an integral part of our tax season processing. I can't even imagine what we would have done without him. His eagerness to learn and hard work are refreshing." Benson Inkster Brighton Professional Corporation.

U.S. health industry
executive named
Faculty of Business
Distinguished
Graduate

On Nov. 7, Jeff Park (BAcc co-op '95), was named Brock University's 2011 Faculty of Business Distinguished Graduate.

Park, a native of Hamilton, is currently serving as executive vice-president and chief financial officer of Chicago-based SXC Health Solutions Corp. (SXC:TSX, SXCI:NASDAQ), where he is responsible for acquisitions, investor relations, financial operations, human resources, facility support and legal services.





Donald Ziraldo

Distinguished

graduate & leader

Wine Industry
Pioneer named
Distinguished
Leader

Canadian wine industry pioneer Donald Ziraldo was named the Brock University Faculty of Business Distinguished Leader for 2011. Ziraldo was honoured for establishing a vibrant and growing Canadian wine industry, his tireless efforts to ensure that Canadian icewine became an internationally recognized luxury brand, and his work to establish the Vintner's Quality Alliance to help brand Ontario wines made with 100 per cent local product.



Brock Business students learn from business giants

This past year, Brock University conferred honorary degrees on Michael McCain and John McCall MacBain at the spring and fall Faculty of Business Convocations respectively.

Following the June Convocation, Michael McCain, president and chief executive officer of Maple Leaf Foods, was also inducted into the Beta Gamma Sigma Honour Society along with 82 of the business school's brightest students. McCain was the 2009 Faculty of Business Distinguished Leader.

John McCall MacBain, founder and president of the McCall MacBain Foundation and Pamoja Capital and formerly the founder, CEO and majority shareholder of the publicly listed Trader Classified Media, received his honorary degree at the October Convocation. McCall MacBain was the 2008 Faculty of Business Distinguished Leader.

Both men were honoured for their outstanding achievements and distinguished leadership in business.



Alumni

Connecting Brock business graduates

The Brock Business Alumni Network, B-BAN, was busy during the year. It ensured that many of the University-run events such as the Chancellor's Reception on March 14, Labatt Pub Night on May 5 and Brock Days in September had a good showing of business graduates in attendance. In addition to supporting University-run events, B-BAN has set its course for 2012 with some additional B-BAN specific ideas.

Alumni event highlights for 2011

On Jan.26, the Faculty hosted its annual reception for UFE graduates at the Westin Harbour Castle. More than 30 recently graduated CAs and their families dropped by to say hello.

During Brock Days, 10 members of the class of 1981 got together for a reunion and dinner to celebrate their 30th anniversary.

On Oct. 4, the Faculty of Business held its seventh annual golf tournament at Glen Abbey in Oakville. A total of \$20,000 was raised to assist student clubs and enhance the scholarship established by the tournament in 2007.

On Oct. 27, the Accounting Co-op class of 1986 attended a reception at the St. Catharines Club to celebrate its 25th anniversary.





Connecting students and employers — The Business Career Development Office

The Business Career Development Office (BCDO) had a very successful launch of CareerZone in August. Working with the Co-op Office and Career Services, CareerZone will provide a resource for all on-campus recruitment activities. Employers and students are now housed within one database that streamlines the entire recruitment process while supporting additional service offerings like appointments and events.

Also this past year, the BCDO launched a highly successful "How to Get a Job" series. Working with student associations, the series featured experts in targeted professions/business sectors who shared their industry experience and discussed industry trends. They also advised students on strategies for getting a job in their chosen field.

CA Recruitment Day saw large and mid-sized firms host an on-campus afternoon recruitment event for co-op and new graduate candidates. More than 300 students took advantage of the opportunity to meet with multiple firms, network and learn about job opportunities and the recruitment process.

