



2024

# Melville

School of Business

# ANNUAL REPORT

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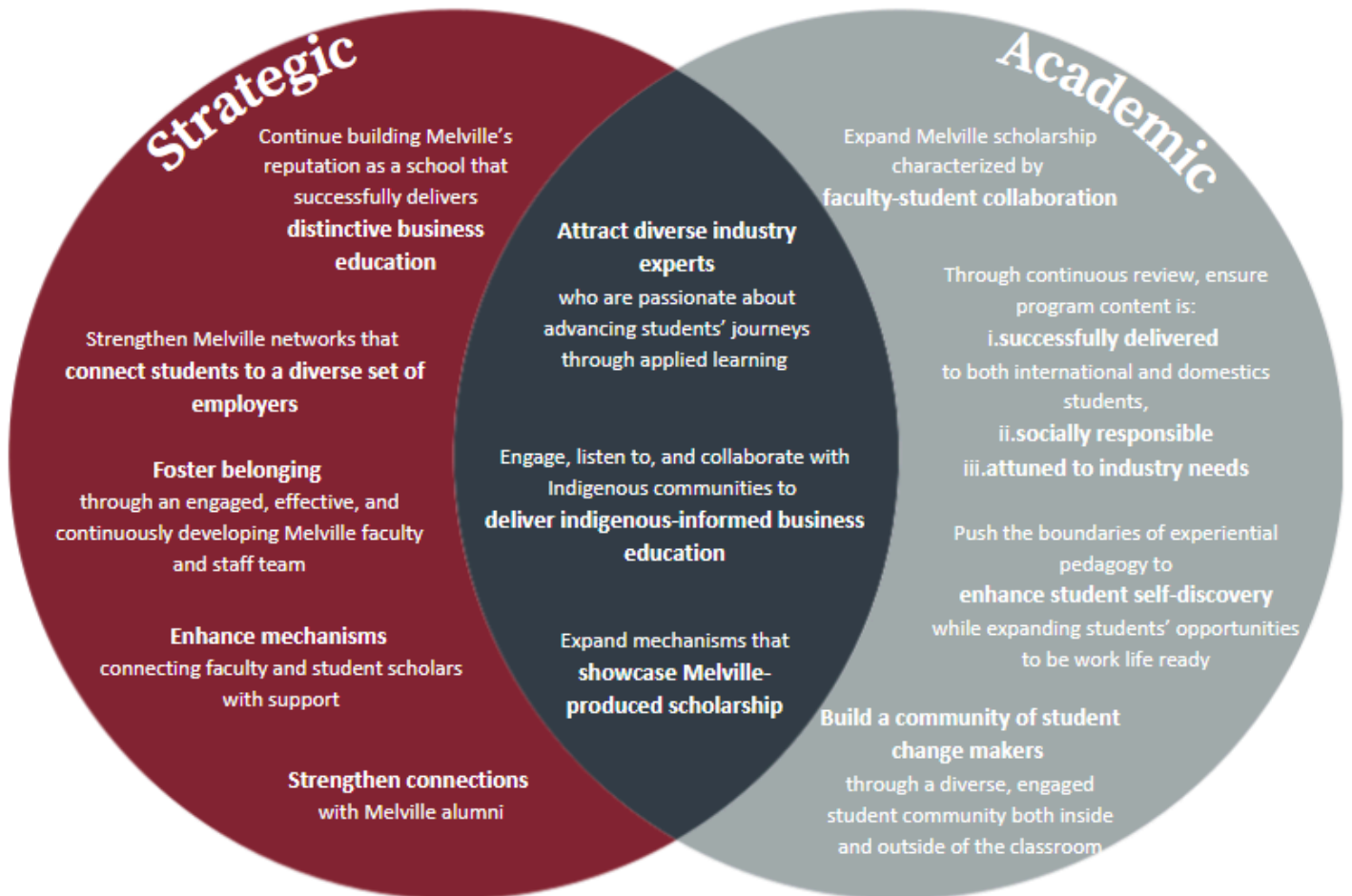


We at Kwantlen Polytechnic University respectfully acknowledge that we live, work and study in a region that overlaps with the unceded traditional and ancestral First Nations territories of the Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt, and Kwikwetlem, and with the lands of the Kwantlen First Nation, which gifted its name to this university.

# About Us

At Melville School of Business, we exist to infuse humanity into business, championing integrity and ingenuity, with a deliberately different approach. Together, we're redefining the future of business—one ethical decision at a time.

