

Business Educators Articulation Committee (BEAC) 2019

Business Chairs' Meeting Minutes

Monday, April 29th, 2019 1:00 – 4:30 pm

North Island College

Comox Valley Campus, Courtenay

BCCAT Website <https://www.bccat.ca/articulation/committees/business>

BEAC 2019 Website <https://beac-tec2019.com/>

Chair: Deborah Wilson, Selkirk College
Vice Chair: n/a
Past Chair: Laura Thurnheer, Okanagan College
SLP: Dennis Innes, Vancouver Community College

Allison Betton Camosun College	Rodney Hulstein Yukon College	Masud Khawaja University of the Fraser Valley
Chris Hardcastle Capilano University	David Crawford Alexander College	Pomponia Martinez Acsenda School of Management
Ali Mayboudi North Island College	Paul Geddes Columbia College	Naima Cherchem University Canada West
Don Hill Langara College	Greg McCallum College of the Rockies	Seth Downs Coast Mountain College*
Andrei Ribalkin Douglas College	Chehra Aboukinane Acsenda School of Management	Sylvain Charbonneau Acsenda School of Management
Dennis Innes Vancouver Community College	Roberta Sawatzky Okanagan College	Todd Thexton Royal Roads University
Amanda Koning Coquitlam College	Faisal Rashid Northern Lights College	Deborah Wilson Selkirk College

* formerly Northwest Community College

1. Welcome/Attendance Sheet

Deborah welcomed everyone and introduced Fernanda Paré, NIC Elder in Residence, who greeted everyone with “Gilakasla/Welcome” on behalf of the Chief and Council and people of the K’òmoks First Nation.

2. NIC Dean of Business and Applied Studies, Diane Naugler – Welcome

Diane welcomed all to North Island College. She noted that Business Schools are at the forefront of developments such as Indigenization and thanked everyone for attending the event.

Brief introductions around the table followed.

3. Approval of agenda

- a. Motion by Deborah Wilson to approve agenda of April 29th, 2019 meeting as presented

- b. Seconded by Rodney Hulstein
- c. Carried

4. Approval of minutes from last year's meeting

- a. Motion by Greg McCallum to approve the meeting minutes from May 1, 2018
- b. Seconded by Chehra Aboukinane
- c. Carried
 - * Seth Downs noted that his report was not included in the minutes

5. SLP Report – Dennis Innes, Vancouver Community College

Dennis identified his role in representing the Deans' Table of Business (as a non-voting member) and liaising between the Deans and the Business Chairs.

Addressing the common issue of business programs being composed predominantly of international students, Dennis said the idea has been considered of changing the IELTS to help balance this; but most people feel it will not work. He identified plagiarism is a big issue throughout business programs and noted that the controls don't seem to be working. He questioned if there are other solutions, as opposed to just more rules?

Dennis attended the BCCAT Articulation JAM (Joint Annual Meeting), where Dr. Joel Heng Hartse (SFU) spoke about switching the conversation from, "What are international students missing?" to, "What are they bringing?" How do we maximize what they are bringing to our programs and institutions and use that? Dennis noted that we have seen a systematic decline in domestic enrollment and increase in international.

He identified a continued move to open textbooks and pointed out that another big point of discussions among the Deans is a request for more lead time when the CPA comes up with new directions.

Discussion:

Pomponia Have the Deans made recommendations to address these issues?

Dennis No. There is not a system-wide solution. Nobody wants to raise their IELTS score. In terms of the individual systems for plagiarism, some are using Turnitin. In terms of the CPA, I think the Deans Table does a good job.

Naïma Are there ideas to address plagiarism and outsourcing?

Dennis I've heard of it (outsourcing), but we haven't caught anyone.

General Various actions to reduce cheating in exams, including confiscating electronic devices (including watches).

Masud University of the Fraser Valley has taken these steps re: international students:

1. Established a student committee that pairs up new international students with senior domestic or international students who are paid as mentors. They discuss cultural differences; this has been a phenomenal success in reducing plagiarism – exceeding expectations.
2. Changed our focus from diversity to inclusivity, recognizing that all institutions have diversity, but it is not necessarily inclusive.

Pomponia New AI software can rewrite plagiarized work, making it harder to recognize. The quality of writing produced is currently poor but constantly improving. This group could look into that.

Seth Coast Mountain College utilizes audio-recorded submissions to substantiate exam results.

Chehra Acsenda has a similar process, using oral examinations (questions drawn from the assessment) to back up results of those they feel may have cheated. These oral exams are not recorded. We are piloting about 4 classes on this process.