Student success

- Two Brock Accounting graduates, Marc Priestley and Nora Kaethler, both of whom graduated in 2010, earned top national honours after successfully writing the Uniform Evaluation (UFE) exam on their way to becoming chartered accountants. They were two of the top 50 UFE writers from among thousands from across Canada who were named to the honour roll.
- A Brock team consisting of Jingfei Sun, Alan Cho and Kabiruddin Ahmed placed sixth in CA Institute Battle for CA\$H competition.
 Forty-three teams from 22 universities took part in the competition that stressed the use of chartered accounting skills such as teamwork, leadership, organizational ability and time management.
- Brock had an outstanding showing at the Intercollegiate Business Competition (ICBC) held at Queen's University in Kingston. Students Darryl Moyers and Tyler Stark finished first in the Management Information Systems category and Charlene Viscek and Nicole Hagel finished third in Human Resources.
- Co-op Accounting student Alyssa Stuppiello received a prestigious scholarship worth \$5,000 from Canada's Outstanding CEO of the Year – Futures Fund Scholarship. Brock was one of 10 universities in Canada to receive this scholarship.
- Brock was invited for the first time to compete in the invitation-only John Molson Undergraduate Case Competition. The team did well, winning the first four rounds before being eliminated in the final. They have been invited back for 2012.
- The Brock Finance and Investment Group held its second-annual stock-market simulator to generate funds for the BFIG Children's Fund with the Niagara Community Foundation.
- Although they didn't win the big prize, Michael
 Churey and Mark Bittorf made it to the final
 of the National Nicol Entrepreneurial Award
 Competition in Ottawa. Their plan for Conquer
 Climbing Centre impressed many of the judges.
 Competition founder Wes Nicol expressed great
 personal interest in their plan.



Student Success







The Brock Faculty of Business is accredited by the following:

- Association to Advance Collegiate Schools of Business (AACSB) International
- Institute of Chartered Accountants of Ontario (ICAO)
- Certified Management Accountants (CMA)
- Certified General Accountants (CGA)
- Canadian Institute of Management (CIM)

- Thirteen students travelled to China for three weeks in the spring to teach English to students at Zhejiang Gongshang University. This is the third year that the Faculty of Business has sent a contingent of students to participate in the Spoken English Participation Program (SEPP)
- Keenan Taylor (BBA '11) won the prestigious Sales Excellence Award from the Canadian Professional Sales Association. This is the fifth year in a row that a Brock student has won this award, which is presented to only four people across Canada each year.
- Brock accounting students organized the third annual Brock University Accounting Conference (BUAC) from Nov. 18 to 20. Eighteen teams participated, representing universities from three provinces. Brock Faculty members professors Moore, Cook and Adamson wrote the cases and judges were made up of Brock Accounting Alumni and members of the accounting community. This student-run event showcases Brock's accounting program and talent.
- Four teams participated in the PepsiCo Apprentice Challenge held at Brock, where they were issued a real case with confidential facts and figures from an actual product and challenged to create a new marketing plan with a \$2-million budget. The winners were Madelyne Maiuri, Filip Hrga, Aanchal Naurla and Ather Saeed, who won a guaranteed interview with PepsiCo for an apprentice position.

 In January, 55 Brock business students travelled to Toronto to compete in the DECA U provincial competition. More than 900 students from 16 schools competed. The Brock team brought home nine medals including:

Nick Rose – first place in presentation and second overall for sports and entertainment.

Erin Gurr – first place in written event for human resources.

Andrea Figueira – first place in presentation for human resources.

Nick Chrzan and Sheharyar Khan – second overall in international business.

Jaminy Ulaganathan – third place in presentation for finance.

Max Marchuk – third place in presentation for financial services

Mike Holmes – third place in presentation for marketing and sales.

 In April, the DECA U team travelled to Florida to compete in the 50th annual Collegiate DECA International Career Development Conference. A total of 238 schools from across North America competed. The Brock team came away with several medals including:

Nick Chrzan and Shehar Khan – top 10 finalists for international marketing; third place team overall.

Erin Gurr – top five written exam score and top 10 finalist for fashion merchandising marketing; second place overall.

Mike Holmes – top 10 finalist in marketing management.

Max Marchuk – top 10 finalist in financial services.

