

PRME

SHARING INFORMATION ON PROGRESS REPORT 2023

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LAND ACKNOWLEDGEMENT

As members of the School of Business at the University of the Fraser Valley, we respectfully acknowledge that our institution is located on the ancestral lands of the Halq'eméylem-speaking Stó:lō Peoples, People of the River, who have occupied this land since time immemorial.

Our commitment at the School of Business is to honour and observe Indigenous knowledge and worldviews, to nurture reciprocal and collaborative relationships with Indigenous communities, and to advance the work of reconciliation and decolonization at all levels of our organization and beyond.

THE IMPORTANCE OF INDIGENIZATION

The School of Business ("The School") at the University of the Fraser Valley (UFV) is dedicated to enhancing its partnership and engagement with Indigenous communities, as part of UFV's *Strategic Indigenization Plan* and commitment to the *Truth and Reconciliation Commission of Canada (TRC) principles and the TRC Final Report with 94 Calls to Action*. As UFV embraces its responsibility to Indigenize the Academy, the School recognizes its role in addressing gaps and identifying new areas for Indigenization.

In line with these commitments, the School aims to tailor its programs and services to meet the needs of our Indigenous communities. It recognizes that as a

post-secondary institution, it has a responsibility to contribute to the process of Indigenization and to lead the way in the community. By doing so, it can help to optimize its ability to be responsive at the intersection of Indigenization and academia.

Overall, the School is committed to strengthening its partnership and engagement with Indigenous communities, recognizing its responsibilities, and contributing to the process of Indigenization. Through these efforts, the School is playing a role in promoting the principles of the TRC and advancing the process of reconciliation.





MESSAGE FROM THE PRESIDENT

Here at the University of the Fraser Valley (UFV), we have the privilege of living and working in the territory of the Stó:lō people, the people of the river. It is one of the most beautiful regions in the world, one with incredible scope and impact when it comes to sustainable development. We have a deep connection with the people of this community and are truly grateful for the natural beauty that surrounds us. It is this connection and gratefulness that guides us in our work of ensuring our students are ready to make a positive change both locally and beyond.

Leading with our commitment to Indigenization, we continually strive towards dismantling settler colonialism by centering Stó:lō ways of knowing and being in the University. Our mission to transform lives is rooted in the values held by the Stó:lō people that each person has a special and unique gift. At a foundational level, this means prioritizing the health and well-being of our community members and our ecosystems, so that everyone can have the opportunity to thrive.

Likewise, it means integrating equity, diversity, and inclusion (EDI) into all aspects of our institutional culture, thereby allowing everyone to feel valued and supported. UFV is one of many Canadian universities dedicated to applying Universities Canada seven inclusive excellence principles to advance EDI in all that we do. In 2021, UFV hired its inaugural Director of EDI to provide leadership in generating and nurturing an environment that supports and produces best practices, policies, and pedagogy for EDI.

Our commitments to Indigenization and EDI, in conjunction with community support, has led to the creation of UFV's Peace and Reconciliation Centre (PARC), which is the first of its kind in Canada. The centre aims to be a supportive and peaceful place to promote dialogue, research, scholarly and artistic work for faculty, students, and the community to approach differences, conflicts, and activism. Members of PARC seek to identify, understand, and reconcile differences

in a way that works for the good of the individual, the community, and the world we live in.

We continue in our commitment towards modelling a more sustainable campus, and in broadcasting leadership in environmental sustainability to our students, staff, and faculty. In the Spring of 2021, we established the Office of Sustainability (OoS), a department focused on bringing a pan-institutional approach of holistic sustainability to UFV. The OoS creates initiatives, increases awareness and education about environmental, social, and economic sustainability, and coordinates and tracks UFV's institutional-wide sustainability efforts. The OoS has fast become a central resource and driver of positive change at UFV and in the community.

Recent climate events in the Fraser Valley and the increased visibility of racism and human rights issues across North America have increased awareness of sustainability issues locally. As such, more people than ever are seeking out opportunities to support UFV's sustainability initiatives. Students get involved with

sustainability to contribute to their local and global communities and to combat the climate angst affecting the mental wellness of our younger population.

We have made significant strides in recent years to reduce our institution's operational impact on the environment through various sustainability initiatives. Some of these include a dedication to green building design and construction, energy efficiency upgrades, reduction of CO2 emissions, and low-carbon transportation infrastructure installations.

UFV continues to be committed to the United Nations' Principles of Responsible Management Education (PRME) and is proud to present its fourth progress report to the PRME community.



Dr. James Mandigo
Acting President and Vice Chancellor, UFV





MESSAGE FROM THE DEAN AND INTERIM DIRECTOR

We are excited to share the news that the School of Business is now part of the newly established Faculty of Business and Computing at UFV. Previously known as the Faculty of Professional Studies, this change highlights the increasing integration of business, computing, and technology disciplines. By aligning our programs with this evolving landscape, we are equipping our students with the skills and knowledge they need to excel in the ever-changing Canadian and international job markets.

As we reflect on the past two years, we find great satisfaction in recognizing the achievements made by the UFV School of Business. Despite facing challenges such as Covid-19, our School has demonstrated remarkable resilience, unwavering commitment, and a remarkable capacity to integrate the Principles for Responsible Management Education (PRME) into our curriculum, research, and organizational practices.

In an era where collaboration and sustainability are paramount, educational institutions must work collectively to build an inclusive and sustainable global economy. Our School is fully dedicated to fulfilling its role in this endeavor.

The Sharing Information on Progress (SIP) Report 2023 serves as a testament to our progress, offering insights into our accomplishments and aspirations. Notably, the School successfully hosted its inaugural UN SDGs LAB in March 2023—an enriching event that united diverse stakeholders including faculty, staff, and students under a common purpose of understanding the United Nations Sustainable Development Goals (SDGs) and making tangible contributions to sustainable development. The event's success showcased the School's significant achievement and its positive impact on the wider university community.

Continuing our commitment to global social responsibility, the School has integrated Ethics, Responsibility and Sustainability (ERS) focused content into various courses, such as BUS 400 (Business and Society), BUS 408 (Teamwork in Organizations), and BUS 444 (Advanced Management Accounting). BUS 408, for instance, encourages students to undertake community outreach projects, highlighting the potential for small teams to effect positive change in the larger community. An inspiring example of this is the “Toys for Kids” fundraiser, organized in collaboration with Archway Community Services, Abbotsford Food Bank, and the Christmas Bureau, to provide toys for children during the holiday season.

BUS 400, delivered through a case study-based model developed in partnership with the UFV Centre for Experiential and Career Education and the Canadian Chamber of Commerce, Vietnam, has become a flagship program of the Global Challenge Vietnam Project. This initiative has proven to be a valuable collaborative opportunity, fostering an enhanced understanding of corporate social responsibility, employee and shareholder rights, environmental obligations, and fair business practices in diverse international and local contexts.

Enactus UFV, a student-led social entrepreneurship organization, has attained significant milestones under the mentorship of Assistant Professor Dr. Saeed Rahman from 2021 to 2023. Through collaboration with the UFV School of Business, faculty, business leaders, and the community, Enactus UFV has developed impactful business projects that foster social change and empower individuals. Their notable accomplishments include emerging as champions in the 2023 Scotiabank Climate Action Challenge Regional Exposition and achieving semi-finalist status in the 2023 Enactus National Exposition, competing against 44 teams from universities across Canada. These achievements showcase the dedication and success of Enactus UFV in creating sustainable solutions and making a positive impact on society.

Under the guidance of Associate Professor Dr. Masud Khawaja, four students majoring in human resources management from the School achieved remarkable success at the International Business Ethics and Sustainability Case Competition. They secured first place in two categories by presenting a case centered on UN SDG #8 - Decent Work and Economic Growth, which focused on the respectful employment and collaboration with local Indigenous communities in Alberta within the emerging lithium brine extraction industry. These achievements highlight the ongoing success of our program and curriculum in fostering graduates who excel both professionally and as socially responsible individuals.

As proud signatories of PRME, we remain steadfast in our commitment to inspire and educate the next generation of responsible leaders. Our innovative curricula, experiential learning opportunities, and research excellence all contribute to this mission. The SIP 2023 report provides a comprehensive overview of our activities and accomplishments over the past two years, instilling us with a sense of pride and renewing our dedication to forging a brighter, more equitable future.

On behalf of the Faculty of Business and Computing and the School of Business, I am honored to present this report, acknowledging our achievements thus far, and reaffirming our unwavering commitment to the PRME principles.

Sincerely,



Dr. Chris Schinckus
Dean, UFV Faculty of Business and Computing
Interim Director, UFV School of Business

UFV AT A GLANCE

The University of the Fraser Valley (UFV) is a regional, teaching-intensive university, located in British Columbia's beautiful Fraser Valley. We are a fully accredited public university that enrolls approximately 15,000 students per year. We have campuses and locations in Abbotsford, Chilliwack, Mission, Hope, and Agassiz in British Columbia, Canada and a growing presence in Chandigarh, India.

UFV offers more than 130 programs, including 5 master's degrees, 22 bachelor's degrees, 60 diplomas, associate degrees, and certificates, and 20 trades and technology programs. Our small class sizes – an average of just 24 – creates a learning environment that focuses on the individual, while our practical, hands-on, career-focused approach prepares students for a lifetime of success.

It is our vision to be known as a gathering place for learners, leaders, and seekers, with a system built on the pillars of Integrity, Inclusivity, Community, and Excellence. We will pursue diverse pathways of scholarship, leading to community connection, reconciliation, and prosperity, locally and beyond. We encourage intellectual, cultural, creative, ethical, and social development in order to prepare our graduates for their roles as productive citizens of an increasingly complex and pluralistic society.

Our vision, mission, and values at UFV are closely aligned with the goals of PRME. For instance, part of our mission is to provide an inclusive learning environment for everyone, which dovetails nicely with the purpose of PRME, which is in part "to work for an inclusive and sustainable global economy."

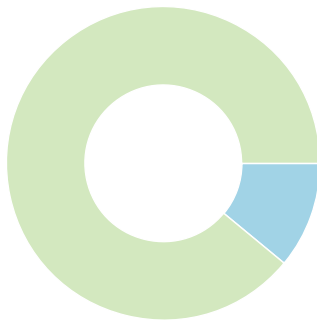


UFV: BY THE NUMBERS

(2021/2022)

14,499

Students



- Domestic – 12,873 (89% of total)
- International – 1,626 (11% of total)
• 56 countries represented

Average class size



24

Students



50,000+

Alumni



2,957

Credentials awarded



1,674

Faculty / Staff

STUDENT EXPERIENCE

2022 CANADIAN UNIVERSITY SURVEY CONSORTIUM

96%

of 1st year students agree that their professors were knowledgeable in their fields

90%

of 1st year students were satisfied/very satisfied with their decision to attend UFV

86%

of 1st year students say their experience met/exceeded their expectations

SCHOOL OF BUSINESS AT A GLANCE

The UFV School of Business provides students the opportunity to achieve leadership, management, global citizenship, and employability potential through business relevant, research-informed education. Our programs prepare students for the real world by providing enriching learning experiences, and courses taught by instructors with industry experience. The School offers three four-year Bachelor of Business Administration (BBA) degrees, two Business Administration Diplomas, two Post-Baccalaureate Diplomas, several Certificates, and a Business Minor. Current enrollment in these programs totals approximately 1,300 students.