Consistent with our vision, The Melville School of Business marks the forefront of immersive and practical learning, providing students with essential technical skills through real life industry experiences, partnerships and networking opportunities that foster both professional and personal growth.



# Dean's Message

## A Look Back

As we reflect on the past year, it is essential to address both the challenges and accomplishments that have marked our journey. Our department has faced significant changes, from enrollment trends to staffing adjustments, and from the beginning stages in the creation of innovative programs to our evolving role in the realm of artificial intelligence education. This review outlines these areas in detail.

Over the past year, our department has experienced a noticeable decline in enrollment. This trend reflects broader shifts in higher education, government involvement, and student preferences. Our findings suggest that while traditional business programs face stiff competition, there is growing interest in specialized and cutting-edge fields, for which we are uniquely prepared as a polytechnic university. Already we are enhancing our marketing efforts and revising curriculum to better align with emerging industry needs.

Our staff has been instrumental in navigating these changes, though not without its challenges. We have faced difficulties in maintaining optimal staffing levels and addressing concerns related to workload and morale. An increase in teaching release opportunities, funded by Melville Business and the Provost office, is helping to assist in avoiding layoffs during this, what we hope is temporary, enrollment declines. Our goal is to foster a supportive and collaborative environment that enables our staff and faculty to excel and adapt to evolving demands.

In response to market demand and the evolving landscape of business education, we have successfully developed and soon to be added to the university governance process, a new Master's degree program in Operations and Supply Chain Management. This program is designed to equip students with advanced skills and knowledge in supply chain, operations, and logistics, preparing them for leadership roles in the industry. Initial feedback from prospective students and industry employers has been positive, and we are optimistic about the program's potential to attract and retain talent.