Aanchal Narula – top five written exam score, and top 10 finalist for hospitality marketing.

Jaminy Ulaganathan – top 10 finalist in travel and tourism marketing.

Mike Weston – top five oral presentation score, top 10 finalist in financial services.

 In November, the DECA U team attended the Collegiate Leadership Academy held in New York City. Mithulan Perinpanayagam (BAcc student) placed first in international business and finance and Erin Gurr (BBA student) placed second in fashion merchandising and marketing.



Canadian Business ranked Brock's MBA in the top 10 MBAs that lead to the biggest pay raises.

Graduate student success stories

MBA candidates Danielle Herrnstein, Daniel Gruda and Najlaa Rauf won gold in the business simulation event at the 2011 MBA Games.

MSc student Shilo Hills was the lead author on a paper accepted for presentation at the European Group of Organization Studies (EGOS) conference, one of the most prestigious and internationally acclaimed management/organization studies

conferences in the world. Her paper investigates the use of rhetorical history by Ontario wineries. Professor Maxim Voronov was her adviser.

MSc (Management Science) students Armin Karimi and Nicole O'Brien were recipients of the Dean of Graduates Studies Spring 2011 Research Fellowship.

MSc (Accounting) student Anis Triki received the Faculty of Graduate Studies Excellence in Research Award recognizing excellence in research at the master's or doctoral level.









Faculty honours and accomplishments

Professor Maxim Voronov of the Department of Marketing, International Business, and Strategy had his journal article "Integrating Emotions into the Analysis of Institutional Work" published in the Academy of Management Review.

Professor Dominic Lim of the Department of Organizational Behaviour, Human Resources, Entrepreneurship and Ethics had his journal article, "Rethinking the Effectiveness of Asset and Cost Retrenchment: The Contingency Effects of a Firm's Rent Creation Mechanism," published in the Strategic Management Journal.

Professors Dirk De Clercq and Dominic Lim of the Department of Organizational Behaviour, Human Resources, Entrepreneurship and Ethics, and Professor Chang Hoon Oh of the Department of Marketing, International Business, and Strategy had their article, "Individual-Level Resources and New Business Activity: the Contingent Role of Institutional Context," accepted to the journal Entrepreneurship, Theory and Practice.

Professors Dirk De Clercq and Lianxi Zhou of the Department of Organizational Behaviour, Human Resources, Entrepreneurship and Ethics had their article, "Learning and Knowledge in Early Internationalization Research: Past Accomplishments and Future Directions," published in the Journal of Business Venturing.

Professor Mark Julien of the Department of Organizational Behaviour, Human Resources, Entrepreneurship and Ethics received the Faculty Award for Excellence in Teaching for the Faculty of Business at Spring Convocation. He also received the Undergraduate Teaching Award as voted on by undergraduate business students.

Professor Ernest Biktimirov received the Graduate Teaching Award as voted on by graduate business students.

Research funding success

The Faculty of Business was very successful in the 2011 Social Sciences and Humanities Research Council of Canada (SSHRC) Standard Research

Grant competition. Nine of the 17 SSHRC SRG submitted proposals received funding or were recommended. The following faculty members successfully received funding for their proposals. Only principal investigators are listed here, but the proposals often include more than one investigator:

Professor Dave Bouckenooghe, Department of Organizational Behaviour, Human Resources, Entrepreneurship, and Ethics: \$16,977 (over one year)

Professor Dirk De Clercq, Department of Organizational Behaviour, Human Resources, Entrepreneurship, and Ethics: \$86,851 (over three years)

Professor Pascale Lapointe Antunes of the Department of Accounting, was appointed by SSHRC as a member of the adjudication committee (committee 5 – Business and management, economics and related fields) for SSHRC Insight Development Grants.

Professor Dominic Lim, Department of Organizational Behaviour, Human Resources, Entrepreneurship, and Ethics: \$84,000 (over three years)

Welcome to new faculty

In 2011, the Faculty of Business welcomed three new faculty members.