The UFV School of Business is committed to providing the best possible experience for its students, as can be seen in our deep engagement with the international accreditation process. Our Bachelor of Business Administration is fully accredited by EFMD. Through a rigorous screening process we are able to demonstrate programs' ability to integrate internationalization, ethics, responsibility, sustainability, and real-life industry experience with solid academic skills. In addition, we are a member of the AACSB, and our Finance Major is acknowledged by the CFA Institute University Affiliation Program for its emphasis on ethics and standards of professional conduct. Accreditations provide many

benefits to the School. They act as seals of approval, signifying the quality of education being delivered. They also embed the School within a network of likeminded institutions, function as tools of quality assurance, and promote continuous improvement and growth.

The past two years have been ones of transition. The UFV School of Business, like most institutions, has moved away from an online-only teaching mode, signaling the return of thousands of students to campus. In this challenging and dynamic context, the UFV School of Business also experienced a change in leadership. Dr. Christophe Schinckus who joined as Director of the School in April 2021, became Dean of the Faculty of Professional Studies (now the Faculty of Business and Computing) in January 2022. One thing that has remained constant throughout, however, is the School's commitment to the PRME initiative. The School continues to promote the values of sustainability, internationalization, and indigenization with the goal of creating future leaders driven by responsible and sustainable global vision. The School has submitted the PRME Sharing Information on Progress Report since 2014, making 2023 our fourth offering. We are proud to submit the 2023 Sharing Information on Progress Report.



SCHOOL OF BUSINESS VISION, MISSION, AND CORE VALUES

VISION

The UFV School of Business will be recognized across Canada for its distinct ability to integrate real-life industry experience with solid academic skills, and as a significant contributor to the economic development of the Fraser Valley region.

MISSION

The UFV School of Business develops individuals to achieve leadership, management, global citizenship, and employability potential through business relevant, research-informed education.

CORE VALUES

STUDENT SUCCESS

We are committed to the success of our students. We are a learner-centred business school that recognizes individual learners' needs. We engage with prospective, current, and former students to support them in their social, intellectual, and personal development.

ACADEMIC EXCELLENCE

We are committed to academic rigour and excellence in our teaching and research activities. We deliver relevant content based on continuous consultation with our stakeholders.

COMMUNITY

We are committed to the economic development of the Fraser Valley region. We support local organizations in addressing their educational and employment needs. We promote international awareness and understanding, bringing the world to the Fraser Valley and the Fraser Valley to the world.

INCLUSIVITY

We give everyone an equal opportunity to engage in postsecondary education. We support the indigenization and internationalization of our programs. We are committed to equity and integration.

COLLEGIALITY


We maintain a collegial and respectful environment. We support each other in growing as educators and researchers. We seek out and maintain partnerships with other members of the university community.

ETHICAL BEHAVIOUR

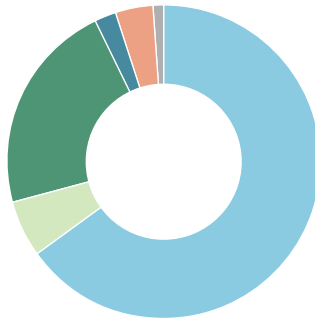
We encourage, practice, and support ethical behaviour. We treat everyone equally. We promote a culture of honesty and transparency. We are committed to corporate and social responsibility. We operate on the basis of sustainability. We understand our values as principles that guide our behaviour.



SCHOOL OF BUSINESS: BY THE NUMBERS

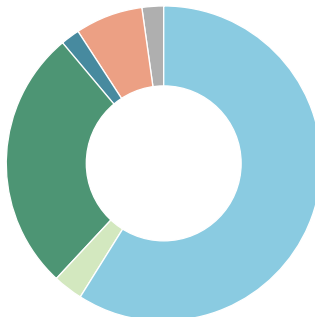
Total Students
 **1,299**

ENROLLMENT BY PROGRAM



- Bachelors – 845 (65%)
- Bachelors Aviation – 71 (6%)
- Diplomas – 291 (22%)
- Diplomas Aviation – 29 (2%)
- Minors – 52 (4%)
- Certificates – 11 (1%)

CREDENTIALS AWARDED



- Total – 239**
- Bachelors – 141 (59%)
 - Bachelors Aviation – 6 (3%)
 - Diplomas – 65 (27%)
 - Diplomas Aviation – 5 (2%)
 - Minors – 17 (7%)
 - Certificates – 5 (2%)



Number of
program advisors

3



Number of
full-time faculty

23



Average class size

27

1

PURPOSE

PRINCIPLE 1

PRiME

"We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy."

OUR COMMITMENT

At the School of Business, our main objective is to develop future business leaders with a strong sense of care and responsibility to their communities. To achieve this goal, we prioritize sustainability, the UN Sustainable Development Goals, and Indigenization in our programs and curricula. We are dedicated to developing the capabilities of our students to lead projects and initiatives that promote social and environmental sustainability and foster inclusive and resilient communities.

PRINCIPLE 1 – PURPOSE

The purpose of responsible management education is integrated implicitly into the School’s mission to develop individuals to become leaders in management and global citizenship, and to strengthen their employability potential.

We strongly believe that in order to be a modern leader, graduates must demonstrate, as well as nurture, ethical behaviour. It is by way of responsible management education that our graduates will have developed an ethical framework, through which they may view the issues facing the world today. UFV School of Business graduates are committed to corporate and social responsibility and are prepared to bring these values with them into their local and global communities. Through this process, we create within our graduates an awareness of their responsibilities as global citizens.

Responsible management education for us means more than understanding the value of human life and well-being and the proper management of natural resources. It also means that a graduate will have developed critical thinking skills and will use creativity and imagination to solve the complex business, social, and environmental problems they will surely face.

Graduates must demonstrate that they can use what they have learned at UFV to initiate change and make a

positive impact in their community. Through responsible management education, we present our students with opportunities to engage with real-world issues, develop effective solutions, and consider the local and international impact of their decisions. Ultimately, they are empowered to act as role models in both their personal and professional lives.

In 2019, the School established the PRME Working Group to advance its mission of developing socially responsible, sustainable, and ethical leaders among its students. This Group oversees, supports, and promotes all of the School’s PRME objectives, integrating the initiative’s purpose and values into its fabric through innovative approaches and methods. Among these approaches is the UN SDGs LAB, a novel experience that brought together a diverse group of individuals to learn how to engage with and promote the seventeen Sustainable Development Goals of United Nations’ in their daily lives. For the first time in its history, the School of Business organized a full-scale SDGs event, uniting participants from various stakeholder groups including students, faculty members, university staffs and community members. The School takes great pride in its commitment to the PRME initiative and its efforts to develop socially responsible leaders who are equipped to make a positive impact on society and the environment.

UN SDGs LAB

A SUSTAINABLE DEVELOPMENT GOALS EVENT

The School of Business is committed to the purpose of the PRME initiative. We have continued to find innovative ways to maintain this commitment, such as new programs, courses, methods, partnerships, and events. To this end, on March 3rd, 2023, in Evered Hall on UFV’s Abbotsford Campus, the UFV School of Business hosted over 100 guests at what we hope will become an annual SDGs event.

The event titled UN SDGs LAB (Launch, Activate, Boost) - formerly known as SDGs Launch – was a day-long seminar and interactive workshop based on the UN’s 17 Sustainable Development Goals. The intent in producing this program was to help guests achieve a better understanding of the UN’s SDGs, how the goals affect their daily lives and the future of the planet, and what they can do to make a positive impact on sustainable development.

We are tremendously proud of this accomplishment, as this event is an excellent example of the kind of initiative that PRME seeks to promote. The SDGs LAB is a clear demonstration of our commitment to values of PRME,

such as those found within the SDGs and UN Global Compact, our use of appropriate methods, as well as the power of partnership and dialogue to promote global social responsibility.

“On UFV’s journey to integrating the UN SDGs into all aspects of the institution, the SDGs LAB helped propel our community forward by bringing awareness and knowhow about the SDGs to UFV and other community members. This event would not have been possible without collaboration with multiple departments and without the support of the Faculty of Business and Computing. Our collaborators deeply understand that sustainability impacts us all and we all have the potential to impact sustainability and that our impact grows exponentially when we walk together on the journey to a better future.”



Jennifer Martel
Sustainability Manager
UFV Office of Sustainability

The School of Business did not create the SDGs LAB alone. In order to produce this event, we partnered with a number of other groups, but none more important than the Foundation for Environmental Stewardship (FES). This youth-led, youth-serving, not-for-profit sustainable development organization is the author of the SDGs LAB instructional materials, and was instrumental in ensuring we presented a polished, educational, and fun experience.

Partnering with the FES also went a long way to lending credibility to our event. They are accredited by the United Nations and have special consultative status with the Economic and Social Council (ECOSOC) of the United Nations and United Nations Environment Programme (UNEP). Their mission is to “create a sustainable future by empowering youth, changing lifestyles, and telling powerful, effective stories through training, education,

advocacy, and mentorship.” We see this is an incredibly worthwhile goal, and believe we were successful in furthering this mission.

In addition to the FES, this event was made possible through a number of other partnerships, especially those with departments within the university. UFV’s Office of Sustainability, for instance, was instrumental in getting the event off the ground and across the finish line. We learned a great deal from our local subject matter experts about sustainability living and how to produce a sustainable event. Another major sponsor of this project was the UFV Student Union Society. They provided the venue and contributed their wealth of experience in event planning.

In addition to expertise, the School of Business also benefited from the financial support of many groups throughout the university. We owe many thanks in this regard to the Faculty of Business and Computing, the Office of the Provost, and again the Office of Sustainability and the Student Union Society. It may be said without doubt, that through planning and hosting this event, the School of Business developed new relationships and deepened existing ones, with a number of departments throughout the University.



As stated previously, the shared responsibility of planning a major event such as the SDGs LAB has the power to catalyze new bonds and strengthen existing ones. At the same time, participation in the event itself presented a similar opportunity for new relationships, in this case, ones centred around the values of the SDGs. For this reason, we carefully selected a diverse group of individuals from both

on and off campus to participate in the event. On campus, invitations were sent to faculty, staff, and students from various departments including the School of Business, the School of Computing, the School of Land Use and Environmental Change, and Global Development Studies.

Off campus, a key demographic we targeted for the event was secondary school students. After sending invitations to secondary schools all around the Fraser Valley, we had the pleasure of hosting twenty high school students and one teacher. It was not just members of educational institutions that participated in this event. Members of the School of Business's External Advisory Board, members of the Abbotsford Chamber of Commerce, members of the Abbotsford municipal government, and local Indigenous leaders were all in attendance. It was our hope, and is now our belief, that the SDGs LAB functioned as a perfect opportunity for UFV and its community to find unity through dialogue and shared values.

The event itself began with a welcome ceremony by local Indigenous Elders. They spoke of the importance of the natural environment and then sang a traditional Indigenous song designed to instill a sense of unity amongst the participants. Our decision to include traditional Indigenous culture within the day's events is part of our ongoing commitment to creating a university that is welcoming to all people, including and especially people of Indigenous ancestry.

The SDGs LAB was an all-day event. Naturally, this meant that we would need to provide our guests with sustenance. It was important, given the nature of the event, as well as our continued commitment to the PRME initiative, to do so in a sustainable and socially responsible manner.

Our first requirement was to hire a caterer. Keeping in mind the importance of local and sustainable practices, we

decided to partner with Lepp Farm Market, a family-owned and operated farm market, located in Abbotsford. All food served at Lepp is sourced directly from Lepp's own farms, located also in Abbotsford.

