

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Program Review Reports

Business Essentials

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2021

### Program Review 2021 Final Report - BES/BAL/BUS

Fanshawe College

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## Final Report: Executive Summary

### Process

- Planning & Mapping Meeting March 24, 2022
- Internal Focus Group December 2, 2021
- External Feedback Meeting April 19, 2021
- Student Survey February 2022
- Recommendation Summary April, 2022
- Action Plan Meeting May 10, 2022

### Program Review Committee

- Mary Pierce, Dean, Faculty of Business, Information Technology & Part-time Studies
- Brad Bishop, Acting Associate Dean, Lawrence Kinlin School of Business
- Prini Dhawan, Program Manager, Lawrence Kinlin School of Business
- Lynette Carmichael, Coordinator
- Sherry McEvoy Curriculum Consultant, Centre for Academic Excellence
- Colleen Kelsey, Program Review and Development Coordinator, Centre for Academic Excellence

### Priority Action Items

- **Curriculum Mapping:** The faculty course leads will update their course mapping in COMMs based on the updated program maps included with this report.
- **Course content recommendations from employers:** the BUS and BAL programs enjoy a very engaged and enthusiastic PAC who provided great ideas for course adjustments to better reflect how businesses are coping in the post-pandemic environment. These recommendations will be integrated into post-secondary programs and/or micro credentials, where feasible.

### Program Highlights

- The BUS and BAL PAC recommended the Leadership series of micro credentials which is currently one of the most popular sellers among students.
- The program continues to put emphasis on providing students with as much experiential learning as possible via live client projects and simulations. In the program review student survey, students noted how these opportunities continued to enrich their learning experience, especially during the two years of online. The business and not-for-profit communities continue to be generous supporters of the program.
- Students demonstrated great resiliency in the transition to online during COVID-19.

## Final Report: Approvals



May 12, 2022

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Mary Pierce, Dean, Faculty of Business, Information Technology & Part-time Studies



May 12, 2022

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Brad Bishop, Acting Associate Dean, Lawrence Kinlin School of Business



May 13, 2022

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Greg Yantz, Director, Centre for Academic Excellence



June 7, 2022

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Gary Lima, Senior Vice President, Academic



## Final Report: Action Plan

The majority of recommendations are related to curriculum modifications. There was content overlap between recommendations from the internal, external and student focus groups. Cross-references to related actions have been **highlighted in red** to avoid duplication.

INTERNAL FOCUS GROUP		
Recommendations	Action Items	Accountability/Timeline/Budget
BUS1 & BAL1 Recommendations		
<p>1. <b>Curriculum Mapping:</b> BUS and BAL programs are “in compliance” with their respective program standards, however, several courses are incorrectly “mapped” to PVLOs.</p> <p><b>Note:</b> Please see the enclosed Excel spreadsheets showing recommended mapping corrections.</p>	<p>Update individual course mapping in COMMs during the roll-over period in spring 2022.</p>	<p>Course leads</p> <p>Spring 2022</p> <p>Budget-N/A</p>
<p>2. <b>Additional Certifications:</b> Consider additional professional certifications.</p> <p><b>Note:</b> Faculty assessed the feasibility of aligning BAL with the partial achievement of credits toward the following certifications: Project Management Ready from PMI, Certified Analytics Professional from ECBA, Certified Supply Chain and Certified Sales Associate from CPSA. The Project Management Ready and Certified Sales Associate certifications are the options that are best aligned with the BAL program.</p>	<p>The program would like to proceed with offering BUS/BAL students the opportunity to pursue the Certified Sales Associate designation by adding the MGMT-5046 Sales Management course to the list of electives. The Coordinator will meet with Scott Hubert to learn more details about the CPSA’s program and student award opportunities.</p> <p>BUS and BAL will continue to promote the existing CIM designation.</p>	<p>Coordinator</p> <p>Timing: Spring 2022</p> <p>Budget-N/A</p>
<p>3. The BUS program is particularly well aligned with international exchange opportunities. Students can participate in exchange with no loss of progression with any one of 16 universities world-wide. LKSB has been awarded scholarship funding to encourage more students to go on exchange.</p>	<p>The coordinator will meet with Kaitlyn Marriott to learn more about marketing efforts currently underway in the B. Comm programs to promote international exchange. Leverage those marketing efforts for the BUS programs, where feasible.</p>	<p>Coordinator</p> <p>Timing: Spring 2022</p> <p>Budget-N/A</p>