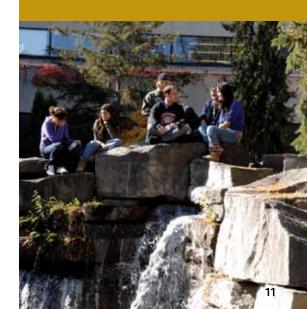
Assistant professor Yan Wang received his PhD in Finance from the University of Manitoba. Prior to graduating, he was a visiting professor at Dalhousie University. After graduation, he worked as a risk manager with Global Risk Management at the Bank of Nova Scotia, after which he joined Brock as an assistant professor of Finance. His primary research areas are theoretical and empirical asset pricing, empirical corporate finance, risk management and international finance.

Assistant professor **Wesley Helms** joined Brock after receiving his PhD in Organizational Studies from the Schulich School of Business at York University. His primary research area is the study of how organizations strategically manage the conflicts they experience in their environments.

Assistant professor **Tatyana Sokolyk** joined Brock as a professor of Finance. Prior to joining Brock, she was an assistant professor of Finance at the University of Wyoming and an instructor at Pennsylvania State University. She received her PhD in Finance from Pennsylvania State University, State College, Pennsylvania. Her research interests are in corporate governance, mergers and acquisitions, entrepreneurial finance and capital structure.

FOB in the media

Members of the Faculty continue to be interviewed and quoted in media across North America. Some of the research garnering the greatest attention this year included Professor Don Cyr's work on weather derivatives, Professor Antonia Mantonakis's work on brand preferences, Professor Lisa Burrow's work on workplace bullying and Professor Teju Herath's work on online phishing scams.



On the Horizon

We will be working closely with the business incubator at the new Cairns Family Health and Bioscience Research Complex. The Faculty of Business will use our areas of expertise to help convert ideas into business realities.

We intend to expand our offerings through the MBA Consulting Service, MDC and our service learning opportunities.

A new state-of-the-art business building is on the horizon. We hope to be able to offer our students the very best in business education in a space that reflects the quality and energy of the Faculty of Business at Brock.

We also want to offer the local business community a place to discuss ideas and turn them into realities. We hope to have space to allow for greater interaction between local business organizations and between business and the business school.

Strategies for a new building are being developed, and more concrete information should be available soon.

If you're interested in finding out more about any of our programs, please go to brocku.ca/business





Brock University Faculty of Business Dean's Advisory Council

David Anyon Board Director and Consultant

Peter Barr Barrister

Paul Bosc Jr. Vice-President, Administration, Marketing and

Export Development, Chateau des Charmes Wines

Linda Bramble Wine Educator

Paul Gibson Managing Director, True Capital Group

Scott Hawkes Vice-President – Corporate Services and General Counsel,

Fortis Ontario

Willy Heidbuechel Founder, Focus Management Consulting

Paul House Executive Chairman, The TDL Group Corp.

Jim Kozack Vice President of Credit Card Marketing and

Customer Acquisition Canadian Tire Financial Services

Dave Lafleur, CMA Chief Financial Officer, Golf Canada

James MacLellan Partner, Borden Ladner Gervais LLP

Roelof Makken Principal, Tern Analytics

Larry G. Maxwell Investment Advisor, TD Waterhouse

Mike McGrath Partner, PricewaterhouseCoopers, Australia

Robert Neill, FCA Chair, Management Committee, Durward Jones & Barkwell LLP

Nick Padovano Senior Vice-President, Store Operations Hudson's Bay Company

Joe Robertson Chairman, Associated Proteins Inc.

Jason Sparaga President, Spara Capital Partners Inc.

Mark Sturrock Senior Director & Team Leader, CIBC Asset-Based Lending Inc.

Doug Wilkinson, FCA Partner, Deloitte

John Zoccoli, CA President, Jamzoc Holdings Ltd., o/a Tim Hortons



The excellence of the Faculty has been recognized internationally through accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International. In fact, we are one of only six business schools in Ontario to hold this prestigious accreditation.

We are also pleased to be one of only a few Universities to be accredited by all of the following:







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