Another consideration revolved around dishes and cutlery. Rather than use paper or plastic which may end up in a land fill, we chose to rent real plates and cups, which could be washed and reused. In addition, reusable cutlery, made from a sustainable wheat-based material was provided to all guests as gifts. This not only benefited this event, but hopefully encouraged our guests to bring their cutlery with them to use in situations where they may otherwise be forced to use disposable plastic.

All of the products used for this event were purchased from local small businesses. We felt this was an important consideration, as partnering with local businesses supports our community both by enhancing social connections and improving economic conditions. As we mentioned, this was the first time that the School of Business had hosted an event of this kind. As you may imagine, it was a tremendous learning experience for all involved in the planning and participation, leaving us with many areas of improvement to focus on. One of the key takeaways from this event was the challenge of attracting attendees, particularly those from outside the campus community. Going forward, our goal is to increase the number of participants from high schools.

Nevertheless, by all accounts, the SDGs LAB was a resounding success. Attendees conveyed a far greater understanding of the SDGs and their place within society, feelings of connection with their colleagues and community, and reported leaving with a renewed sense of optimism and hope.



"I really enjoyed my experience with the SDGs LAB. Learning how we can work to address the SDGs using a realistic, community-based approach motivated me to take action in my community! This workshop made the idea of working towards the SDGs less intimidating because of the emphasis on local initiatives and their impact. Anyone can make an impact in their community if they think realistically and locally! I really appreciated the rich conversations that sparked at my table and believe that there is value in bringing together the UFV community to discuss these goals (and solutions). I am very happy to have attended the SDGs lab because of the information that I left with and the connections I made."



Addy Schnider
Student Recruiter, University of the Fraser Valley
BA, Business and Communications Graduate 2022

"I have completed SDGs Interactive Keynote and a day long onsite seminar for the advocacy and local implementation of the UN SDGs at our university. This SDGs LAB training provided me with an opportunity to learn about United Nations Sustainable Development Goals in detail.

The seminar facilitator broke down each goal and explained them individually, which was very helpful to understand what each goal encompasses and their purpose. The actual cases and examples discussed during the seminar were useful in understanding how other institutions are implementing these goals in their sustainability efforts. The seminar challenged us to act on these goals locally and be a part of a sustainable future. With a better understanding of what these SDGs are, I feel encouraged to share this knowledge with my students and engage them to tackle SDGs in their research projects that I supervise.

Also, the briefing on SDGs history reminded us of the efforts put into implementing these sustainable development goals, starting from ECO92 in Rio, and how they have evolved over time. It was nice to be able to connect with like-minded people at the seminar who are passionate about sustainability."



Dr. David Dobson
Associate Professor
School of Business

OUR GOALS

2021-2023 GOALS

REFLECTIONS

LOOKING AHEAD

1.1

The PRME Working Group will continue to report and discuss goal progress at the monthly School of Business meetings and continue to monitor our goals quarterly.

The faculty lead of the PRME working group, Dr. Saeed Rahman, shared regular updates on the PRME related activities at the monthly School of Business meetings.

The PRME Working Group will continue to share updates with the School of Business at monthly meetings and will give quarterly updates to the Faculty of Business and Computing Council meetings.

1.2

We will continue the process of adding representatives from various stakeholder groups within the UFV Community to serve on the PRME Working Group.

The PRME Working Group expanded its membership to include representatives from the School of Computing and the Office of Sustainability. This move was aimed at diversifying the group's perspective and enhancing its ability to connect with multiple internal and external stakeholders, as well as exploring ways in which the School of Business can improve its sustainability performance.

The PRME Working Group aims to expand its membership by inviting individuals from other areas of the University to join, including representatives from Enactus UFV, the Student Union Society, and UFV's Indigenous faculty and staff. The PRME working group aims to host events similar to the UN SDGs LAB in 2024.

Kurt Siemens joined the School in November 2022 as the permanent full-time assistant for Quality Assurance, Accreditation, and Stakeholder Engagement. He is a member of the PRME Working Group and supports programming related to PRME initiatives.

2

VALUES

PRINCIPLE 2

PRiME

“We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.”

OUR COMMITMENT

As a post-secondary institution, UFV recognizes the power of its position to advance the values of global social responsibility as expressed in the principles of the UN Sustainable Development Goals. UFV also recognizes the importance of diversity in its student, faculty and staff population, of creating and implementing equity, and of exploring the ways in which inclusion can and should take place in a meaningful way. In addition, we acknowledge the value that Indigenization brings to all aspect of the university. The School of Business will continue to integrate the values of the SDGs, Internationalization, EDI, and Indigenization in its research, teaching, community engagement, and service at all levels.

PRINCIPLE 2 – VALUES

The UFV School of Business continues to be guided by its core values including student success, academic excellence, community, inclusivity, collegiality, and ethical behaviour. At the heart of everything we do is the drive to ensure that students are set up to succeed once they graduate, that they are prepared to face whatever challenges come their way, and that they are adaptable and innovative when faced with creating the future. We acknowledge that the current generation of UFV students will bear the responsibility of addressing the challenges created by their predecessors and shaping the future of our world.

Therefore, now is the time to prepare them for that responsibility and opportunity. The School appreciates that in order to best prepare students for life after graduation, our programs and faculty need to demonstrate adaptability and awareness. As we assess our academic offerings, we consistently strive to integrate our core values and the principles of EDI, Indigenization, and SDGs into our teaching, research, and service. Moreover, we aim to equip our faculty with professional development opportunities to better integrate these values into their work.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development, adopted by all 193 United Nations Member States in 2015, envisions a path forward over 15 years to find peace and prosperity for people and protection for the planet. At its heart is an urgent call for action – the Sustainable Development Goals – a collection of 17 overarching goals and 169 related targets that address the most important economic, social, environmental, and governance challenges of our time. The SDGs clearly define the world we want – an end to extreme poverty, inequality, and injustice in all nations, leaving no one behind. They recognize that these objectives must go hand-in-hand with strategies that improve health and education, spur innovation and economic growth, and produce clean and affordable energy, while at the same time, tackling climate change and preserving life on land and in water.

Successful implementation of the SDGs will require all participants to champion this agenda, including and especially, higher education. Higher education institutions are in the privileged position of being able to shape the hearts and minds of younger generations, while business schools, in particular, have the opportunity to introduce responsible and sustainable practices to future industry leaders. The Principles for Responsible Management Education (PRME) now seeks to advance the mission of

the 2030 Agenda by embracing the SDGs and embedding them within institutions' strategic objectives. PRME ensures business and management schools provide future leaders with the knowledge and abilities needed to balance economic and sustainability goals and deliver positive societal transformations, all while raising the profile of business and management schools around the world. The School of Business has taken this challenge to heart, having been a signatory of PRME since 2014.



SUSTAINABILITY

THE SCHOOL OF BUSINESS CENTER FOR SUSTAINABLE BUSINESS PRACTICES

At the School of Business, we are committed to promoting sustainability and upholding the principles of the United Nations Sustainable Development Goals (SDGs). Our aim is to integrate ethics, responsibility, and sustainability into all of our programs and courses, with the goal of equipping our students to become responsible business or community leaders. We recognize the importance of striking a balance between a business's social, environmental, and financial responsibilities, as

such we are dedicated to ensuring that our graduates possess the knowledge and skills necessary to achieve this sustainability balance.

As part of our ongoing efforts to promote sustainability, we have set a goal to explore the feasibility of establishing a *Center for Sustainable Business Practices* within the Faculty of Business & Computing in the coming years. To achieve this goal, in the 2023-2024 academic year, we intend to consult with a wide range of internal and external stakeholders, including our staff and faculty members, UFV management, Indigenous and community partners, donors, alumni, and employers, in order to explore the feasibility of this initiative and gain insights into how it can contribute to our sustainability objectives.



INTERNATIONALIZATION

For the UFV School of Business, internationalization is the process of integrating a global perspective into our teaching, research, events, and service activities through meaningful cultural exchange. It involves creating an environment that promotes diversity, cross-cultural understanding, and global awareness among students, faculty, and staff. The School has made tremendous strides in recent years toward the internationalization of

our activities, including the promotion of student mobility, collaboration with foreign universities and businesses, hosting international scholars, recruiting international professors and students, and revising our curriculum to include more international content. Our aim is to prepare our students to be effective global citizens, able to compete in the global marketplace, and able to contribute to solving global challenges.

One of our focuses at the School of Business has been to increase student mobility. We offer many study abroad, study tour, and co-op programs, and we strive to inspire students to take advantage of these programs, and to make more accessible. Two of our newest features for improving internationalization are the International Business Major and Minor. The International Business Major includes a full semester abroad at one of UFV's 70+ international partner universities, a feature sure to increase student mobility.

Our approach to enhancing internationalization at the School of Business is multi-faceted. It involves not only increasing student mobility but also bringing international experiences here to our campus in Abbotsford. One way we aim to achieve this is by recruiting faculty members who have international teaching and life experiences, and by encouraging all faculty to incorporate more international content into their curricula. Additionally, we strive to promote diversity by welcoming a variety of international students into our programs. Our ultimate goal is to create a learning environment where diverse perspectives can be shared and exchanged. To ensure

progress, we have established key performance indicators (KPIs) that measure the level of international content in our programs and set specific goals and timelines for their achievement.

The advent of modern technology is providing the citizens of the globe with opportunities never before imagined. Collaborative online intercultural learning – virtual exchange (COIL-VE), a new mode of international thought exchange whereby students and faculty connect with their counterparts from around the globe via the internet, has become a popular way to connect. The power of this process really became evident during the recent global pandemic when people were prevented from travelling due to health concerns. In addition, COIL-VE allows students and faculty to enjoy real international cultural exchange without the typical cost of international travel. COIL-VE most certainly represents a significant innovation in the world of pedagogy and cultural exchange. The UFV School of Business will continue to explore new ways of improving the internationalization features of our programs, research, events, and activities.

EQUITY, DIVERSITY, AND INCLUSION

UFV APPOINTS ITS FIRST DIRECTOR OF EDI

In February 2021, Sundeep Hans became UFV's first Director of Equity, Diversity, and Inclusion. With a wealth of experience across various sectors, including education, healthcare, government, and not-for-profit organizations, she has demonstrated a commitment to advancing EDI through an anti-racism and anti-oppression approach. Hans holds a Master of Arts in Global Diplomacy from SOAS, University of London and served as the senior leader on equity and diversity at the Waterloo Regional District School Board in Ontario, Canada, where she provided systems-level EDI leadership through consultation, and policy and procedure development. Additionally, she developed anti-racism and anti-oppression strategies to

promote culturally responsive education amid the ongoing pandemic. As the Director of EDI, Hans will continue to build and strengthen meaningful EDI frameworks, incorporating EDI principles into the fabric of UFV.





INDIGENIZATION

Indigenization is a key strategic priority of the University of the Fraser Valley. UFV embraces its responsibility to peoples of Indigenous ancestry to provide respectful, relevant, and responsive post-secondary education and training that support their personal development, career success, and their participation in the social, cultural, and economic development of our communities. The University is also committed to promoting knowledge of and respect for Indigenous history, language, culture, values, and Indigenous ways of knowing in its educational, research and service programs, and to including Indigenous voice in its planning and decision-making.