EXTERNAL FEEDBACK MEETING		
Recommendations	Action Items	Accountability/Timeline/Budget
BUS1 & BAL Curriculum Recommendations:		
<p>1. <b>Video Proficiency:</b> Incorporate projects to teach best practices for video use</p>	<p>Ongoing use of Zoom and other online marketing and sales</p>	<p>Coordinator and Course Leads</p>

EXTERNAL FEEDBACK MEETING		
Recommendations	Action Items	Accountability/Timeline/Budget
<p>(e.g., video use for social media, for resume building, and as a communication tool).</p> <p><b>Note:</b> Zoom and other marketing, sales, communication tools is a professional competency that will remain in demand post-COVID. These topics may also be appropriate as micro credential offerings.</p>	<p>applications can be incorporated into MKTG-5009 Sales, Marketing &amp; Digital Channels. Also investigate integrating topics specific to online customer service skills in BUSI-1099 Customer Service</p>	<p>2022/23</p> <p>Budget-N/A</p>
<p>2. <b>Change Management/Cultural Reinvention:</b> The rate of change in organizations has increased during the pandemic. In some cases, organizations are having to re-invent the way they do business (cultural reinvention). Consider adding course or project content that exposes students to the basics of change management and cultural reinvention.</p>	<p>Investigate addition of course content or project ideas in INNV-5001 Innovation Applications.</p> <p>Investigate MGMT-3066 Organizational Development &amp; Change course content in the BAH program for content ideas.</p> <p>Investigate merging a section of INNV-5001 with the BMK program.</p>	<p>Coordinator and Course Lead</p> <p>2022/23</p> <p>Budget-N/A</p>
<p>3. <b>Social responsibility and ethics:</b> Consider incorporating course content specific to sustainability strategy (i.e., sustainability commitment, net zero), AODA compliance and global citizenship.</p> <p><b>Note:</b> MGMT-1209 Social Responsibility and Ethics would be the natural place for these topics to appear, however, there may be opportunities to integrate into other courses as teaching content and/or project ideas.</p>	<p>MGMT-1209 Social Responsibility and Ethics (and other courses TBD) will be reviewed to determine whether additional content specific to these topics can be added</p> <p>Note: Reference the degree-level LIBS-7001 Ethics in a Global Context course and incorporate some similar content into the diploma-level course (i.e. students complete debates and are required to integrate research-based evidence into their arguments).</p>	<p>Coordinator and Course Lead</p> <p>Spring 2022</p> <p>Budget-N/A</p>
<p>4. <b>Business Law:</b> Ensure that this course encompasses current AODA compliance is recommended.</p>	<p>Review LAWS-3041 to ensure content encompasses current AODA compliance.</p>	<p>Coordinator &amp; Associate Dean</p> <p>Spring 2022</p> <p>Budget-N/A</p>
<p>5. <b>Integration of projects that are more on trend and current:</b> Suggested ideas</p>	<p>Review suggested topics at upcoming team meeting;</p>	<p>Coordinator Program team</p>

EXTERNAL FEEDBACK MEETING		
Recommendations	Action Items	Accountability/Timeline/Budget
to be integrated into existing BUS/BAL courses. <ul style="list-style-type: none"> <li>• Project/exercise on crucial conversations from HR perspective</li> <li>• Online sales skills/online etiquette</li> <li>• Seeing the “bigger picture” and relevance of the use of media platforms in business (as opposed to “knowing” them) – Bring them together</li> <li>• Work that illustrates the difference between unionized/non-unionized environments</li> <li>• Include something that stands out... makes BUS/BAL unique (IE global citizenship)</li> <li>• Interview prep – Communication skills and selling oneself</li> <li>• Project that integrate critical thinking</li> <li>• Project on coaching others (IE coaching employees)</li> </ul>	incorporate content as appropriate.	Ongoing  Budget-N/A
<b>BES1 Recommendations</b>		
1. <b>BES1 Curriculum Updates:</b> Consider removing Small Business Ownership and Business Math courses and replacing with courses specific to customer service, online productivity, online business, sales, and/or digital marketing.  <b>Note:</b> Panel participants were asked whether the mix of courses currently in the certificate provide students with an understanding of essential business concepts like: critical thinking, design thinking, problem-solving methods, basic financial processes, business-planning and legal/ethical issues. Panel participants recommended that the mix was too numbers-oriented. The certificate would benefit from the addition of a course that was more customer service oriented and topics listed above.	The Coordinator, Program Manager and Academic Services Consultant will meet to discuss whether MKTG-5009 Sales, Marketing & Digital Channels, BUSI-1005 Intro to Business Processes or BUSI-1099 Customer Relations are good options to add to the certificate in place of BUSI1070 Small Business Ownership and MATH1052 Business Math  *Caution - avoid impacting programs’ alignment with the CIM designation by implementing course changes.	Follow up conversation Coordinator, Program Manager, Program Manager – Part-time Studies, Academic Services Consultant  Spring 2022  Budget N/A
2. <b>New PVLOs and Re-mapping:</b> Update BES1 PVLOs to align with diploma’s program standard (MTCU 52900).	Once the course mix has been decided, the program will adopt an appropriate program learning outcomes from the diploma	Academic Services Consultant  Timing-align with COMMS rollover