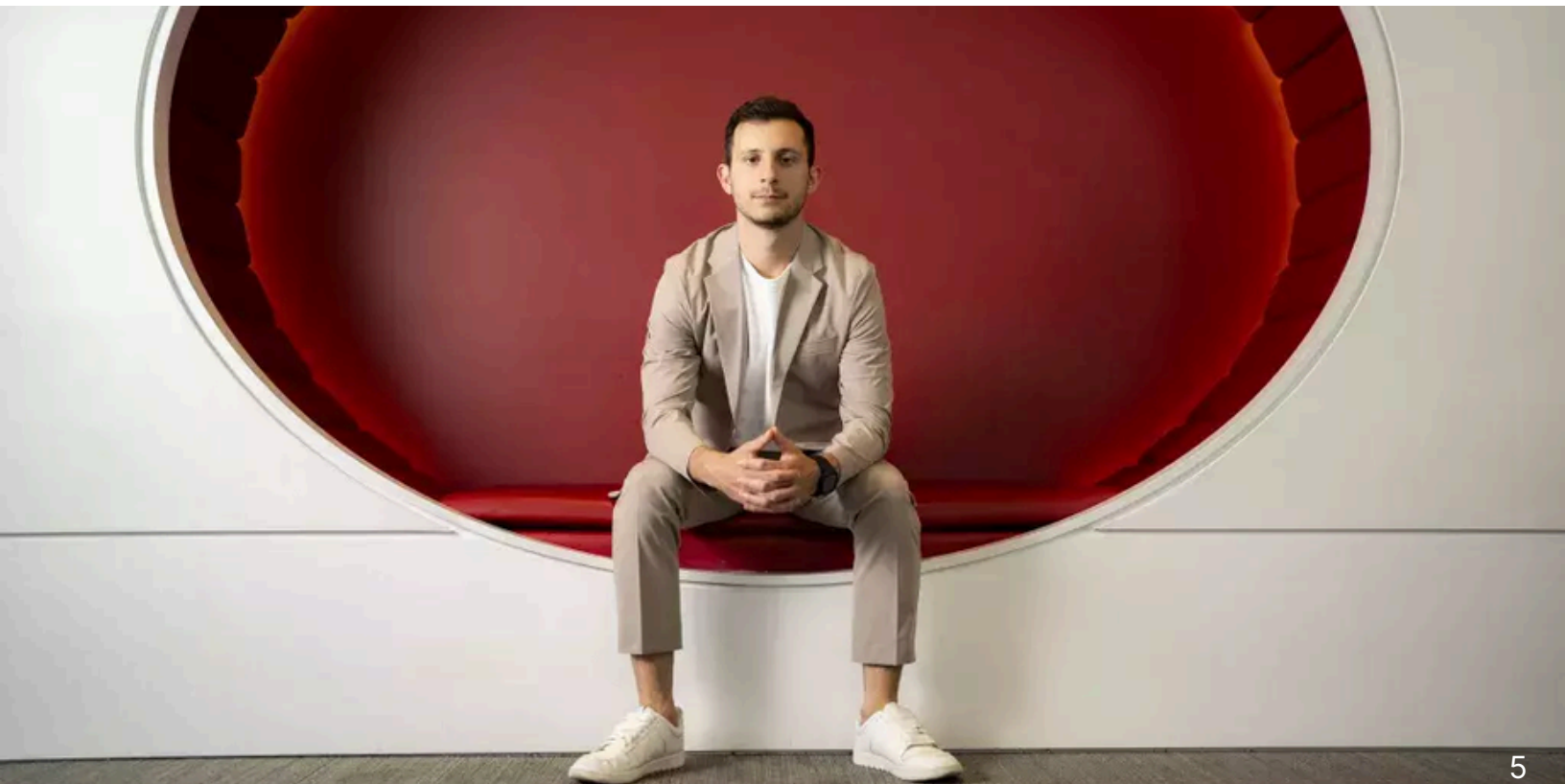


The integration of artificial intelligence (AI) into our curriculum has been a focal point this year. We have made significant strides in reviewing the incorporation of AI concepts into various courses, with a particular emphasis on its applications in business decision-making and strategy. This initiative includes the development of new coursework aimed at preparing students for the AI-driven future. Our commitment to AI education reflects our dedication to staying at the forefront of technological advancements and providing our students with relevant, future-ready skills.

Our Continuing and Professional Studies (CPS) programming has seen notable growth. This expansion aligns with our strategic goal of offering flexible and practical learning options for working professionals. The increased enrollment in CPS courses highlights the demand for lifelong learning opportunities and underscores our role in supporting career development and skill enhancement. We will continue to refine and expand these offerings to meet the evolving needs of our community.

This year has been one of both challenge and opportunity. While we have faced difficulties in enrollment and staffing, we have also made significant strides in program development and innovation. Our focus on AI education and the growth of our CPS programming demonstrates our commitment to adapting to industry trends and providing value to our students and professionals.

Looking ahead, we will continue to address the challenges with strategic initiatives and leverage our successes to drive further growth and excellence in our business school. I am confident that with the support of our dedicated faculty and staff, we will navigate these changes successfully and emerge stronger.



**VISION**

To embolden business and technology learners to become inclusive community builders and conscious change makers.

**MISSION**

Walking the path together from discovery to impact.

**VALUES**

Humility, Courage, Curiosity, Responsibility

## Our Leadership

**3078**  
NEW  
STUDENTS

**1579**  
BUSINESS  
GRADUATES



**286**  
FACULTY  
MEMBERS

**1715**  
BUSINESS  
SECTIONS

**Stephanie Howes**  
Dean



**Abhilash Nambudiri**  
Associate Dean



**Suzanne Pearce**  
Associate Dean



**Alia Somji**  
Associate Dean



**Shari Ann Herrmann**  
Associate Dean



**Travis Higo**  
Divisional  
Business Manager



**Tracey Bowles**  
Divisional  
Business Manager

# Academic Goals

- Enhance mechanisms, connect faculty and student scholars with support through continuous review, ensure program content is:
  - i. successfully delivered to both international and domestic students
  - ii. socially responsible, and
  - iii. attuned to industry needs
- Expand Melville scholarship characterized by faculty-student collaboration.
- Build a community of student change makers through a diverse and engaged student community, both inside and outside of the classroom.
- Enhance student self-discovery by pushing the boundaries of experiential pedagogy while expanding students' opportunities to be work-life ready.

## Future Business Leaders with YELL Canada

Members of YELL Canada's program for young entrepreneurs and approximately 50 high school students convened at KPU this past Winter for the annual Future Business Leaders case competition. Participants were tasked with developing a solution to a community issue linked to the United Nations Sustainable Development Goals. Members of the winning team each earn a \$1,000 KPU tuition voucher for their concept- this year's winners pitched a rideshare app similar to "Uber" but with therapists as drivers, called "Ride 2 Recovery". Our partnership with YELL allows KPU & Melville School of Business to recruit local high school students already interested in entrepreneurship.

## Student Case Competition Teams

This year, Melville students took part in 4 Case Competitions: ACHIEVE (Toronto Metropolitan University), Winter City Case Competition (Northern Alberta Institute of Technology), Western Canada Business Competition (Douglas College), and HRC West (Camosun College). Student participants include: Micah Sherart, Hassan Shafi, Rousbel Rabanal, Manveer Kaur, Angel John, Ridhi Khullar, Keerat Bhandal, Kenneth Barnedo, Gus Cossich Sales, April Pamintuan, Andrea Noronha, and Jez Matthews.