Greg	We have a similar process at College of the Rockies – a panel to ask the questions, and every member knows their part in the process.
n/a	Have the Deans had communicated with Immigration Canada about diversity (10 times the number of visas are issued from India vs. any other country).
Dennis	The institutions have their agents they work with. We need to guide them to increase recruitment from other countries.
Masud	Turnitin is great software, but all info is stored in the US, so hopefully everyone is getting permission from the students.
David	Instructors can submit Turnitin on behalf of students, avoiding the concern over student data.

6. Institutional Reports/Updates:

Coquitlam College – Increased number of students from India; now representing 1/3 of the class. Cultural differences are demonstrated as the students are more disruptive in class and sit together with friends and chat. We are experiencing the same issues as everyone, with students wanting to help each other on their exams.

Camosun College – Similar problems to what has been discussed. A positive side is greater diversity; students from all over the world create great discussions in the classroom – from which we all learn. Restructuring assignments to reduce cheating. No major changes with curriculum; added a fourth path (Management) in Business to better suit those who don't belong in HR, Marketing or Accounting.

Yukon College – Yukon College will become *Yukon University* in May 2020. Will offer a BBA this fall; it will have an Indigenous component and a Leadership component. Currently averaging 100-120 students in years 1 & 2. Many international students at the college; an institutional cap of 15% is in place (brought forward by the Academic Council) but no cap per program. 4th year can be done almost entirely as a capstone project. We will have to rearticulate. CPA didn't like our textbook choices. Hiring and labour relations are big issues. We have 3 full-time business faculty and a number of part-time faculty.

University of the Fraser Valley – Proud to have achieved EQUIS accreditation (international) this year. BBA program is being renewed, offering students more elective options in senior year. Re: university-wide international students, it seems the agents are driving the balance of students coming in; if all institutions can push the agents to diversify their efforts, we may see results from that.

Discussion:

Seth	Govt. of Canada takes 15 weeks to process applications from some countries but only a few weeks to approve applications from India; this affects the balance of students at our institutions.
Don	Rather than creating quotas for each area, we are trying to use criteria to get the best students.

Capilano University – Addressing the same issues as everyone; cheating and plagiarism. We discussed raising the IELTS to a .5 level, but would see a reduction of 80%, so that won't work. While trying to deal with that, we are also working on developing a minor and working on our AACSB accreditation. Facing the issue of domestic students trying to get in but losing space to international students.

Discussion on TOFEL

Northern Lights College – There are no major changes since last year. The issues are more-or less similar from last year, including transfer equivalencies.

Alexander College – Two campuses – in Burnaby and Vancouver – and we offer transfer programs. Dealing with the same issues regarding a huge influx of students from India. International student population has risen from 100 to 3000 in the past 12 years. To ensure diversity, we're planning to set an institutional cap of 50% on students from any given country and looking into new markets like Africa and Southeast Asia.

Burnaby campus is moving to a larger space. Continuing to offer new courses – ECON 100 (foundation course) that will provide essential, basic knowledge. A reduction in student success rates correlates to the increase in international students (whereas domestic students would have previously withdrawn when unsuccessful, international students stay on to maintain working visas). An increase in students graduating with an associate degree; the college is having a review of the degree.

Moved to a new Learning Management System and have a tiered system to deal with student issues. Seeking alternatives to traditional exams. Currently reviewing curriculum guides and course prerequisites every 5 years.

Discussion:

David Can students can pass a course, even if they fail the exam?

Don We changed our rules, so students cannot pass a course strictly on group work

Chris We have a policy to say no individual item can be worth more than 35% in the course

David We have limited the weight of the final exam.

Roberta We do the weighted average of mid-term and final (the combination of those being 50%) so individually, they get more than 50%. Students who fail deserve to fail.

Masud A point of concern may be that this impinges on academic freedom.

Don I am happy to pass along our regulation regarding individual requirements.

Amanda Students who are not successful in Accounting 1 should not go on to Accounting 2; this is for their benefit – not advancing in a program that is not for them.

Roberta We all know that our students have different learning styles; the more we can learn about different ways of assessing these students, the better.

Acsenda School of Management (Pomponia) – Primarily international students. Growth in institution and class size. Partnered with HCRC; students can be exempt from the IELTS if they have a 2.7 GPA. Diversity is beneficial, as it enriches the student experience of living and working in Canada. Acsenda students have participated in the HR Case Exhibition and the CPHR Trade Show, accessing practical experience and participation in CPHR round tables.

Established an active HR club and are connected with TNT (a division of Loblaw's); the international/bilingual student is a very valuable asset to Canada. Marking time is increasing for faculty, and additional demands on faculty include administering assessments and engaging with students.