EXTERNAL FEEDBACK MEETING		
Recommendations	Action Items	Accountability/Timeline/Budget
<p><b>Note:</b> BES1 is comprised of diploma level courses, therefore, the PVLOs should align with diploma.</p>	<p>program standard and re-map course in COMMs.</p>	<p>Budget N/A</p>
<p><b>Micro credential Recommendations:</b></p>		
<p>3. Consider additional ideas for micro credential topics including:</p> <ul style="list-style-type: none"> <li>• Empathetic Leadership</li> <li>• Transformational Leadership/Change Management</li> <li>• Difficult/crucial conversations (specific to managers)</li> <li>• The manager as a coach</li> <li>• What it takes for a company to make a sustainability commitment</li> <li>• Global Citizenship</li> </ul> <p><b>Note:</b> Panel participants were informed that their suggestion to create a micro credential series specific to styles of leadership had been implemented and enrollment numbers were favourable. The current list of micro credentials being offered by LKSB was reviewed and it was confirmed that all topics fulfill a current industry skills gap.</p>	<p>Review the suggested micro credential topics to determine next steps; consult within wider LKSB team as appropriate.</p>	<p>CAE Program Manager – Part-time Studies Academic Services Consultant</p> <p>Spring 2022</p> <p>Budget- N/A</p>

STUDENT FOCUS GROUP		
Recommendations	Action Items	Accountability/Timeline/Budget
<p>1. <b>Experiential Learning:</b> Students continue to enjoy opportunities to apply their learning to “real life” business scenarios and invite more opportunities. Simulations are well received especially where some element of “real” application is mixed with simulation</p>	<p>Review current simulations and real-list scenarios students experience across the program; adjust as appropriate.</p> <p>Tania Killian will be contacted by the School to complete a L&amp;L specific to integration of simulation and associated best practices</p>	<p>Coordinator Program team</p> <p>Ongoing</p> <p>Budget N/A</p>
<p>2. <b>Online learning:</b> The following online teaching practices were recommended by students:</p> <ul style="list-style-type: none"> <li>• Consistent use of Announcements on the course homepage (in addition to or replacing email)</li> </ul>	<p>Review the recommendations from students regarding FOL/announcements for consistency across the program.</p>	<p>eLearning Coordinator</p> <p>Ongoing</p> <p>Budget-N/A</p>



STUDENT FOCUS GROUP		
Recommendations	Action Items	Accountability/Timeline/Budget
<ul style="list-style-type: none"> <li>Open FOL course content more than a week in advance and keep the modules open</li> <li>Continue use of simulations but consider synchronous class-time for group discussions related to simulation. Mix some element of “real” application with simulation</li> </ul>	eLearning Coordinator has initiated ongoing training on QM best practices.	
<p>3. <b>7 Courses in final semester:</b> Review number of courses in final term of BUS.</p> <p><b>Note:</b> Some students felt 7 courses was too many in final semester.</p>	The introduction of 7 courses in the final semester is due to a recent degree audit change. The program will run through a full cycle and investigate student success a year from now to determine if further adjustments are needed.	Coordinator 2023/24 Budget-N/A
<p>4. <b>Additional Certifications:</b> 50% of BUS students who responded to the survey were aware that the diploma is aligned with CIM. The majority of students surveyed are interested in earning credits towards industry certifications. Anecdotal preference was given to Certified Analytics Professional, Certified Supply Chain and Certified Sales Associate certifications.</p>	See recommendation # 2 in the Internal Focus Group section.	No action

FEEDBACK LOOP
Identify key stakeholders based on action items
<ul style="list-style-type: none"> <li>Coordinator, Dean, Associate Dean, Program Manager (CAE to share)</li> <li>Faculty team (Coordinator to share)</li> <li>PAC members (Coordinator to share)</li> </ul>