Our case teams meet regularly throughout the academic year, with support and mentorship from coaches including Carlos Calao, Duane Radcliffe, Robert Wood, Sabrina Rai, Hillary Samson and Mina Sahota.



ACHIEVE CASE TEAM: MICAH SHERART, HASSAN SHAFI, SABRINA RAI (FACULTY), ROUSBEL RABANAL, MANVEER KAUR

# Academic Goals

## Student Research and Innovation Grant recipients

Sholpan Aralova and Nichol Louis, two Post-Baccalaureate Operations & Supply Chain & Technical Management and Services (OTM) students were awarded a Student Research and Innovation Grant (SRIG) award to work with instructor Marcelo Machado in a project about the use of AI for improving the sustainability performance of supply chains. The trio has been surveying BC companies with large carbon footprints as part of the project. The students have the opportunity to learn from a different research-based perspective, yet in practical way by interacting with real businesses.

## Public Relations Starry Night Event

In March, Public Relations Campaign & Event Management (PRLN 2120) students hosted internal stakeholders as well as industry professionals for a special evening of community building on KPU's Richmond Campus. These students pitched, planned, promoted, and executed a "Starry Night" evening of networking and connection. The highlight of the evening was an engaging talk by KPU Alumni and strategic communications expert, Kareem Allam of Fairview Strategy, who graciously donated his time.

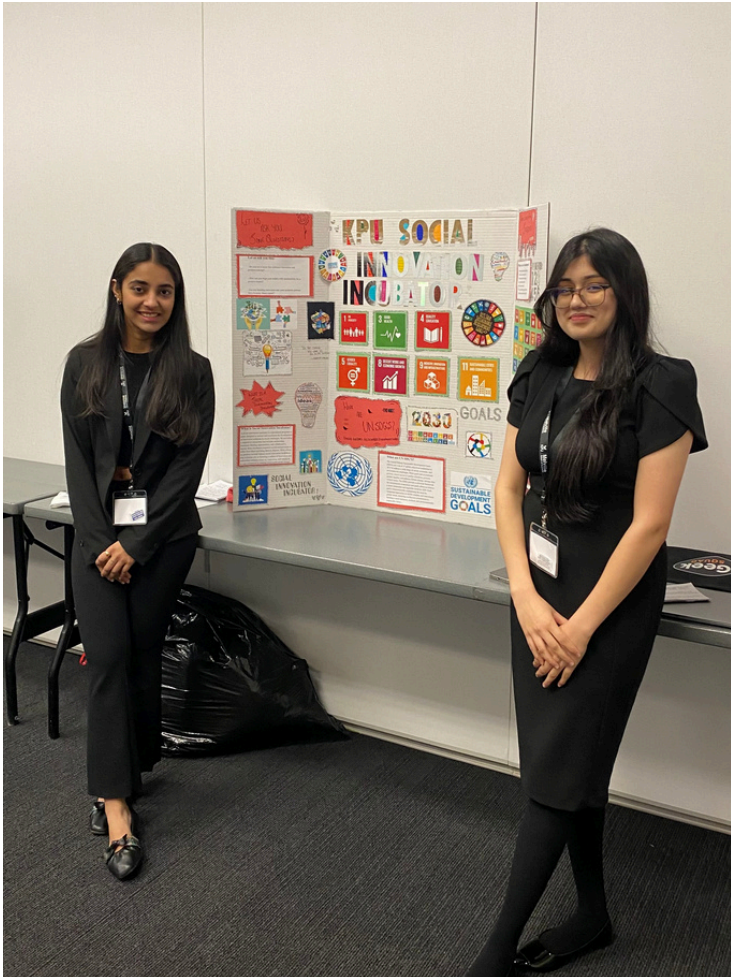


## Program Launch: Citation in Cloud Architecture & Security

The Melville School of Business is excited to announce the launch of a new program starting Fall 2025: A Citation in Cloud Architecture and Security. This program is designed to cater to a diverse audience, cutting across seasoned IT professionals to recent graduates with a passion for technology. The program offers a focused and comprehensive curriculum of five courses total. For recent graduates, it provides an opportunity to gain specialized knowledge and be at the forefront of an industry with an ever-increasing demand.







During the Spring term, the team of Manmeet Kaur (CSIT) and Rija Khurram (HRMT), together with their Faculty Lead and Mentor, Michael Schanz produced a viral video, explaining the possible pathways for students who might be interested in participating in a May 2025 business pitch event. They also attended numerous conferences and events (UNSDG related) as well as conducted classroom visits explaining the competitive process in detail.

Event winners will receive assistance with funding by learning how to effectively access potential pools of capital from financial institutions, corporates, foundations, government and individuals. Winners will also receive further mentorship support regarding networking, strategy, marketing, operations, communications and risk assessment.

To ensure preparedness, two new Entrepreneurial Leadership Special Topics courses have been created and will be instructed in Fall 2024 and Spring 2025 terms, the first of which will help course registrants perform a full Business Analysis and Ideation evaluation phase and in the second complete a Project Development and Presentation phase. These courses will help to prepare students for the projected May 2025 Pitch Event.

## Social Innovation Incubator

The Social Innovation Incubator, an initiative launched in alignment with the United Nations Sustainable Development Goals (UNSDGs) is aimed at fostering the development of early-stage business start-ups and supports entrepreneurial projects in Melville students, through business support services, physical workplace, funding, and networking possibilities.

By providing access to entrepreneurial coaching and support, funding channels and other support systems, students will be encouraged to engage in viable transformational endeavors that serve the community as well as other students. The hope is that the May 2025 Pitch event showcases KPU's potential entrepreneurs from across all faculties within the University.



# Strategic Goals

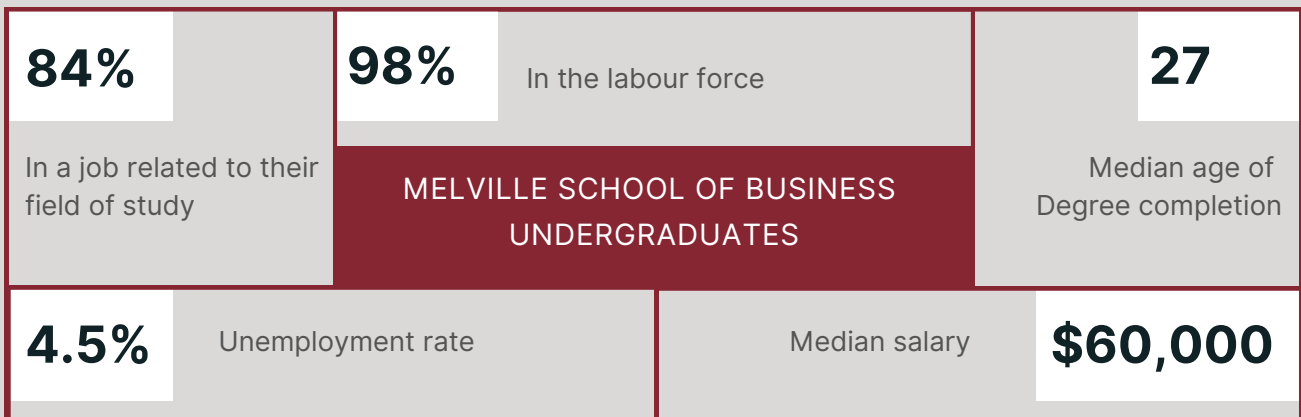
- Continue building Melville’s reputation as a school that successfully delivers distinctive business education
- Foster belonging through an engaged, effective, and continuously developing Melville faculty and staff team
- Strengthen connections with Melville alumni
- Strengthen Melville networks that connect students to a diverse set of employers

## Accounting Alumni & Careers in Accounting Event

The annual Careers in Accounting event took place in November alongside the Accounting Society of Kwantlen (ASK) student club. The event allows accounting students to network with employers and alumni from all different fields of practice and industry. In March, the accounting department hosted a smaller but similar event to bring together accounting alumni.

## Manvir Deol: 30 Under 30

BBA Marketing Management alumnus Manvir Deol was named on BC Business’ Top 30 Under 30 list. Manvir co-founded CLIQMedia, a marketing agency, and Plan Your Space, a visualizing studio which allows clients to walk through a floorplan of their future house in actual size, to get a feel of it prior to construction. The Melville School of Business, working alongside both CLIQMedia and Plan Your Space and KPU’s Alumni Affairs office, launched a social media campaign tagged “Melville Alumni in Action” last Spring.



## Student Success Team

Our team of Business Degree Advisors and Student Success Coaches provide students with the information, tools, and skills to achieve their goals. From helping navigate through program requirements, to pointing to the right resources and guiding the transition from student life to professional life!

Our Success team has remained committed to the main goal of ensuring a seamless learning and transitioning process for all business students. This is ensured by their various initiatives aimed at providing each student with adequate information and support for continued academic and career success.



