



# GOODMAN SCHOOL OF BUSINESS

## Overview

Brock's **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 that bring together Niagara and the world. Our programs prepare students to become tomorrow's business leaders who are committed to doing business with purpose and are recognized by top domestic and international accreditation bodies.

## School Highlights

- Recognizing its reputation as a leader in accounting education, Goodman was the first business school in Ontario to be **accredited at the Master's level by the Chartered Professional Accountants (CPA) of Ontario**. The Master degree program has since been successfully preparing students for the CPA Common Final Exam (CFE) for nearly a decade.
- In recognition of the significant economic impact the School makes to both local and global environments, Goodman earned the prestigious **Business School Impact System (BSIS) label** in 2021. As just the third North American business school to receive the label, Goodman created a formal three-year development plan that acts on recommendations from the report to further enhance its impact.
- Proving Goodman's place among the world's best business programs, the School is accredited by over seven domestic and international business, management and accounting associations.
- As a leader in career and experiential education, Goodman offers **Canada's only international double degree program that includes co-op work experience**. Goodman's Bachelor of Business Administration International Double Degree partners with five leading business schools in Europe to equip students with a global business education and valuable work experience.
- Bringing classroom theory to life and supporting the vitality of the region, more than 2,800 Goodman students are involved in experiential education projects annually, equating to the work of 665 full time equivalent employees a year for local organizations.
- Exposing students to more global learning opportunities than ever before, **Goodman is the only Canadian business school part of the International Partnership of Business (IPBS)**; a consortium of 13 globally oriented, leading business schools in Europe, North and Latin America.
- Locally, **Goodman Group**, Goodman's community-focused learning and development services provider, facilitates timely professional development, business development and consulting services to Niagara.



**2,747**

**UNDERGRADUATE  
STUDENTS**



**555**

**GRADUATE**



**98**

**FACULTY  
MEMBERS**



**6**

**DEPARTMENTS  
AND CENTRES**

*\* 2021-22 calendar year*



“ A core activity of our School is to provide a conduit between the local and global business community. By looking beyond the walls of our classrooms for learning, we position our students for great personal and professional fulfillment, with the skills and global perspective to benefit others. ”

**Andrew Gaudes**  
Dean, Goodman School of Business

## Investments and Recognition of Accomplishments

- Recognizing Goodman as a leader in the accounting profession, an investment by CPA Ontario in 2019 established the **CPA Ontario Centre for Public Policy and Innovation in Accounting (CPA-CPPIA)** to advance research on the development and implications of public policy with the aim to influence policymaking and policy change. The Centre brings together academia, industry, government, public accounting and CPA Ontario members to develop and promote timely findings.
- Goodman School of Business professors continue to advance industry with relevant and timely research. The School just launched a Research Scholars Program, announcing the winners of the inaugural awards last November. The funding will help to advance their work in critical business research.
- Brock Professor of Marketing’s study and practice in service learning was recognized by LearnSpace, a learning innovation hub in Paris, France, as one of the 10 most innovative pedagogical innovations in the Business Education Innovations Contest.
- Goodman Assistant Professor of Marketing and creator and teacher of Brock’s **Augmented Reality (AR) Marketing** course was internationally recognized for creating a unique program that advances the quality of higher education when the course was placed first in the 2020 Innovation in Business Education Award competition by the MidAmerican Business Deans Association.

## Emerging Priorities

**Student Centre revitalization:** There is a significant need for a purpose-built facility dedicated to enhancing collaboration and experiential learning opportunities within the School. By supporting the renovation of a nimble, flexible facility, the School will see an increased capacity to bring together key professional and international development opportunities in a space that balances the need for private consultations and public gatherings, adapted to a range of objectives and styles. In addition, this space will provide increased student access to services and enhance opportunities for social and intellectual collaboration.

**Research Scholars:** Support for Goodman’s Research Scholars program is needed to fund additional opportunities for Goodman faculty to contribute to the advancement of high-quality research activity and offer a richer understanding of investigated topics to respective academic and professional communities. Investment in Goodman’s business research excellence and impact would boost the presence of Goodman faculty and students in a wider field, attracting more global partners.

**Experiential Learning Opportunities:** Experiential education is the connecting chain of learning for business students; students gain practical experience applying the skills and knowledge from their course content to their projects. By supporting increased experiential learning opportunities, such as our UN partnership for Goodman students, faculty and resources from the School are leveraged to create opportunities for students to work as consultants to real-life partners and find solutions with agreed upon deliverables and timelines. The opportunities we seek and provide not only transform students, but the lives of individuals in the communities where our students serve.

For more information, please visit [brocku.ca/goodman](https://brocku.ca/goodman) or contact Sonia Dupte, Executive Director, Development & Campaigns at [sdupte@brocku.ca](mailto:sdupte@brocku.ca)

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