STRATEGIC INITIATIVES FUND

INDIGENIZATION AS A SOURCE OF INSPIRATION FOR THE SCHOOL OF BUSINESS

In October 2021, Dr. Chris Schinckus received a grant of \$10,000 to implement the project titled *Indigenization as a Source of Inspiration for the School of Business*. The grant was awarded through UFV's Strategic Initiatives Fund (SIF), which focuses on community engagement and supports 30 projects created by members of the UFV community. The total allocation from the SIF was \$224,000, which is aimed at realizing the University's integrated strategic plan of engaging learners, transforming lives, and building community.

The main goal of the Indigenization project was to initiate a meaningful Indigenization at the School of Business, and it had four specific objectives. Firstly, the project aimed to create an Indigenous Advisory Board for the School, which now consists of 12 Indigenous leaders who meet twice a year. Secondly, the project provided professional development opportunities for UFV faculty and staff. As part of it, in August 2022, the School organized a two-day summer retreat in Chilliwack, laying the foundations for initiatives enhancing a meaningful Indigenization of the School. Thirdly, the project aimed to map the School of Business curriculum with the Indigenous professional designation. And lastly, it aimed to organize the first National Indigenous Summer Business School within the next two years. The project was well received by the faculty and staff, as well as the Indigenous speakers who attended the summer retreat. Overall, the Indigenization project in the School was a significant step towards realizing UFV's Integrated Strategic Plan and strengthening the University's commitment to Indigenization, Decolonization, and Reconciliation.

HIRING INDIGENOUS FACULTY

In light of the Calls to Action by the Truth and Reconciliation Commission of Canada and UFV's strategic Indigenization plan, the Faculty of Business and Computing (FBC) acknowledges the importance of gradually increasing the number of Indigenous faculty at the School. The FBC is currently in the process to recruit and appoint an Indigenous tenure track faculty member at the School.



OUR GOALS

2021-2023 GOALS	REFLECTIONS	LOOKING AHEAD
<p>2.1 Encourage and support deliberate integration of business ethics, corporate social responsibility, and sustainability concepts in course content throughout the curriculum of all programs.</p>	<p>Many courses currently offered at the School, including BUS 400 (Business and Society), BUS 408 (Teamwork in Organizations), and BUS 444 (Advanced Management Accounting), now include more content related to the SDGs. During the curriculum review process, the School's curriculum review committee considers how the SDGs can be integrated into various courses.</p>	<p>The PRME Working Group will continue to encourage and support faculty members in integrating concepts and principles of business ethics, corporate social responsibility, and sustainability into their course content.</p>
<p>2.2 Prioritize campaigns and projects that educate and promote the Principles of PRME to faculty, staff, and students.</p>	<p>The School of Business has been promoting and supporting on-campus initiatives for the SDGs, such as the annual March for Sustainability events that take place campus-wide. In addition, the school hosted an SDGs LAB event for the UFV community including its students, faculty and staff.</p>	<p>The School of Business, along with the PRME Working Group, will continue to support sustainability-related events and initiatives, such as the SDGs LAB and the March for Sustainability, by promoting them to our stakeholders and by providing financial contributions.</p>
<p>2.3 Expose students to the goals of the University-wide Equity, Diversity, and Inclusion (EDI) Action Plan.</p>	<p>With the recent appointment of UFV's inaugural Director of EDI, our School is now better equipped to establish more tangible objectives and initiatives for upholding EDI principles in the way we educate and prepare our students.</p>	<p>The School will continue to collaborate with the Office of EDI to raise awareness and provide education for our students on the importance of equity, diversity, and inclusion. This collaboration will involve incorporating EDI principles into the curriculum, providing professional development opportunities for faculty, and hosting events and initiatives that promote EDI values and principles.</p>
<p>2.4 Host an annual UFV School of Business 'Sustainability Day' event where students will have the opportunity to learn about sustainability issues, discuss ideas, and celebrate achievements for sustainable living.</p>	<p>A working group comprising members from various departments of the University collaborated with the School of Business to host an SDGs LAB event aimed at raising awareness about the SDGs and creating actionable plans. The event was inclusive, catering not only to the UFV community and stakeholders, but also local high school students.</p>	<p>The School will host an annual event with the objectives of promoting sustainable living and fostering connections among members of the Fraser Valley community.</p>

3

METHOD

PRINCIPLE 3

PRiME

“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.”

OUR COMMITMENT

The UFV School of Business is fully dedicated to fostering an environment that places ethics, responsibility, and sustainability (ERS) at the forefront of our educational approach. This commitment is evident in our integration of ERS-focused learning objectives across our courses, programs, and initiatives. We actively cultivate a culture that promotes ERS principles within our academic community, recognizing the importance of preparing our students to contribute to a more sustainable and responsible future.

PRINCIPLE 3 – METHOD

The UFV School of Business is fully committed to integrating the principles of global social responsibility into our academic activities and curricula at all levels. We employ a diverse range of methods, including credentials, courses, and events to effectively achieve this objective. Our faculty members embrace the core values of the School, which align closely with PRME-related topics. A key program learning outcome of the School is to empower students with the ability to apply an ethical perspective and become responsible global citizens. To ensure that

our graduates possess a comprehensive understanding of these values, the School undertakes a rigorous review of the learning outcomes for each business course. This thorough evaluation aims to seamlessly integrate principles of ERS, as well as PRME topics, throughout the program. By embedding ERS and PRME themes into our curriculum, we demonstrate our unwavering dedication to nurturing graduates who possess a solid ethical foundation and are well-equipped to embrace global social responsibility.

PROGRAMS

The School offers a wide range of programming opportunities for students, including three Bachelor's Degrees, two Diplomas, two Post-Baccalaureate Diplomas, a selection of Certificates, and a Business Minor.

BACHELOR OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration (BBA) is a four-year, 120-credit degree. Students may choose from four Majors and five Minors, or, if they wish, may choose to complete a general BBA. The School offers two additional Bachelors Degrees – the Bachelor of Business Administration in Aviation, and the Bachelor of Business Administration in Agriculture.

Majors

- Accounting
- HRM
- International Business
- Finance
- Marketing

Minors

- Financial Management
- Organizational Studies
- Operations Management / Management Information Systems
- International Business
- Professional Sales

The Bachelor of Business Administration is our flagship program, accounting for approximately 60% of all business credentials awarded. As such, we are always vigilant to keep our curriculum and teaching methods aligned with best practices, informed by the latest innovations, and embedded with socially responsible values. The UFV School of Business is committed to providing a BBA which offers excellent academics, opportunities for international learning experiences, and a strong connection to our community.

The Bachelor of Business Administration Degree represents the best the School of Business has to offer, and the quality of our programming is continually improving. At the School of Business, we believe that quality programming is the result of a combination of factors. Our programs, including the BBA, are built on a framework of properly designed learning outcomes, overlaid with suitable assessment strategies, and effective and innovative teaching methods. Into this framework we introduce a free exchange of diverse ideas, accomplished in part through internationalization features and values-based instruction, aimed at creating leaders driven by a sense of community and personal responsibility.

At this moment, a newly established working group is striving diligently to reimagine the BBA program from the ground up. This revision includes the construction of all new Official Course Outlines and Course Learning

Outcomes. A focus of the working group is to ensure that the School delivers a program that provides students with the best possible learning experience. We will accomplish this, in part, by challenging students with gradual increase in complexity as they move through each academic year. In order to ensure an appropriate learning outcomes and consistent approach throughout the program, the School uses Bloom's taxonomy – a framework for categorizing educational learning objectives into levels of complexity and specificity, first proposed in 1956 by educational psychologist Benjamin Bloom, and revised over the years by him and other educators. By using Bloom, we can design learning activities and assessments that target specific levels of cognitive complexity and ensure that students are appropriately challenged and engaged in the learning process.

At the school of Business, we believe that students benefit greatly from the free exchange of diverse ideas. While Canada offers a rich, multicultural environment, in order to achieve an optimal level of diversity, we must be sure to include international content in our programming. With this in mind, the School has taken meaningful steps towards the internationalization of our BBA. A committee was recently formed with the goal of increasing the internationalization features of the BBA. They have formulated a proposed structure and are currently working towards implementation. The goals of the committee are focused around increasing student flexibility within the program, in order to allow students greater access to study abroad, study tour, and co-op programs. Two of our newest features for improving internationalization are the International Business Major and Minor. The International Business Major includes a full semester abroad at one of UFV's 70+ international partner universities, a feature sure to increase student mobility.

In addition to improving student mobility, we are actively seeking to bring international experiences here to UFV. We plan to accomplish this goal, in part, by recruiting faculty with international teaching and life experiences, as well as by encouraging all faculty to increase the amount of international content in their classes. Furthermore, we endeavour to welcome into our program a diversity of international students. We see this as an important step toward establishing a learning environment where international thought exchange can take place. All of these initiatives are guided by way of KPIs, which measure the optimal level of international people, places, methods, and content within our program, and set quantitative goals and timelines for their achievement.

Another excellent source of international thought exchange is the concept of collaborative online intercultural learning – virtual exchange (COIL-VE), whereby students and faculty may connect with their counterparts from around the globe via the internet. This concept became especially popular and effective during our recent worldwide health issues. COIL-VE has the added benefit of offering real international cultural exchange without the typical cost of international travel. It is certain



that COIL-VE represents a significant innovation in the world of pedagogy and cultural exchange.

The UFV School of Business strives to be a leader in innovative pedagogy. We are open to any new ideas that will improve the quality of education for our students and create better leaders for our communities. One such new and innovated idea was recently piloted in our introductory business class, BUS 100. During this past year, students taking BUS 100 were required to submit their term projects, not all at once, but rather in four cumulative deliverables. After each deliverable was submitted, students were then provided feedback and expected to incorporate the instructors notes back into each subsequent deliverable. This allowed instructors to assess deliverables not only in their own right, but also on the evolution of the students' research and critical analysis process. As a result of this new feedback process, the quality of research and critical analysis has improved considerably.

There is ample evidence that our BBA is creating successful, community-minded students. Our BBA students have demonstrated their commitment to community and social responsibility in many ways. A prime example is Enactus UFV, a business-student led organization, that works in collaboration with the UFV School of Business, faculty, business leaders, and the community to form business projects that create social change and empower those they interact with. The Enactus UFV initiative has shown tremendous success. Indeed, the Enactus team won the 2023 Scotiabank Climate Action Challenge Regional Championship, held in Calgary this past March. Proof of our commitment to community and social responsibility extends past our initiatives and into our curricula. For instance, BUS 400 – Business and Society examines the moral and ethical issues facing contemporary businesses. Please continue to the subsequent section to learn more about this course as well as some of our key courses.

NEW PROGRAMS

Under the direction of our new Dean, Dr. Chris Schinckus, the School of Business has begun to expand its selection of programs. The School will soon be offering two new post-baccalaureate programs, one new masters programs, and two new micro-credentials. This trend toward expansion of programs is evidence of our commitment to growth and continuous improvement, as well as to quality education and innovation as defined by the Sustainable Development Goals.

POST BACCALAUREATES

INTERNATIONAL BUSINESS

Following the technological revolution and with the rise of an increasingly interconnected world, international business has never been more important. This interdisciplinary, in-person program builds on the success of internationalization features of the BBA, including the Major & Minor in International Business, and prepares

students to enter a dynamic and rapidly growing field with limitless potential for exciting career opportunities.