### Team Goals

- Continue to positively impact student success, retention, graduation, and degree progression for our students.
- Continue to facilitate academic planning, exploration and informed decision making.
- Assist students in identifying career goals, developing career plans and tracking student's success.
- Conduct intentional live career webinars and organize networking events with employers aiming to develop important career skills and ensuring students meet the labour market standards.
- Regularly assess the effectiveness of student success programs and services and apply improvements and adjustments.
- Continue connecting students with flexible and program related internships to ensure the practical application of the polytechnic principles.

### Appointments Booked

#### Business Degree Advising

Fall..... **592**

Spring..... **680**

#### Student Success Coaching

Fall..... **557**

Spring..... **607**

# Strategic Goals

## Co-Operative Education

Co-operative Education (Co-Op) is a program where students alternate between study and paid work semesters, using course knowledge and skills on the job. These postings and placements connect students to potential employers. In the 2023 Academic Year, 1,050 Co-op jobs were posted.

- 230+ MSB students were successful in securing a Co-op placement, with a diverse set of employers.
- 500+ MSB students were approved to take the Co-op option in their program.

## Melville Business Strategy Internship Program

The Melville Business Strategy Internship Program (MBSI) is a paid, part-time internship where students can work for a business for up to six months and develop their program skillsets. It is currently open to business students in any of our programs. Our team vets the students as well as supports the employers through the administrative tasks. 50% or more cost savings for businesses hiring a student intern is made possible by our partners, MITACS and RBC Foundation. A total of 51 students placed in internships. Approximately 1 in 5 students are permanently hired into a role with the industry partner in completion of the internship.



Fall 2023

Spring 2024

Summer 2024

15 interns

16 interns

20 interns

# Academic + Strategic Goals

- Expand mechanisms that showcase Melville-produced scholarship
- Deliver indigenous-informed business education by engaging, listening to and collaborating with Indigenous communities
- Attract diverse industry experts who are passionate about advancing students' journeys through applied learning



## 0.6% Professional Development (PD) Funding Recipients

0.6% PD funding is a competitive internal funding opportunity that can be used for a variety of professional development activities, including pursuing advanced education, presenting scholarship or research at conferences, engaging in scholarship and research, hiring a student research assistant, etc. Congratulations to the successful recipients of this Academic year:

<b>John Frazer</b>	<b>Royal Roads University Masters of Arts in International and Intercultural Communications (MAIC)</b>
<b>Marcelo Machado</b>	<b>The Sustainability of AI or AI for Sustainability: Why Can't it Be Both?</b>
<b>Maria Kilina</b>	<b>University of British Columbia Certificate in Organizational Coaching</b>
<b>Maryanne Eva</b>	<b>Engaged Management Scholarship Conference 2023 + Doctoral Research (executive D.B.A.)</b>
<b>Sarah Duncan</b>	<b>Mindfulness Mentorship Training</b>

# Academic + Strategic Goals

## Faculty Time Release Recipients

- **Ulrich Paschen & Tara Immell:** Melville School of Business Principles for Responsible Management Education (PRME) Lead
- **Mike Ford:** PRME Lead, Graduate Diploma expansion, Decolonization, Indigenization & Reconciliation Champion
- **Justin Molander & Jeannette Paschen:** Decolonization, Indigenization & Reconciliation Champions
- **Valerie Warren:** Implementation and support of new tool and processes for Learning Outcomes
- **Shari Ann Herrmann:** Standing Committee on Educational Quality (SCEQ) Chair
- **Andy Law & Mandeep Pannu:** Developing cloud security curricula and industry-focused upgrading certificates
- **Sabrina Rai:** Melville School of Business Case Competition Champion
- **Mina Sahota, Pamela Ip & Marcelo Machado:** United Nations Sustainable Development Goals (UNSDG) Champions
- **Michael Schanz:** Student Innovation Hub faculty lead



## PAC Appreciation Event

In November, the Melville School of Business hosted an in-person social event that gave us the opportunity to thank our industry representatives for contributing to the Melville School of Business's progress, as it relates to our educational programming and strategic planning. Industry experience, perspectives and expertise have been and continue to be invaluable to our business school's success, and more importantly help us to ensure students flourish once they begin their work life as new graduates. Approximately 55 guests attended this event at the Wilson School of Design building on KPU's Richmond Campus.

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## Indigenous and Decolonization Group Time Release Results

Three faculty members were given a time release to work to support the Decolonization and Indigenous inclusion objectives as set out in the KPU Academic Plan. Together, they:

- Identified a list of current perceptions, gaps and barriers to decolonization within our school.
- Met with VP Indigenous to educate on Pathway to Systemic Transformation and other strategic KPU-wide initiatives.
- Supported new program development to weave indigenous content and practices into the curriculum.
- Developed AFOA and CPAWSB partnership with KPU to deliver Indigenous Learners in Accounting Initiative.
- Guest spoke for various topics such as elevator pitches, communication and leadership for Sto:lo Youth Entrepreneurship Initiative, which brings current and aspiring Indigenous youth together.
- Volunteered for Seabird Island Band.
- Participated in Professional Development: Land-Based Leadership Coaching, Indigenous Adult Instructor Diploma (NVIT).
- Created a resource repository for Indigenous content.
- Launched a dialogue series for Indigenous community members, faculty and administration.



Melville School of Business instructor **Sasha Ramnarine** was named in Business Vancouver's Top 40 Under 40!

## Future Program Renewal and Reviews

- Accounting Program Renewal has had a time release approved.
- Entrepreneurial leadership has begun program review. It is finalizing its curriculum map and will be starting surveys this summer.
- Economics is undergoing a program review.

# Academic + Strategic Goals

## Melville Student Project Showcase



In March, the Melville School of Business held the inaugural Student Project Showcase event. Approximately 120 students, industry guests were in attendance. A handful of students also had the opportunity to present their own projects, showcasing their creativity and innovation. One of the highlights was the keynote "Career Development in 2040" led by KPU faculty, Dr. Candy Ho, offering invaluable insight for our students.

Overall, this event was an enriching experience for all who attended and we look forward to organizing this event again next year.

## Melville Influencers Circle

In May, we held our annual Melville Influencers Circle event. An event aimed at promoting collaborative learning opportunities between our faculty and industry partners with the ultimate goal of enriching the learning environment for our students. During the event, we were privileged to hear insightful presentations from two of our esteemed industry partners: Amin Sunderji, Regional VP for Surrey, Tri Cities & Valley West Market for BMO, and Annika Rosanowski, Business Development Advisor for Mitacs.



## Industry Insider Series

The Melville School of Business hosts three Industry Insider events per Academic year, where students can network and have their career-based questions answered by industry professionals. This series offers invaluable insights into crucial skills such as networking, communication, goal setting, adaptability, and problem-solving. The strategies acquired from this event are indispensable for students striving to excel in the Canadian business environment.

Each session includes insights from five panelists from varying industries.



## Program Advisory Committees (PAC)

The role of the Program Advisory Committee is to assist the Melville School of Business in offering its students the best and most industry relevant program possible. The Melville School of Business currently has 11 committees, which meet twice per year. These meetings provide us with an opportunity to gain valuable feedback, expertise and perspective specific to each of our programs.

**Industry feedback is important to us. To join one of our PACs at the Melville School of Business, please e-mail us at [business@kpu.ca](mailto:business@kpu.ca).**

We thank professionals from the following companies who have participated in Melville School of Business PAC committees:

<p>ABERCROMBY MELNYCHUK ACHIEVE AI ADECCO ADVANCED INTELLIGENT SYSTEMS INC. ANCIENT NUTRITION ANTHEM PROPERTIES GROUP ARC'TERYX EQUIPMENT ASCM – BC CHAPTER. ASSEMBLY MEDIA INC A52 FULFILLMENT BC CHAMBER OF COMMERCE CANUCK PLACE CHARTERED PROFESSIONAL ACCOUNTANTS OF BRITISH COLUMBIA CHECKWELL (BACKCHECK) CHOICES MARKETS CITY OF ABBOTSFORD CITY OF MAPLE RIDGE COAST CAPITAL SAVINGS COASTAL DRONE CONCERT PROPERTIES CPA WESTERN SCHOOL OF BUSINESS CPHR BC &amp; YUKON CRAFTSMAN SPECIALTY PRODUCTS CREATIVE DESTRUCTION LAB CTRS MARKET INTELIGENCE CTRS, MARKET INTELLIGENCE AGENCY DESTINATION CANADA DILLON CONSULTING LIMITED</p>	<p>ESSENTIAL BENEFITS INC. EXAN SOFTWARE FACTORS GROUP OF COMPANIES FAIRVIEW STRATEGY FIRST WEST CREDIT UNION FORTINET TECHNOLOGIES (CANADA) INC. FRASER VALLEY HEALTH AUTHORITY FRONT AND CENTRE FULCRUM PROJECTS LTD GENERAL FUSION GOODWIN &amp; MARK LLP HONEYWELL- BUILDING SOLUTIONS. INTERVISTAS CONSULTING GROUP LAND TITLE AND SURVEY AUTHORITY LEMONSTAND LILIAN CAZACU NOTARY CORPORATION LORDCO AUTO PARTS LULULEMON LULULEMON STORE SUPPORT CENTRE MARK HEILIG &amp; ASSOCIATES MC FREIGHT SYSTEMS METRO VANCOUVER MIJO SPORT MOTOROLA SOLUTIONS MOVEUP TOGETHER NITRO LUBE, INC. ONE TWENTY THREE WEST</p>	<p>PACIFIC NATIONAL EXHIBITION (PNE) PARIAN LOGISTICS INC. PIVOT HR SERVICES PWC CANADA ROMEX CANADA ROYAL COLUMBIAN HOSPITAL FOUNDATION SAVE-ON-FOODS SECURE-RITE MOBILE STORAGE INC SHOPIFY PLUS SITEPARTNERS SOMERS POULIN HALL BARRISTERS &amp; SOLICITORS STEMCELL TECHNOLOGIES SUNRISE KITCHENS LTD. SUPPLY CHAIN CANADA SURREY BOARD OF TRADE SURREY SCHOOL DISTRICT #36 TD BANK TELUS THE DISCOVERY GROUP TIME IS NOW MARKETING TRACTION ON DEMAND URBAN BARN VALLEY ACRYLIC BATH LTD. VANCOUVER COASTAL HEALTH VANCOUVER PUBLIC LIBRARY (VPL) VIRGINIA HICKMAN VIRTUAL FINACCT WEBER SHANDWICK YOU MOVE ME ZUM RAILS</p>
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# Dean's Message

## A Look Forward



I am excited to share with you some significant updates and initiatives that are set to propel our Business School into a new era of excellence and innovation. These changes reflect our unwavering commitment to advancing business education and preparing our students for the dynamic challenges of the global marketplace.

1. **Unveiling Our New Brand Identity:** We are proud to introduce a refreshed brand identity this Fall 2024, that encapsulates the essence of our Business School's vision and values. This new branding will enhance our visibility and strengthen our position as a leader in business education. Our updated logo, colors, and messaging will better represent our commitment to innovation, social responsibility, and leadership in the business sector. The new branding is expected to launch by end of September 2024.

2. **Driving Innovation in Education Programming:** In response to the evolving landscape of business and higher education, work has begun to transform our educational programs and offer more cutting-edge, relevant content. Our updated curriculum will incorporate the latest industry trends, technologies, social and environmental goals, and interdisciplinary approaches. We are focusing on experiential learning, data-driven decision-making, social responsibility, and strategic thinking to ensure that our graduates are well-equipped to lead and innovate in their careers.

3. **Enhancing Work-Integrated Learning Opportunities:** Recognizing the importance of work-world experience, we are expanding our work-integrated learning initiatives, such as the Melville Business Internship Program expansion to include our diploma students. Through new partnerships with industry leaders and an increased number of internships and collaborating to secure more co-op placements, we are providing students with hands-on experiences that complement their academic studies. These opportunities will help students build professional skills, gain valuable insights, and establish meaningful connections in the business world.

4. **Developing New Graduate Education Programming:** We are excited to announce the development of new graduate education programming designed to foster advanced learning and applied research. Our newest graduate program in Operations and Supply Chain Management has completed its Full Program Proposal and will begin the internal governance process, starting with the Melville Curriculum Committee in Fall 2024. This development aims to enhance the academic and professional growth of our graduate students, providing them with the tools and support needed to thrive in their field. The new master's degree is the first graduate degree with Melville and is helping to set the stage for several more graduate level offerings at KPU and Melville in the future.

5. **Launching New Student Recruitment Efforts:** To attract top talent and diverse perspectives, we will be engaging in enhanced student recruitment strategies. Our approach includes targeted outreach, engaging events, program information sessions, and a revitalized digital presence to better showcase the unique opportunities of our business school. We aim to connect with prospective students who are passionate about pursuing a career in business and contributing to our academic excellence.

These initiatives are a testament to our dedication to provide an exceptional business education and preparing our students for success in a rapidly evolving world. I look forward to seeing the positive impact these changes will have on our community and the future of our Business School.

Thank you for your continued support, unwavering dedication and enthusiasm as we embark on a journey filled with opportunity and pride in our business school and university.

*Stephanie Dues*





# Melville

School of Business

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Surrey, BC V3W 2M8  
Main Building, Room 216

## **KPU Civic Plaza**

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Surrey, BC V3T 0K2



[kpu.ca/melville](http://kpu.ca/melville)

