

# Academic Unit Action Plan: BUSINESS

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Academic Unit Name: Faculty of Business Administration (Orillia)<sup>1</sup>

Glossary of Abbreviations	
AACSB	Association to Advance Collegiate Schools of Business
AoL	Assurance of Learning
Enactus	Enactus (Entrepreneurial, Action, and Us), formerly called Students in Free Enterprise (SIFE). Lakehead has a chapter of this international organization that engages students in community development, financial literacy to the community, and business planning support to small businesses.
FOBA	Faculty of Business Administration
GSC	Graduate Studies Committee
ICBC	Inter-Collegiate Business Competition
LUBA	Lakehead University Business Association
LUAC	Lakehead University Accounting Club
NSSE	National Survey of Student Engagement
R&PDC	Research & Professional Development Committee
SBCS	Small Business Consulting Services
UGSC	Undergraduate Studies Committee

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<sup>1</sup> This academic plan is the FOBA academic plan encompassing both Campuses. Any areas specific to a particular campus have been noted. Given the geographical distance of the two campuses, the Dean of Orillia (Orillia Dean) has been included in critical areas relating to student recruitment, retention and experience enrichment. This is an excerpt from the full academic plan.

<b>LU Academic Plan Priorities</b>	<b>Academic Unit Goals</b>	<b>Actions Designed to address Academic Unit Goals</b>	<b>Accountability</b>	<b>Timeline</b>
<p>1. Achieve Excellence in Teaching</p> <ul style="list-style-type: none"> <li>High Quality Undergraduate and Graduate Programs</li> </ul>	<p>Encourage innovation in teaching and curriculum development of undergraduate and graduate programs. Promote rigorous teaching that ensures students are attaining the highest possible academic standard. Ensure that students in the Faculty of Business have access to the resources and facilities they need for their studies.</p>	<p>Achieving FOBA's AACSB Accreditation</p>	<p>FOBA Dean FOBA Assistant Dean Executive Committee AoL Committee Program Chairs</p>	<p>November 2014 (please refer to schedule in Appendix G of the full FOBA academic plan).</p>
		<p>The development of Assurance of Learning system.</p>	<p>AoL Committee in cooperation with the UGSC, GSC, and R&amp;PDC.</p>	<p>Start September 2012 – indicators tracked twice in 5 year period.</p>
		<p>Oversee regular evaluation of the programs with a view to encourage improvement, innovative activities, and build strength in core discipline areas.</p>	<p>AoL Committee in cooperation with the UGSC, GSC, and R&amp;PDC.</p>	<p>Ongoing<sup>2</sup></p>
		<p>Invest in pedagogy, curriculum, and professional development activities within FOBA in conjunction with the Instructional Development Centre and R&amp;PD Committee.</p>	<p>FOBA Dean FOBA Assistant Dean Orillia Dean R&amp;PDC Discipline Groups</p>	<p>Ongoing</p>
		<p>Conduct exit interviews and use data to address program or curriculum issues.</p>	<p>UGSC GSC</p>	<p>Annually</p>
		<p>Implement changes to the HBComm at the Orillia Campus to make it more attractive to applicants and allow for niche majors.</p>	<p>UGSC Orillia Chair</p>	<p>September 2013</p>
		<p>FOBA to introduce two majors at the Orillia Campus with one being in Public and Health</p>	<p>UGSC Orillia Chair</p>	<p>September 2015</p>

<sup>2</sup> Ongoing items will have an annual progress review

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		Administration.		

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Achieve Excellence in Teaching <ul style="list-style-type: none"> <li>• High Quality Undergraduate and Graduate Programs</li> </ul> <b>Continued</b>	To develop new programs that respond to unmet needs.	Develop a PhD program in Financial Economics in collaboration with the Department of Economics at the Thunder Bay campus.	FOBA Dean GSC Finance Discipline Group	September 2016
		Develop a Master of Science in Accounting at the Thunder Bay campus.	FOBA Dean GSC Accounting Discipline Group	September 2015
		Explore the potential to develop a College Transfer Program for students with a two-year college diploma in Business.	FOBA Dean FOBA Assistant Dean Orillia Dean Program Chairs UGSC	September 2014
		Investigate the feasibility of developing an undergraduate program in Mining Management at the Thunder Bay campus.	FOBA Dean Program Chairs UGSC	September 2014
		Develop promotional materials for the General Management (Pre-Law and Legal Studies) at the Thunder Bay campus.	FOBA Dean	June 2013
		Develop certificate program in personal finance at the Thunder Bay campus.	FOBA Dean Finance Discipline Group	June 2014

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<p>1. Achieve Excellence in Teaching</p> <ul style="list-style-type: none"> <li>Engaged &amp; Successful Students, Faculty, and Staff</li> </ul>	To improve Faculty NSSE results in comparison to benchmarks.	Compare FOBA results with benchmark results and identify opportunities for improvement (e.g. questions to include in exit interviews, communication to students).	UGSC	Bi-annually
	Foster student engagement within FOBA	Encourage the development of student clubs within majors (e.g. LUAC, Finance, and HR), and as new majors are developed.	FOBA Dean Orillia Dean Discipline Coordinators Orillia Chair	Ongoing
		Continue to support LUBA & BOSS to foster student involvement.	Faculty-Student Liaison Orillia Chair	Ongoing
		Continue to include students as members of Faculty Council, UGSC, & GSC.	FOBA Dean Program Chairs Graduate Studies Coordinator	Annually
		To assign full-time Faculty members to teach introductory courses.	FOBA Dean Orillia Dean Discipline Groups	Annually
	Promote extra-curricular activities that enhance students' learning experiences.	Encourage students to attend guest speaker events, particularly topics focused on management practice.	UGSC GSC R&PD Committee	Ongoing
		Encourage students to continue to participate in ICBC.	ICBC Coordinator	Annually
	Communicate with students, faculty and the public using website and social media.	Faculty members should regularly provide updates to FOBA website.	FOBA Dean's office Faculty members	Ongoing
		Encourage Graduate Students to join LinkedIn Group	Graduate Studies Coordinator	Ongoing
		Develop an Undergraduate Student and Alumni group on LinkedIn	FOBA Dean FOBA Assistant Dean	June 2013
	Pursue additional certification options for Programs	Examine the need and potential for additional certification in other disciplines	Discipline Coordinators Executive Committee	December 2015

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1. Achieve Excellence in Teaching <ul style="list-style-type: none"> <li>Engaged &amp; Successful Students, Faculty, and Staff</li> </ul> <b>Continued</b>	Strengthen the Co-op Program to strengthen the academic experience of successful students. Co-op is important to high school students seeking business education.	Undertake a review of the FOBA Co-op Program	UGS Committee	June 2014
		Work with Co-op Coordinator to identify additional placement opportunities for students. Actively promote Co-op to students and the business community in Thunder Bay.	Program Chairs Discipline Coordinators	Ongoing
	To effectively support the success of students in our programs.	Develop mechanisms for ensuring students are able to access tutoring services. To identify students requiring tutoring and students who are able to provide tutoring.	Program Chairs	Ongoing
		Provide additional orientation sessions to first year classes in order to reinforce important program information.	Program Chairs Faculty Members	Annually
		Identify courses that students can take online to overcome deficiencies and enable them to progress normally through the program.	Program Chairs	Ongoing
		Provide FOBA faculty academic advising to students to facilitate early identification of problems and timely progression through the program.	Program Chairs	Ongoing

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1. Achieve Excellence in Teaching <ul style="list-style-type: none"> <li>Intense Research, Scholarly, and Creative Activity</li> </ul>	Foster a research culture.	Provide teaching release or conference support for excellence in research output following FOBA regulations.	FOBA Dean	Annually
		Invite scholars for research presentations & workshops.	R&PD Committee	Annually
		Encourage faculty members (and graduate students) to present research at academic conferences with travel support.	FOBA Dean Orillia Dean	Annually
	Encourage faculty to seek research funding from SSHRC, NSERC, CIHR, and other funding bodies.	Provide teaching release for major grant holders as per FOBA policy.	FOBA Dean	Annually
		Current or past grant holders to mentor early career faculty members	FOBA Dean FOBA Assistant Dean R&PD Committee Faculty members	Ongoing
	To encourage research and scholarly activity relevant to issues in the region.	Continue to expand research and scholarly activities related to mining and northern development.	FOBA Dean Faculty members	Ongoing

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2. Extend Community Engagement and Outreach.	Seek consultation and input from the stakeholders in the community regarding FOBA programs.	Meet regularly with the FOBA Dean's Advisory Board (comprised of local business leaders and alumni).	FOBA Dean Orillia Dean (through Orillia Campus Advisory Board)	Ongoing
	Support local organizations and economic development.	Encourage participation in research and consulting services that support economic development and benefit local organizations. (e.g. <i>Mining in the Northwest: Opportunities and Challenges</i> ; SBCS; Orillia Manufacturers Association)	Faculty Members SBCS Coordinator	Ongoing
		Encourage participation on the Boards of local businesses, not-for-profit entities, professional organizations, and economic development organizations.	Faculty Members	Ongoing
	Support the activities of Enactus (formerly known as Students in Free Enterprise (SIFE)) (only in Thunder Bay currently)	Encourage community engagement through financial literacy, community development, and support to small businesses.	Enactus Coordinator	Ongoing
	Provide pro-bono services to the community	Continue to Support LUAC's free tax return program in the community.	LUAC Faculty Advisor	

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3. Strengthen our Commitment to Social Justice	Develop sensitivity regarding social justice issues in FOBA	Develop and post a diversity statement on the FOBA website.	FOBA Dean FOBA Assistant Dean	April 2013
		Organize training opportunities for Faculty members on responding to social justice issues that arise in FOBA.	FOBA Dean Orillia Dean R&PD	Ongoing
		Discuss social justice issues at student orientation sessions.	FOBA Dean Assistant Dean Orillia Dean	Annually
		Work with Student Accessibility Services to address barriers related to student disability.	FOBA Dean Orillia Dean Program Chairs Graduate Coordinator	Ongoing
	Encourage the development of social justice curriculum.	Review FOBA's AoL results regarding ethical and cross-cultural sensitivities with the curriculum.	AoL UGSC GSC	Ongoing



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4. Enhance our Support to First Nations, Métis, and Inuit (Aboriginal Students)	Communicate the relevance of Business education to Aboriginal individuals and communities	Continue to work with Aboriginal Cultural and Support Services and Media Relations to develop promotional materials and events at both campuses.	FOBA Dean Orillia Dean GSC UGSC	Annually
		Invite First Nations, Métis, and Inuit alumni to share their experiences.	FOBA Dean Orillia Dean GSC UGSC	Ongoing
	Develop cultural sensitivity to the unique needs of Aboriginal students.	Organize continuing education for Faculty Members about working with Aboriginal students.	Program Chairs Graduate Coordinator R&PD Committee	Ongoing
	Increase access for Aboriginal high school students to business programs.	Investigate and develop access routes for Aboriginal students to our programs.	FOBA Dean FOBA Assistant Dean Orillia Dean UGSC GSC	Ongoing

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5. Expand our International Reach.	Foster international exchange programs in partnership with The Office of International Studies – Undergraduate Programs (Lakehead University International).	Support linkages with Canadian and international universities at both campuses.	FOBA Dean Orillia Dean	Ongoing
		Establish an annual information session at each campus regarding opportunities	FOBA Dean Orillia Dean Program Chairs	September 2013
		Identify financial supports for FOBA students studying abroad.	FOBA Dean Program Chairs	Annually
	Promote programs to international students (in partnership with In The Office of International Studies – Undergraduate Programs and the Faculty of Graduate Studies)	Continue to use promotional materials to encourage international students to apply to the MSc Mgt and MBA programs.	Graduate Studies Coordinator	Annually
		Provide financial assistance to excellent international students at both campuses.	FOBA Dean	Annually
		Encourage undergraduate international student enrolment through international recruitment and college transfer programs at both campuses.	FOBA Dean Orillia Dean Program Chairs	Ongoing
	Develop supports for international student to ensure a successful transition to FOBA	Examine the feasibility of a summer international studies program in business to attract international students.	FOBA Dean FOBA Assistant Dean	December 2013
	Develop Faculty competence in working with international students	Organize continuing education for Faculty members regarding the specific learning needs of international students.	R&PD Committee	

**Projected Enrolment:**

<b>Program</b>	<b>Current</b>	<b>2013/14</b>	<b>2014/15</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
HBComm	55	75	90	100	120	120
BADMN	18	20	24	29	34	36
MBA	6	6	8	10	10	10

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