The International Business post-baccalaureate diploma is designed to instill in students the wide range of skills they need to succeed in the world of international business. With a strong understanding of global economic trends, cross-cultural communication, and international business practices, students will learn to take a balanced approach toward management, social responsibility, sustainability, and economic issues.

This degree equips students to work in international organizations and companies, allowing them to maneuver through the growing complexity of a fast-paced and globalized economy. They will acquire the skills and knowledge necessary to succeed in a culturally diverse and dynamic work environment, and the expertise gained from this program will allow students to work across borders, bridge cultural divides, contribute to global peace and prosperity, and drive business success on a global scale.

By embracing the field of international business, students of UFV can stay ahead of the curve, drive innovation, and make a positive impact on the world.

BUSINESS ANALYTICS

Business Analytics helps companies use technology and statistical techniques to translate data into actionable outcomes and improve strategic decision-making processes. By combining the expertise from the School of Business and the School of Computing, with help from the department of Statistics in the Faculty of Science, the Business Analytics post-baccalaureate diploma equips students with all tools to support the identification of trends, master predictive modelling, structure unstructured data sources, and to provide responsible recommendations. This program allows students to build on the success of the bachelor's degrees in the Faculty of Business and Computing and is an excellent complementary credential for students seeking skills and tools to make data-driven decisions.

By taking carefully designed courses with the right mix of business, computing, and statistics, students will gain the technical skills they need to house, extract, and manipulate data, as well as deal efficiently with meaningful decision-making processes. As a recent graduate with a post-baccalaureate in business analytics, students will be ready to embark on an incredibly exciting and rewarding career journey. Data analytical skills are forecasted by the BC Government to be necessary in nearly 40% of all job openings in BC over the next decade. So, whatever the field, expertise in business analytics will be in high demand, opening doors to a world of opportunities for career growth and advancement.

With a strong foundation in data analysis, statistical methods, and cutting-edge technologies, students will gain the skills and knowledge necessary to drive business success and shape the future of many different industries. With the ability to turn data into actionable insights, graduates will be instrumental in shaping business strategy and driving organizational change.

COURSES

Our business courses make up the core of our educational programs. The following are examples of courses that demonstrate an integration of the values of PRME into our curricula.

BUS 201 – HR Management

People are the foundation of all organizations. Managing human resources strategically is crucial for ensuring that organizations can achieve their goals. This course introduces the core human resource functions, while considering the underlying legal framework and global business trends.

BUS 204 – Management of Non -Profits

An introduction to management of non-profit organizations, this course identifies the various components of the non-profit world, from social service

agencies to Aboriginal organizations, and explore issues unique to this sector from the perspective of potential managers, board members, employees, and volunteers.

BUS 221 – Professional Selling

Selling is the lifeblood of every business. In this hands-on course students will be introduced to the sales process and will explore the fundamental concepts of selling, participate in sales role plays, and prepare a written sales proposal.

Sales Education Foundation

For the third year in a row, the US-based Sales Education Foundation (SEF) has recognized UFV as being a "top sales university." This means that the UFV School of Business is among the 155 North American universities that offer a program of academic courses in sales. Just four of those universities are in Canada.

BUS 325 – Digital Marketing

This course examines current theories and practical techniques in the field of digital marketing, including such topics as digital display advertising, search engine marketing, e-mail marketing, web analytics, mobile marketing, and social media. As part of BUS 325, student teams conduct a digital marketing audit and develop a digital marketing plan for client organizations.

In previous years most clients were local businesses but this year the project truly went global. Thanks to the efforts of Larissa Horne in the Centre for Experiential and Career Education (CECE) and Ryan Leonhard (a UFV alumnus), Business Development Director at The Canadian Chamber of Commerce Vietnam, some of the students worked directly with client organizations in Vietnam. During one semester, this project was made even more remarkable by the fact that students were located in both Canada and India, resulting in an incredible tri-country experience. These teams were able to learn from a Canadian university, live in Canada and India, and collaborate with clients from Vietnam. Based on the client feedback, this experience was a great success and hopefully served to open everyone's eyes to the amazing international opportunities that digital technologies enable.

BUS 400 – Business and Society

This course examines the moral and ethical issues facing contemporary businesses. The key goal is to heighten students' understanding of how businesses may operate in an honest and ethical way, while maintaining their fiduciary duty to remain profitable and competitive. This course further aims to broaden students' understanding of how businesses build, manage, and strengthen their collaborations across a diverse set of communities and stakeholder groups (employees, shareholders, suppliers, customers, and government) with unique needs, expectations, and capacities. Various perspectives on ethics and justice are explored and used to assess moral and ethical obligations of businesses and stakeholders in a wide range of issues faced by organization. Such issues

may include, among others, corporate social responsibility, employee and shareholder rights, environmental obligations, and fair business practices. Students leave with enhanced skills and expertise in applying the principles of ethical decision making to real-life dilemmas that companies and corporate managers in the business environment face today.

Dr. Saeed Rahman who regularly teaches the course employs a particularly innovative approach in its delivery. The course involves the integration of a case study-based model of instructional delivery. This model was developed in conjunction with the Centre for Experiential and Career Education (CECE) and the Canadian Chamber of Commerce, Vietnam. Since its launch in the winter of 2021, the course has emerged as a flagship of *the Global Challenge Vietnam Project*, offering an invaluable collaborative opportunity for both UFV and the Canadian Chamber of Commerce in Ho Chi Minh City. Given the recent collaborative relationship forged between UFV and the Canadian Chamber of Commerce, Vietnam serves as an ideal contextual base for designing a challenge-based in-class learning experience. The innovation of this project lies not only in its benefit to BUS400 students but also in its alignment with various institutional goals such as internationalization, experiential learning, and developing intercultural competencies and civic awareness. The positive impact of the project on students is apparent in their expressions of gratitude for the opportunity to engage in experiential learning, which enables them to comprehend the intricacies of modern social and environmental issues and strategies. A student testimonial from the Fall 2021 semester stated that the Global Challenge experience gave them "a better understanding of the cultural, ethical, and environmental values in both Vietnam and Canada."

BUS 407 – Gender and Diversity in Organizations

This course examines how gender and diversity interact to affect individuals' experiences within organizations. Topics include how and why individual experiences differ, differences in labour market experiences, and the effects of external socialization.

BUS 408 – Teamwork in Organizations

“Teams” and “teamwork” have become ubiquitous words in organizations. Yet, without an understanding of team processes, teamwork can and often does go wrong. By combining theoretical concepts in group development and performance with practical applications of teamwork, this course equips students to better manage teams and to be better team members.

Bus 408 With Dr. Jelena Brcic

Professors at the UFV School of Business are encouraged to embed within their classes the values of social responsibility. And for the past 2 years, Dr. Jelena Brcic, in her BUS 408 – Teamwork in Organizations class, has done just that.

Dr. Brcic says, “Now more than ever we live in a global community, just one big neighbourhood connected via a variety of ways. Teaching a 4th year class on Teamwork seemed like the perfect opportunity to introduce the idea of one global team. Everything they do in their careers will involve a team: a physical team of members who live close by, a virtual team of Canadian members, a virtual team of global members, a hybrid team. The thesis of this class is: you are a team member and your impact on the world can be great no matter how small your team is.”

In Dr. Brcic’s BUS 408 class, students are placed in a team during week 2 of class and they remain with the same team all semester. They have small projects throughout the year in which they discuss psychological safety, turning conflict into success, and building honest and meaningful team diversity. However, most of their time will be spent on two main, large projects.

Project 1 – Produce A Podcast

Teams are asked to interview a community leader whose job is impossible without teamwork. Teams are paired with leaders, and they produce a 15-minute podcast. Teams have interviewed an ER doctor, pharmaceutical project manager, merger and acquisition specialist, head of HR for Western Canada for a large retailer, young Indigenous changemaker and business owner, Air Ambulance

paramedic, Operations Director of a Think Tank, a police officer, and a diversity and inclusion leader for the Whitecaps. Not only do students get to learn how to use audio software but they take significant pride in producing and directing a meaningful teaching tool.

Project 2 – Community Outreach Project

The goal of this project is to realize that a small team can impact and help the larger community. Students are completely free to decide with whom they would like to work, and whether they are organizing an in-person event or an online one.

The students choosing to run online events have learned all about social media algorithms and have worked hard to design content and push it to the wider public. Notable projects include raising awareness for student mental health resources on campus and helping students sign up for appointments, taking over all social accounts of a local non-profit farm for 72 hours, and raising awareness and education of Down Syndrome geared towards international students.

In regards to in-person events, we have raised hundreds of dollars and food items for the local food bank; student secured food safe licences and organized a bake sale for BC Children’s Hospital; a group organized a charity concert at a local brewery and collected needed items for local homeless youth; they organized numerous clothing and toy drives; a yoga with bunnies event raising money for a local bunny charity – which the Student Union will continue to run as a result; a paddle by donation at Cultus Lake raising over a \$1000 for a local search and rescue organization; the examples are endless.

Examples of Community Outreach Projects

‘Toys for Kids’ was a fundraiser to help assist Archway Community Services and the Abbotsford Food Bank, in partnership with the Christmas Bureau, with its efforts of providing toys for children during the holiday season. Bins to drop off toys were distributed over campus where the UFV community dropped off new toys that were donated to Archway. Their group also held a Krispy Kreme donut sale on the Abbotsford Campus, with the funds going to

purchase more toys. The 'Toys for Kids' team collected 40 toys and raised almost \$800 for the community!

Partnering with Cyrus Centre and Field House Brewing, another group hosted a donation drive in downtown Chilliwack. The group collected donations ranging from backpacks, warm jackets, and winter boots, to toques, scarves, and ChapStick. Field House Brewing kindly provided gift cards and beers to those who attended and brought donations. There was also live music and a silent auction of a one-of-a-kind painting.

"The events they have designed and the learning opportunities they have created are the highlights of my career," says Dr. Brcic.



BUS 477 – Fair Trade and Ethical Consumption

The history and practices of fair trade and ethical consumption movements differ from traditional practices of trade. This course explores the development of these movements and their solidarity roots, the creation of market-driven social justice, and its relationships to cooperatives, retailers, producers, and consumers.

CASE-BASED TEACHING

The case-based teaching method is a popular instructional approach that involves presenting students with scenarios or "case studies" drawn from the business world, which address complex and challenging real-world problems. Students are expected to analyze the cases, identify key issues, and propose solutions based on the knowledge and skills they have acquired in their studies. This method emphasizes active learning and student engagement in the learning process. Thus, students can gain a deeper understanding of the subject matter, develop their analytical skills, and become better prepared to handle real-world problems.

BUS 444 – Advanced Management Accounting

The Seabird Island Cases

In Fall 2022, BUS 444 (Advanced Management Accounting) was chosen as a vehicle to lead a major contribution to the goal of Indigenization. The method chosen by Accounting and Finance area professors was to conduct a series of case studies with one of our Indigenous partners, the Seabird Island Band (SIB). The Indigenous

case studies proved to be a great success and have now been made a permanent feature of BUS 444, with the inclusion of two Indigenous cases per semester.

The idea for a partnership between the School of Business and Seabird Island was presented to the Chief Executive (CE) of the Seabird Island Band, who agreed to participate in the initiative. The SIB was active in shaping the questions to be considered by the cases, in order to accurately reflect the issues the Band was facing at the time. Still, careful consideration was given to ensure that the learning outcomes expected of a fourth-year accounting course were met, and that the CPA accreditation of BUS 444 was maintained.

To begin, the Band contributed two cases for students to consider. The first case revolved around the consideration of Key Performance Indicators (KPIs), which were then used to form part of a Balanced Scorecard for the Band. The second, which was the final Capstone case for the course, involved a guided tour of the Seabird Island reservation as well as a successful Indigenous garment business, Nations Creations.

In each case, students presented their findings to the Band. Students made presentations in executive summary format, as well as in person to the Chief Executive. The presence of the CE at the presentations contributed significantly to the students learning, both from an accounting perspective, and importantly, from a cultural perspective. It enabled the students to pose numerous questions about Seabird Island and its businesses directly to the CE, which he was generous enough to answer.

This initiative is an excellent demonstration of a true partnership, as can be seen through the significant reciprocal contributions. On the one hand, the students were able to effectively provide a consultation service, which generated solutions for the SIB's business challenges. The SIB benefited greatly from these solutions, and indeed, many of them have now been implemented.

On the other hand, the students were moved greatly by the Seabird Island Band's contribution to their learning experience, and additionally, by their hospitality. This is evidenced by the students' full and enthusiastic

participation, as well as their learning journals and student feedback surveys. Students were able to experience (many for the first time), a successful Indigenous business in operation. They were also able to participate in addressing the current and future challenges faced by the Band, as is related to both business and reconciliation efforts. We extend our heartfelt appreciation for the trust shown by the Seabird Island Band, and for its courage to try new solutions.

Going forward, the School of Business and the Seabird Island Band intend to develop this relationship further. The School of Business also intends to build on this initiative, expanding beyond BUS 444 and the SIB once a deeper trust with additional Indigenous communities has been established. While these cases have the honour of being the first Indigenous cases to be included in an upper-level course at UFV, they will certainly not be the last. They show the power of case-study method to not only produce a deep and rich understanding of the course material, but also to establish and build strong relationships with the community.



ENACTUS UFV

A STUDENT LED SOCIAL ENTREPRENEURSHIP ORGANIZATION

Enactus is a global organization dedicated to empowering university students across the world who are passionate about addressing social, economic, and environmental issues within their communities. Each year they host regional, national, and global competitions for Enactus teams across the world to showcase their projects and discuss their impact. Enactus operates in 37 countries with over 1,730 university programs, of which Canada contributes teams from 79 academic institutions. Find out more about [Enactus Canada](#).

Enactus UFV is a student-led organization that works in collaboration with the UFV School of Business, faculty, business leaders, and the community to form business projects that create social change and empower those they interact with. They use our entrepreneurial mindsets to create businesses that address social initiative issues in our community.

Enactus UFV continues to innovate and take initiative through our team members. They have created two sustainable projects that benefit different demographics of people across our community. The team is continuing to grow and our members have devoted numerous hours to improving the lives of people in the Fraser Valley community.

Enactus UFV's mission is to develop and implement projects that create positive economic, ecological, and social impacts in our community. Their team values include innovation, integrity, and inclusivity.

PROJECTS

Currently, four social entrepreneurship projects are being implemented through Enactus UFV – the Big Brain Literacy Program (BBLP), Fraser Valley AgroConnect, the Oak & Earth Design, and Wellness Connections.

THE BIG BRAIN LITERACY PROGRAM (BBLP)

BBLP is a workshop-based program that bridges the gap of financial education for students. BBLP focuses primarily on teaching new international students at the University of the Fraser Valley along with high school students approaching life after graduation. Through BBLP, students are led through interactive workshops that teach them skills on how to budget, save money, and make educated financial decisions.

FRASER VALLEY AGROCONNECT (FORMERLY AGROHIRED) PROJECT

Dr. Saeed Rahman, who serves as the Faculty Advisor of Enactus UFV, was awarded a grant of \$5,750.00 in October 2021 to implement the Fraser Valley AgroConnect project. This grant was provided as a component of UFV's Strategic Initiatives Fund (SIF), which emphasizes the strategic goal of community engagement. UFV allocated \$224,000 from the SIF to support 30 projects created by members of the UFV community that are focused on realizing the University's integrated strategic plan. This plan aims to engage learners, transform lives, and build community.

Thanks to the SIF grant, in December 2022, Enactus UFV successfully launched its [Fraser Valley AgroConnect](#) project, a web-based interactive platform that aims to support local farmers in three areas: resource and information gathering, business marketing, and volunteer recruitment. On this free to access website, farmers can find information on various government grants including Indigenous grants and upcoming events in a more accessible way. As agricultural support in Canada continues to increase, so too does the time required to navigate various websites for grant information, applications and financial aid. Although various other platforms provide similar support to farmers, we identified that there is no single, comprehensive interactive online tool that is geared towards farmers in the Fraser Valley. As part of the project, we created an industry advisory board that includes local agri-food entrepreneurs and

field experts. With guidance from the board, our project management team regularly updates and revises the services offered.

The project plans to connect farmers with student workers. In BC, COVID-19 triggered a shortfall of both skilled and unskilled laborers. If farmers are not able to find enough labour, their crops are at risk of spoilage, which results in excess waste. Labor volatility will be addressed by connecting farmers with eager student workers or volunteers from UFV and other local institutions looking to support and learn more about the agriculture industry. Further, we hope to promote good business practices through informational posts. Many farms in BC rely on direct consumer marketing to sell products. To support farmers in connecting with more customers using social media platforms, the project offers digital marketing advice, training, and expertise in areas such as writing a business plan. Another plan is to introduce a section where farmers are able to make posts for old equipment they are looking to sell or rent to other farmers. This would not only allow farmers to formulate new relationships but have a common area where they can come together to support their community. The project would also like to potentially allow farmers to make posts about seasonal products they have on offer, e.g., pumpkins during the fall season. It would collaborate with local farmers and make event posts of local pumpkin patches in the Fraser Valley region to promote their business.



OAK & EARTH DESIGN

Oak & Earth Design is a social enterprise dedicated to helping improve the lives of Indigenous peoples in the Fraser Valley. We market, produce, and sell handcrafted soy candles, then invest a portion of the profits in our partner organization, the Fraser River Indigenous Society (FRIS). This partnership allows us to work closely with the organization to support the Indigenous community. Our goal is to provide the FRIS with funding and to promote the programs and services they offer to members of their community.

WELLNESS CONNECTIONS

Wellness Connections recognizes that students could achieve greater success at the University of the Fraser Valley by taking a holistic approach to their wellness. Wellness Connections is an online hub that aims to help students navigate the journey to wellness by promoting the wellness resources already offered at UFV. These resources are organized by the seven pillars of wellness including physical, intellectual, emotional, spiritual, financial, and environmental wellness.

In addition to UFV wellness resources and support, we offer self-help videos and other contents on topics like study advice and managing stress. The project also offers informational blog posts where peer students share their own personal experience and perspectives regarding wellness and share how they successfully navigate them. The project goal is to spread awareness, promote wellness and help students succeed in their studies at UFV.

Fraser Valley AgroConnect

Fraser Valley AgroConnect is created by the University of the Fraser Valley (UFV), a student organization that starts non-profit business ventures that deal with social, economic, and environmental issues in the Fraser Valley region. AgroConnect seeks to help farmers with information gathering in the form of grant opportunities and connect events, articles and personalized advice, and maintain by connecting them with students interested in agricultural careers and opportunities.

Our team has compiled information on available grants and will help with the application process upon request. This database we have created will grant farmers the opportunity to increase sales, form new connections and step up to deal with current local events and business opportunities. Finally, with over 11,000 students attending, UFV is a prime location to find student workers.

As Fraser Valley AgroConnect establishes and grows, we hope to become a trusted and valuable resource to farmers in the Fraser Valley community.

ENACTUS COMPETITIONS

National Competition – May 2023

- *Semi-finalist*

Regional Competition – March 2023

- *Won the Scotiabank Climate Action Challenge*

Regional Competition – March 2022

- *Competed in 3 categories*
- *Won the CWB Financial Literacy Pitch*
- *2nd runner up overall*

National Competition – May 2022

- *Semi-finalist*
- *Fraser Valley AgroConnect – 2nd runner up Samsung Technology Best Project Award*
- *BBLP – Won the PC Financial Best Project Award*
- *Trisha Kumar – Won the HSBC Women Entrepreneurial Leadership Award*

ENACTUS CANADA SCOTIABANK CLIMATE ACTION CHALLENGE 2023

The Enactus UFV team emerged victorious at the Enactus Canada Regional Exposition held in Calgary, Canada from March 16-17, clinching the 2023 Scotiabank Climate Action Challenge Regional Championship. The team demonstrated outstanding entrepreneurial leadership that resulted in sustainable positive impact related to environmental sustainability over the past year. They showcased how their social business, Oak & Earth, has been making a real difference in the Fraser Valley community, especially among the local Indigenous communities.



The Scotiabank Climate Action Challenge empowers Enactus teams to identify, create and deliver projects that teach and empower others to implement economically viable solutions to relevant environmental issues. The impacts of the participating projects are measured based on several metrics, including the number of community participants directly impacted, tonnes of CO2 diverted, litres of water conserved, pounds of waste diverted, green jobs created, businesses introduced to green business practices, and the total dollar value associated with the reduction of waste.

Oak & Earth, the Enactus UFV team’s social business, produces soy candles with scents inspired by plants that are significant to Indigenous communities in the Fraser Valley. To uphold the sustainability principle of protecting nature, Oak and Earth’s candles are made with 100% soy wax, a biodegradable and natural material, and without harmful dyes. Consequently, their candles emit fewer carbon emissions than traditional paraffin wax made from petroleum, coal, or shale oil, which is one of the leading contributors to indoor air pollution. The project has diverted close to 417 lbs of CO2 emissions in 2022 and more than 784 lbs since its launch. Oak & Earth uses recyclable glass and tin containers that can easily be reused after use. Candles are packaged in reusable organza and natural raffia instead of cardboard, which has saved 37.9 lbs of cardboard waste from entering our landfills in 2022 and over 71 lbs since our launch. All candle scents have important medicinal values to the local Indigenous communities. Each candle comes with a “culture card,” which explains why the scent is significant and contains original artwork commissioned by a local, Pitt Meadows, BC-based Indigenous artist, Jason Reed. The exterior of the candle features a label written in Indigenous languages verified by the local Mohawk and Ditidaht (did-day-dut) communities to ensure that Oak & Earth products are authentically representing the Indigenous culture and traditions.

Oak & Earth’s business model is centered around meaningful partnerships and growth. The team has partnered with the Fraser River Indigenous Society

(FRIS), a non-profit organization in Maple Ridge, BC, that promotes Indigenous culture and provides social programs. Oak & Earth collaborates with FRIS to design its packaging and labels, and share 50% of its profits to support FRIS, with the remaining 50% reinvested in its own business to sustain long-term growth.

To expand its product line, Oak & Earth is introducing body scrubs and essential oil rollers, selected based on market research and consultation with FRIS and other stakeholders. The team aims to build a sustainable business with a long-term goal of enhancing its sustainability impact by introducing a candle recycling program by the end of 2023. The team also plans to collaborate with the Indigenous Center at UFV and FRIS to provide training, workshops, and hands-on experience to Indigenous youth interested in gaining entrepreneurial skills and pursuing entrepreneurship as a viable career path.

Oak & Earth's vision is to continue promoting entrepreneurship and contributing to a better tomorrow for the local Indigenous communities by combining people, planet, and profit to address climate change concerns and integrate sustainability. With this win, the team qualified to compete in the final rounds of the Enactus Canada National Exposition held in Montréal, QC, from May 1-3, 2023. The Enactus Canada National Exposition celebrates the achievements of Canada's future leaders and entrepreneurs and brings together student, academic, and industry leaders from across Canada.

ENACTUS CANADA NATIONAL EXPOSITION 2023

The University of the Fraser Valley Enactus team led by its Faculty Advisor, Dr. Saeed Rahman, and President, Michael Amirani, participated in the 2023 Enactus Canada National Exposition held in Montreal from May 1st to May 3rd. The team showcased three of their four projects through a 12-minute video presentation highlighting their accomplishments since the launch and over the past year. The projects included the Big Brain Literacy Program that covers financial literacy, Oak and Earth Design, which is a soy wax candle project, and the Fraser Valley AgroConnect Project, which is a platform connecting farmers to agriculture resources and government grants.

Competing against 44 other institutions, the team earned a Semi-Finalist trophy, securing a place amongst the top 20 Canadian universities with an Enactus team. Earlier, the team won the Scotiabank Climate Action Challenge Regional Championship held in Calgary, Canada in March 2023.

The Enactus team enhanced their presentation skills, learned about sustainable businesses run by other Enactus teams in the country, and connected with like-minded students from across Canada. The overall experience was memorable, inspiring the team members to continue promoting their contribution through current and future projects and make a lasting impact on their community.



“Enactus UFV was named Scotiabank Climate Action Regional Champions and I am so proud of this team for making it all happen. Being named Champions for the first time in our school’s history is an accomplishment that I will carry in my heart for years to come. It was truly amazing to see schools from Western Canada all in one place not only competing against one another, but showing how we are all contributing to the bigger picture. Shoutout to both of our presentation teams for doing such a phenomenal job. They displayed true UFV spirit by demonstrating resilience, dedication, and joy. We should all be proud of what we accomplished.”



Michael Amirani
President of Enactus UFV

INTERNATIONAL BUSINESS ETHICS AND SUSTAINABILITY CASE COMPETITION

From April 10-14, 2023, an enterprising group of young students from the School of Business at the University of the Fraser Valley – Chad Charest, Amandeep Rai, Monisha Kingra, and Rebecca Whitmell – coached by the Associate Professor, Dr. Masud Khawaja, competed in the International Business Ethics and Sustainability Case Competition at Loyola Marymount University in Los Angeles, California.

Thirty-seven teams from twenty-five universities, across four continents, participated in the competition in various divisions. And while the UFV School of Business team faced tough competition from numerous highly acclaimed universities, they managed to secure first place in two of the three categories in the undergraduate division.

The UFV team presented a case based on United Nations Sustainable Development Goal (SDG) # 8 – Decent Work and Economic Growth, with an emphasis on providing respectable employment to, and cooperating with, local Indigenous communities in Alberta, pertaining to the new lithium brine extraction industry. The case was titled *Opportunities for Decent Work and Indigenous Partnerships: Lithium in Alberta*.



The team highlighted that it is obligatory to begin providing decent work to those who need it most locally – Indigenous Canadians. Through research, the team discovered that Indigenous people in Alberta had higher rates of health issues and were earning only 63% of the provincial average wage. Attention was also drawn to the past mistreatment of traditional land by corporations and how using minimal environmental impact methods could be more sustainable and profitable while adhering to Indigenous values.

Although SDG # 8 was the primary focus, the team included information on advancing clean energy through low environmental impact methods in accordance with SDGs # 7, 11, and 12 – Affordable and Clean Energy, Sustainable Cities and Communities, and Responsible Consumption and Production, respectively. Mention was made of advancing the education of Indigenous Communities in line with SDG 4, and how focusing on Impact and Benefit Agreements with these communities would reduce inequalities (SDG # 10). It was also suggested that their subject company include specific articles in these agreements to benefit women (SDG # 5).

For these low environmental impact methods, the team suggested Direct Lithium Extraction (DLE) which uses just 3% of the land compared to the more conventional solar evaporation method. Solar evaporation is detrimental to soil and groundwater, whereas DLE is an entirely closed system with no negative effects. Furthermore, the team recommended the use of onsite geothermal resources to provide clean energy for their project that would exist past the life of the lithium brines. This would be a stark contrast to the solar evaporation ponds in South America’s ‘Lithium Triangle’ of Chile, Argentina, and Bolivia, where local Indigenous farmers suffer droughts and poor soil quality due to the traditional lithium extraction process. By creating a North American supply of high-quality lithium that requires no further processing due to DLE technology, transportation emissions could also be drastically reduced.

The team brought home first-place awards for the 10-minute and 90-second presentations, receiving recognition from the judges for presenting a compelling case. The competition involved twenty-five universities,

including prestigious business schools such as Pennsylvania State University, University of Florida, and George Washington University. By winning this international competition, the University of the Fraser Valley garnered recognition and established itself as a competitive institution on a global stage.

“I had the privilege to work with other business students and win two categories at the International Business Ethics and Sustainability Case Competition (IBESCC) in Los Angeles. We made history by being the first students at the University of the Fraser Valley to compete and win at an international competition in business! It was an incredible moment to win after all of our hard work and to represent UFV. We all worked tirelessly and are so proud of our achievements. I am thrilled to have been able to research and present alongside my fellow students in this competition! It is a memory I will cherish for years to come.”



Rebecca Whitmell
BBA Student and IBESCC
Team Member



OUR GOALS

2021-2023 GOALS

REFLECTIONS

LOOKING AHEAD

3.1

Create campus-wide programs and events for students that integrate concepts of ERS and PRME.

In March 2023, the School of Business, in collaboration with a multidisciplinary working group comprising members from various areas of the University, organized the UN SDGs LAB event. This initiative aimed to educate and raise awareness among students, staff, and faculty members about the United Nations Sustainable Development Goals (SDGs) while providing a platform to develop action plans. The event welcomed participation not only from the UFV community and stakeholders but also from local high schools. By extending the invitation to local high schools, the event aimed to inspire the younger generation to become actively involved in addressing global challenges and shaping a sustainable future.

The School will continue to share the concepts of ERS and PRME with the UFV community through events such as the SDGs LAB, the March for Sustainability, and the Sustainability Case Competition, while continuing to explore new ways to expand our impact and reach.

3.2

The UFV School of Business will continue to allocate funds to support student engagement in PRME topics.

The School of Business has been a strong advocate for supporting students in their participation in competitions and field trips aligned with sustainability, ethics, and other Sustainable Development Goals (SDGs). Through the School's support, our students have had the opportunity to excel in prestigious competitions such as the International Business Ethics and Sustainability Case Competition 2023, as well as the Enactus Canada Regional and National Expositions 2023.

By providing financial and logistical assistance, the School has enabled students to engage in these enriching experiences that not only showcase their skills and knowledge but also contribute to their personal and professional growth. The School's commitment to supporting students in their pursuit of excellence reflects its dedication to nurturing the next generation of ethical and socially responsible leaders.

The School of Business will continue to support student engagement in PRME-related activities, by allocating necessary funds and actively seeking sponsorships from local stakeholders. By facilitating experiences such as competitions, conferences, and field trips, the School aims to enrich the education experience available to students. These experiences play a vital role in enhancing students' practical skills, expanding their networks, and exposing them to real-world scenarios.

OUR GOALS

2021-2023 GOALS

3.3 Collaborate with the UFV Library and the UFV Teaching and Learning Centre to increase and promote access to ERS and sustainability-related library resources including open-access contents for faculty and students.

REFLECTIONS

Assistant Professor, Dr. Saeed Rahman, a member of the Indigenization sub-committee within the Faculty of Education, Community, and Human Development (FECHD), contributed to the development of an Indigenization video. The video encourage conversation, share resources, and provide an entry point into considering how to make UFV a more culturally safe environment for everyone. This unique project focuses on territorial acknowledgements and introductions, incorporating guidance from UFV Elders. Through interdisciplinary perspectives, the video showcases examples and facilitates discussions on key considerations for initiating the Indigenization and decolonization processes within UFV.

A wide array of valuable resources are now available to students through UFV LibGuides, catering to various courses such as BUS100 – Introduction to Business, BUS403 – Strategic Management, and more. Compiled and curated by UFV librarians, the LibGuides offer subject-specific resources that aid students in their studies, while also providing additional sources on businesses ERS related practices.

LOOKING AHEAD

The School will continue to maintain the ongoing collaboration with the UFV Library and the Teaching and Learning Centre to develop comprehensive LibGuides and course resources focused on Indigenization, sustainability, ethics, and social responsibility. This collaborative effort aims to provide students and faculty with valuable resources and guidance to enhance their understanding and integration of these important topics within their academic pursuits.

4

RESEARCH

PRINCIPLE 4

PRiME

“We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.”

OUR COMMITMENT

At the UFV School of Business, we recognize that building a sustainable and inclusive global economy demands informed decision-making rooted in a holistic understanding of socio-cultural, ecological, political, legal, technological, and economic factors. Through our multidisciplinary research, we strive to uncover truth, gather evidence, gain insights, and deepen our understanding of the challenges our community faces, with the ultimate goal of creating a sustainable future for all.

PRINCIPLE 4 – RESEARCH

The UFV School of Business aims to produce impactful research focused on social, ecological, and economic sustainability. Our research spans diverse industries like finance, food and agriculture, nanotechnology, and Indigenous entrepreneurship, as well as the UN SDGs. By advancing knowledge and practices in these areas, we aim to generate sustainable value and contribute to a positive impact on society. Our commitment to the production of exceptional research can be seen in the work of our faculty, our students, and the university as a whole.

The UFV School of Business is home to some remarkable minds, who, in the most recent reporting period, have produced some excellent research outcomes. Our Dean, Dr. Chris Schinckus, is a tremendously productive researcher, and consistently shows why he has recently been named by Stanford University as one of the top 2% of scientists in the field of business and economics. Furthermore, Dr. Saeed Rahman, the project leader of the PRME Report, is

also tremendously productive. His research focuses on how innovations in business can lead to a prosperous and sustainable future. Dr. Rahman is also a mentor to some of the best and brightest students at UFV through his work with Enactus UFV. Many of his students have produced outstanding research of their own, with several recently receiving UFV's Undergraduate Research Excellence Award.

Commitment to research is a principle that is shared university-wide, and which is reflected in our applied research centres and institutes. UFV is home to seven centres and two institutes, each of which produce outstanding research, and play a significant role in helping the University reach its goal of long-term sustainability. This goal is supported further by *The Centres and Institutes Sustainability and Innovation Fund*, an endowment designed to enable our centres to implement a plan that will lead to improved long-term operational sustainability.

"At the UFV School of Business, our recent focus has been on enhancing the integration of Indigenization, ethics, responsibility, and sustainability principles throughout our programs. One way we achieve this is by providing our students with experiential learning opportunities, such as through Enactus UFV. By engaging with this program, our students develop and implement sustainable projects that address the UN's seventeen Sustainable Development Goals (SDGs). Enactus UFV's initiatives, such as Oak & Earth Design or Fraser Valley AgroConnect, have successfully created positive impacts in our local communities.

In addition, our collaboration with the Center for Experiential and Career Education and the Canadian Chamber of Commerce in Vietnam through the Global Challenge Vietnam Initiative offers our students a chance to broaden their understanding of businesses' social responsibility both locally and globally. We have also partnered with local Indigenous organizations, including the Seabird Island Band and the Fraser River Indigenous Society, to educate our students about the importance of community partnerships for social business and Indigenous entrepreneurship.

Our emphasis on the above initiatives will equip our graduates with the knowledge, skills, and mindsets required to apply sustainability thinking in practice. Moving forward, we plan to create more partnerships and collaborations with local communities, business organizations, and other stakeholders to build tools and systems that promote the integration of SDGs across our school. By doing so, we hope to continue promoting sustainability and responsible business practices among our students and graduates."



Dr. Saeed Rahman
Assistant Professor, Strategy and Sustainability

RESEARCHERS



CHRIS SCHINCKUS, PHD

In 2022, Professor Chris Schinckus, the Dean of the Faculty of Business & Computing, achieved recognition as one of the top 2% scientists globally in the field of Business and Economics, by Stanford

University's database. With a diverse background, Chris espouses an undisciplined scientific thinking approach. His research covers a broad spectrum, including econophysics, fintech & cryptocurrencies, sustainable finance, energy, and economics, Anthropocene and finance, and epistemology of finance, amongst other facets of epistemic post-modernism. Chris has authored over 150 papers in peer-reviewed journals and published a book on Econophysics. He is a Certified Expert in Digital Finance, holds the Certification of the Canadian Association of Research Administrator, and is a Senior Fellow of the British Higher Education Academy. Chris currently serves as a director at large for the Business Schools Association of Canada. Beyond academia, Chris has also offered research consulting services to various organizations, including JPMorgan, Suez Gaz de France, and the African Development Bank. Prior to joining UFV, Chris has held academic positions across various countries, including Canada, the UK, Australia, Vietnam, and Malaysia.



SAEED RAHMAN, PHD

Dr. Saeed Rahman, Assistant Professor of Strategy and Sustainability, is currently researching how business innovations can contribute to food security and biodiversity conservation. He works in

collaboration with researchers from the Food and Agriculture Institute, examining how agri-food businesses can develop sustainable strategies based on critical knowledge about the business-nature interface, and

the traditional/Indigenous and scientific knowledge on agricultural practices and ecosystem dynamics. As a faculty associate at the Esposito Family Centre for Innovation & Entrepreneurship, Dr. Rahman creates linkages among UFV students, faculty, local community, and business leaders to conduct applied research, provide mentorship, and organize networking events. In his role as the faculty advisor to Enactus UFV, Dr. Rahman mentors students in the development and implementation of social entrepreneurship projects that positively impact local communities. His research has been supported by several prestigious grants, including the Social Sciences and Humanities Research Council Doctoral Fellowship and the Graduate Fellowship from the Pacific Institute for Climate Solutions. Dr. Rahman holds an MBA from the University of Windsor, Canada, and a PhD in strategy and sustainability from the Gustavson School of Business at the University of Victoria.



JELENA BRCIC, PHD

Dr. Jelena Brcic, Assistant Professor of Organizational Studies and Human Resources, has been invited by Polar Knowledge Canada to sit on a committee responsible for developing the Canadian

Antarctic Research Program Framework. Polar Knowledge Canada, a prominent organization tasked with strengthening Canada's leadership in polar science and technology, advances knowledge in the Arctic and promotes the development and dissemination of knowledge about other circumpolar regions, including Antarctica. In addition to her new role, Dr. Brcic continues her ground-breaking research on Teams in Extreme Environments — Exploring Autonomy, Motivation, and Stress with the Canadian Space Agency, for which she received a \$200,000 grant. She and two of her students conducted the research by travelling to a weather station in the Arctic, one of the last remaining ones. Dr. Brcic has published extensively in top-tiered journals

such as the Academy of Management Discoveries and Applied Psychology: An International Review, and has presented at conferences across Canada, the United States, Germany, and Australia. Dr. Brcic earned her PhD in Social and Personality Psychology at the University of British Columbia and completed her postdoctoral work at the Rotman School of Management at the University of Toronto.



JON THOMAS, PHD

Dr. Jon Thomas is the Director of the Esposito Family Centre for Innovation & Entrepreneurship (EFCIE), and the BC Regional Innovation Chair in Canada-India Partnership Development at the University of the Fraser Valley

(UFV). He is an Associate Professor (Innovation & Entrepreneurship) at the UFV School of Business. An expert in the areas of innovation, entrepreneurship and commercialization, his research primarily explores the processes through which to generate and manage innovative ideas in organizations. Jon has provided innovation and entrepreneurship mentoring to students, post-doctoral fellows, scientists, engineers, and entrepreneurs for two decades in Canada and India. One of the student projects Jon mentors examines how cities can implement innovative technologies to improve the quality of life of their residents. His interdisciplinary research has been published in *Nature Nanotechnology*, *Technovation*, *Journal of Engineering & Technology Management*, *Scientometrics*, and the *Journal of Cleaner Production*, among others. His research on science-based venture

emergence is part of the curriculum used to develop the entrepreneurial capabilities of academic scientists across Canada. Jon holds a PhD in Technology Management and Strategy from the Indian Institute of Technology (IIT) Delhi, along with an MBA, and an undergraduate degree in Statistics.



KIRSTEN ROBERTSON, PHD

Dr. Kirsten Robertson holds the position of Associate Professor of Organizational Behaviour and Human Resources at the University of the Fraser Valley's School of Business. In her role





as the Research Chair, she provides support to fellow faculty members to promote high-quality, practically relevant research. Dr. Robertson's research centers on cultivating positive and inclusive work environments that facilitate individual growth, with a particular emphasis on meaningful work, work-life balance, and workplace interactions. Her scholarly contributions have been featured in top-tier management publications, such as *the Academy of Management Review*, *Journal of Management Studies*, *Academy of Management Discoveries*, and *Journal of Organizational Behavior*. Additionally, as a Gallup Certified Strengths Coach, Dr. Robertson is passionate about helping individuals and teams harness their innate talents to achieve workplace excellence. She holds a PhD in Management and Organization Studies from Simon Fraser University, and was a recipient of the SSHRC Canada Graduate Scholarship for her doctoral research.



RESEARCH PUBLICATIONS

During the latest reporting period, the School of Business has produced many research publications related to sustainability, which are listed in Table...below. These

publications have been assessed for their alignment with the United Nations Sustainable Development Goals (SDGs).

PUBLICATION	SDG ALIGNMENT
<p>Nguyen C. and Schinckus C. and Su T. (2022). Socio-Economic and Environmental Vulnerability of Developing Countries: Asymmetric Effects of Global Uncertainty, <i>Fulbright Review of Economics and Policy</i>, vol. 2 (1), 1011-1024.</p> <p>This inquiry delves into the impact of major global uncertainty indicators on the economic, social, and environmental vulnerabilities of nations. Results reveal that these three dimensions of vulnerability do not fluctuate in unison in response to variations in uncertainty indicators. This suggests that remedying socioeconomic and environmental vulnerabilities cannot be achieved through a one-size-fits-all approach. Any reduction in a particular aspect would inevitably entail a cost and have a contrary effect on at least one other aspect of a nation's vulnerability. Given that social, economic, and environmental factors are at the crux of the UN's sustainable development goals, this study examines a nation's ability to proactively pursue meaningful sustainable goals in an increasingly uncertain world.</p>	 
<p>Rahman, S., Slawinski, N, & Winn, M. (May 23, 2022). How Ecological Knowledge Can Catalyze System-Level Change: Lessons from Agriculture & Beyond. <i>Amplify</i>, vol. 35, no. 5, 2022</p> <p>The article delves into the strategies employed by trailblazing companies in the agriculture, agri-food, and allied sectors to create and utilize ecological knowledge – insights into the intricate ecosystems they depend on – in devising innovative techniques that revitalize social and environmental systems. By doing so, they not only enhance their own operations, but also play a pivotal role in catalyzing the transformation of our current ecologically fragile agricultural systems, enabling them to support an expanding human population in a sustainable manner.</p>	
<p>Nguyen, C. P., Schinckus, C., Nguyen, B. Q., & Le Tran, D. T. (2022). Influence of internet and mobile usage on the institutional quality: An environmental perspective. <i>Environmental and Sustainability Indicators</i>, 16, 100216.</p> <p>The study finds that higher income level countries tend to have better institutional quality, while countries with a British colonial history and common law systems also exhibit higher institutional quality. Conversely, countries with a socialist history tend to have lower institutional quality. The study also highlights a dilemma faced by countries with high CO2 emissions, as higher emissions negatively impact institutional quality and may force a choice between economic growth and environmental institutional improvement. The study suggests that investing in internet and phone usage can improve institutional quality, particularly in low and medium income countries. Policy makers are urged to take responsible actions to protect the environment and reduce CO2 emissions, as citizens increasingly expect their governments to promote environmental sustainability and initiatives to reduce emissions can improve citizens' perception of institutional quality.</p>	

Pizzirani, S., Newell, R., Glaros, A., Rahman, S., & Newman, L. Vertical Farming and the Promise of Innovative Businesses for Improving Food Security and Conserving Biodiversity. *Amplify*, vol . 36, no. 3, 2023.

This article suggests that vertical agriculture businesses can play an important role in promoting food security and biodiversity conservation by adhering to three guiding principles. Traditional intensive agricultural practices are a major contributor to global biodiversity loss, making vertical agriculture a promising alternative to spare agricultural land and help conserve biodiversity. To optimize the outcomes of vertical agriculture, businesses should focus on diversifying crops, localizing production and distribution, and integrating inputs and outputs in circular processes. However, significant barriers to the growth of vertical agriculture remain, including the need for more public-private partnerships, research into complementary technologies, and supportive land use policies, as well as venture and government-backed investment. Addressing these challenges will be essential to unlocking the full potential of vertical agriculture in contributing to sustainable food systems and biodiversity conservation.



Nguyen, C. P., Schinckus, C., & Dinh Su, T. (2022). The determinants of outbound tourism: a revisit of socioeconomic and environmental conditions. *Tourism Analysis*, 27(2), 199-218.

This study delves into what makes people travel to other countries, also known as outbound tourism. Unlike other studies, this one looks at how the environment and social factors come into play when people decide to travel internationally. The study analyzed data from 82 countries between 2002 to 2016 and found that besides economic factors like income, social factors such as urbanization and unemployment, and environmental factors such as CO2 emissions and forest area, also play a vital role in international travel. Interestingly, the study found that these factors were more significant in higher-income countries after 2008. Overall, the study provides insights that can help policymakers and the tourism industry understand what drives people to travel and make better decisions.



Mohanty, S. S., Mohanty, O., & Ivanof, M. (2021). Alpha enhancement in global equity markets with ESG overlay on factor-based investment strategies. *Risk Management*, 23(3), 213-242.

Recent research suggests that companies that prioritize Environment, Social, and Governance (ESG) practices are more competitive than those who don't. These companies use their resources, human capital, and innovation more effectively, leading to higher valuations and lower risks. Additionally, companies with a strong ESG profile tend to be more transparent in terms of risk management and governance, which ultimately leads to better long-term planning. The study shows that investing in companies with strong ESG practices, combined with certain investment strategies, can result in higher returns with lower risks. Specifically, applying an ESG overlay on "multi-factor," "value," and "low volatility" strategies can reduce both systematic and idiosyncratic risks. Moreover, the study found that investing in the "quality" factor with an ESG overlay can lead to the highest return among ESG target indices. These findings provide valuable insight for investors seeking to enhance their returns in the global equity markets while investing in companies that prioritize ESG practices.



De Backer, C., Teunissen, L., Cuykx, I., