



Shannon School of Business Quality Assurance Review

Executive Summary

In the winter of 2012, a Quality Assurance (QA) Review of the programs within Cape Breton University's Shannon School of Business was initiated. This includes the Bachelor of Business Administration, the Bachelor of Hospitality and Tourism Management, and the Masters of Business Administration (CED) programs. The Review Committee completed their self-study report in late 2013.

A site visit by two external reviewers, Dr. E. Wanda George, Adjunct Professor and Researcher, Dept. of Business Administration & Tourism and Hospitality Mngt., Mount Saint Vincent University and Dr. Robert J. Ellis, Professor and Dean, Faculty of Management, University of Lethbridge took place in March, 2014 and the External Reviewers' Report was received in April, 2014. Reviewers agreed with the recommendations contained in the Quality Assurance Self-Study Report. In addition, they highlighted what they consider to be key recommendations for the Shannon School of Business.

The report and the recommendations were reviewed by the Quality Assurance Committee of Senate. This committee responded to the Review Committee (RC) of the Shannon School of Business with issues they saw to be understated in the External Reviewers' Report and that possess university-wide relevance.

The SSOB Review Committee provided their detailed response and it was reviewed by the Vice President Academic (VPA), Dr. Robert Bailey, who in turn provided the university's response to the recommendations that came out of the review process. A complete summary of these recommendations, and the VPA response to them, follows.

1. Strategic Academic Planning Recommendations

- *SSOB should establish a mission and vision statement, and undertake strategic planning.*
- *SSOB needs more faculty.*

VPA Response: Agreed. Dean-designate David Rae will undertake strategic academic planning in the first six months of his tenure. This will include a faculty growth, retention, and renewal plan.

2. Program Core Competencies, Program Quality and Student Experience Recommendations

- *SSOB should develop and maintain core competency for MBA-CED, BHTM, and BBA programs*
- *Review of the common spaces for SSOB students and faculty to network and share ideas.*

VPA Response: Agreed.

3. Revised BBA Recommendation

- *SSOB should review the BBA core and consider changes to allow students the flexibility to develop their own niche BBA.*

VPA Response: Agreed.

4. SSOB Course Offerings Recommendations

- *Existing courses should continue to be updated to ensure currency in terms of content and delivery modes.*
- *Where appropriate business courses should include a global context.*
- *Distance and online courses should be reviewed and the potential for more offerings should be examined.*
- *The BBA and BHTM programs should incorporate experiential practical aspects in their core courses, and students receive appropriate credit for experiential learning*
- *Review of courses for student and room capacities.*
- *Support for teaching International students.*
- *Review opportunities to expand our offering of elective courses.*
 - *A student code of conduct/ethics be drawn up (including an exam writing policy) and signed at the beginning of each term to advise the students of CBU protocols and expectations.*
 - *Academic credit for experiential learning should be looked at in all the programs*

VPA Response: Agreed. The Teaching & Learning Committee of Senate and the President's Council on Teaching & Learning will be helpful resources.

5. SSOB Recruitment Recommendations

- *The SSOB should participate in discussions that look into expansion into future international and Aboriginal student markets. In particular, the recruitment, admission requirements and success of these students.*
- *Articulation Agreements with international and domestic schools should be reviewed and updated to ensure that they have enhanced their programs to match with the enhancements made to courses at CBU to ensure that the proper transfer credits are administered.*
- *The SSOB should participate in setting admission requirements and recruitment.*

VPA Response: Agreed. Work with Recruitment and the VP International & Aboriginal Affairs on this.

6. SSOB Research Recommendations

- *Provide a mechanism to make the research efforts of faculty more visible, including regular presentations and prominent display areas*
- *Conferences hosted by the SSOB should be encouraged and CBU faculty and student participation should be promoted*
- *SSOB should encourage faculty to involve undergraduate students to do research.*

VPA Response: Agreed. I recommend working with the Office of Research & Graduate Studies and other Deans to establish best practices

7. Quality Assurance Template Recommendation

- *Make revisions to the approved Quality Assurance template in the future to facilitate a more cohesive and useful document for other QA reviews*

VPA Response: Agreed. Please provide this valuable input to the Quality Assurance Committee of Senate.