Discussion:

Masud Professional bodies like CPA shouldn't be driving our curriculum in accounting – it should be the other way around, so our students will be prepared for the industry

Roberta Industry is way ahead of academia, and we need to work in partnership – the reason the students are in school is so they can have careers

Amanda If we don't meet CPA requirements, students will go elsewhere

Pomponia CPA is expanding and recognizing that professionals are globally mobile

Greg I have a challenge where two different institutions provide a course, and CPA recognizes it from one and not the other – even though there is a transfer agreement

30 minute break

North Island College – Most students in the business program are international – 65%. Office of Global Engagement is trying to recruit more students from emerging economies. Trying to expand our business programs – BA Certificate and PDD in Global Business Management – in CR. 12 full-time and 12 part-time instructors. Currently, no designated space for the School of Business – hope to have this built/assigned once the student residence is complete. Recently changed the language of “first-come-first-serve” to focus more on academic standing in admission process of international students. English communication skills is a challenge. Academic integrity and group work dynamics are other issues that we are facing. Regarding open resources, we’re not going this direction but are trying to make needed resources more affordable for students. E-texts are available, but internet is a problem for a few students, who do not have access to a reliable source of connecting to internet.

Columbia College – New Principal – Robin Hemmingsen. Currently at 800 FT equivalents. Have been awarding associate degrees for the last 5 years. About 20 associate degrees are in Business Administration. Have recognized an aversion to quantitative analysis.

University Canada West – ACBSP accredited. Enrollment is increasing rapidly – currently 1002 students – largely from South Asia, then Iran. 120 faculty members. Dr. Brock Dykeman is the interim President. We’re planning to introduce new courses for next fall; Marketing Management, Financial Management, Leadership, Film Industry. Developing a Masters of Marketing and Entrepreneurship course that promotes creative and innovative ideas.

Langara College – Similar issues; enrollment is up for international and down for domestic. Strong diversity in the classroom – some classes are close to 90% international or culturally diverse. Small campus has maxed out space for offices and classrooms – struggling with facilities issues related to growth. Recently, a student planted bombs which went off and caused a fire and shut down a building. Three business departments are under the Langara School of Management – Marianne Gianacopoulos is the new Dean. Seeking a Dean devoted to Business. Doing some Digital Marketing and Financial Marketing courses. Doing a FITT program (Forum for International Trades Training); Langara is not well known beyond the province, and this gives us credibility in the US and beyond.

College of the Rockies – Located in the Cranbrook area, with satellite campuses. 78% international students. 5 full-time faculty in Business. Institution-wide cap of 500 international students; of that, 50% cap on students from any one region. Trying to get some control on our growth. Current challenges include students entering a post-degree program who then switch programs once they start. Our BBA degree requires 60% (C) passing grade; for our diploma program, we require 55% to pass. Looking at a Financial Services diploma – a lot of openings in that area, and industry has approached us. We have a Hospitality Management program for international students. A new residence at Invermere is to be complete by 2021.

Discussion:

Seth Our Education Council established that if a student graduates with a 1.8 GPA, they pass but don’t get their credential.

General C+ or B- acceptable for passing and credential.

- Masud Is it possible that you cannot change a program, once you have been put into one? This message travels really fast back to the home country.
- Greg If they come and we say they can't change, we are restricting their freedoms. We have to connect with their agents to coach students to take programs they are really suited for. We are looking at no more conditional acceptances; you are fully in Business or fully in ESL

Coast Mountain College (formerly Northwest Community College) – Changing the name has been quite an experience. 3 core values: *adventure, transformative, integrity*. International students have increased. 8 full-time faculty. Being in the north makes it a bit hard to recruit. Currently undergoing a full program review (first since 2012); won't be completed until December. New course offered in Non-profit Management. Creating more field schools for our Business courses. In 2020, an Ethics and Leadership course to be delivered in Haida Gwaii. Developing more field schools for Eco-Tourism. Partnering with BCCAT; Oct 25th at our Terrace campus (deadline of May 15th). Hosting a conference Friday on Indigenous language; International Conference for Language North. Housing affordability is very challenging; some residences are available, but it is still hard for students to afford. For field courses, 3-credit classes are being conducted outside; it is not a seamless process, but assessment methods are what we are grappling with right now.

Douglas College – The Business Department is growing; it had a Law Dept and Finance Dept within it. 2100 students enrolled in Business courses. 30 courses on offer each term. AACSB accredited. Many initiatives ongoing; a lot of things are happening in developing new courses and programs. Developed a Human Resources Management program. Growth has been fast and we have moved into a new high-rise building. Challenges arise due to 50% of Business students being international – in some classes, it's up to 80 or 90% – we have to learn how to manage it. It used to be more multicultural, but now about 60% are from India.

In terms of plagiarism and cheating, we looked at the 27 institutions in BC and some in Ontario and tried to standardize the exam approach – not infringing students' academic freedom. I recommend no electronic devices in the exam room. We identified that some of the new faculty are a bit lax with marks, so students are suffering. Across the institutions, I feel we have to do a better job with student orientation. International students want to study and live in this country, and we have to focus on that in determining our actions.

The cost of some texts can be over \$200. I try to find open education resources to support students; Pierson and McGraw Hill can negotiate a little, so I encourage you to do that. I am concerned about the quantitative assessment of students; maybe we should look at what is more relevant – that includes articulation. Flexibility is a huge operational issue; they go to My Path and select a program and then switch to another program – it makes it very difficult.

Acsenda School of Management (Chehra) – Growth and development are key issues. Over 2000 students and 75 faculty and staff. New student information system has enhanced student records systems. We try to increase student engagement in the registration process – it's all led by the students. The Deans have stepped in to help define the processes. We now have a Bachelor of Hospitality Management program and partner with ITT.

Vancouver Community College – Similar challenges with plagiarism and cheating, and we are addressing it in orientation. Running a new program in Project Management (post degree program). Our Marketing Department has been proactive in getting students from other parts of the world.

Okanagan College – Had a good year this past year. 2100 students over 4 campuses. 7 Business professors retired this year; 5 from Accounting and two from Management. Post Baccalaureate Diploma programs in

Accounting, Marketing and HR Management. Working together with Science Tech program. Doing collaborative research with UBC-Okanagan on homelessness; research looking at competencies for success. Our final project underway is a new, non-traditional degree program; full-time schooling for students starting their own businesses.

Discussion:

- David Expand on the non-traditional jobs/program?
- Roberta 50% of people are working flex schedules. Everywhere you go, you find people from Canada who are working non-traditional jobs/hours.
- Andrei Does the program include learning from failure?
- Roberta They are marked and graded throughout the process. Their mark is not based on whether or not they make money. In Finland their class sizes are 40; here, we are looking at 30.
- Naima Entrepreneurship is based on non-traditional teaching.

Royal Roads University – Two undergrad credentials offered: 1. Commerce – generally recruited from non-traditional markets (adult learners wanting to advance their careers); 2. BBA – a credential that doesn't require the traditional prerequisites. Large percentage of international students who enclave themselves into mini cultural groups. We just went through our 5-year review. We are going to consolidate the on-campus programs BBA and BCom and are moving entirely to project-based learning; this is already a part of what we do. Getting rid of those silos and stepping away from those traditional models – as soon as we start integrating with curriculum, the transfer credit issue comes up.

Discussion:

- Pomponia The online success that you have had – are you seeing that in the international student cohort?
- Todd No, it is really the domestic market. The one exception would be in the graduate program, but only a very small portion.

Selkirk College – Lots of international students – for the last 5 years – has affected how we do things. There are 5 full-time and 2 part-time faculty in Accounting. Gordon Rein is the new Chair of the School of Business. The percentage required in mid-term and final exams in order to move forward has been increased to 85%, and we are going to increase our Accounting course requirements. At Douglas, and two other colleges, there was a pilot project on the advanced accounting program. We have a lot of students who come and want to do their PR; it is not transferable but will set them up for success. Currently, we're in the middle of the QUAPA process, which is a tedious, but necessary process. To address student challenges in Economics, we developed an ECON basic course.

6. a. Articulation - Issues

Questions:

- Ali My question is whether or not this is the best way to schedule the articulation. If not, we need to look at better logistics for articulation and the conference. Just because Tourism & Hospitality is going to be held at VCC, does that mean we should hold our articulation there?
- Deborah That means that it is up in the air about the where and when for these events next year? It seems beneficial to have them at the same time, so we can look at that.
- Dennis It seems that we need to ask about this.

Ali You can expect about 100 people at the articulation.

Dennis I will have to check at with the Department heads.

David the sessions are richer for having more people

Pomponia Apr 28th and 29th is the BCPHR conference

Deborah So we could do ours the Thursday and Friday.

Rodney Yukon College (University) could possibly host this event for 2021.

7. Call for Additional Executive Member

Deborah We need a Vice Chair. The Vice Chair steps in if the Chair can't fulfill their duties. The Vice Chair steps into the Chair position the following year

Rodney I will serve as Vice Chair.

8. Appointment of New Provincial Chair

Deborah My Chair position is now up for these sessions. It is not too difficult; the main work is in hosting, which Ali has done.

Seth I will serve as Chair.

9. Adjournment

Meeting adjourned by the Chair at 4:30 pm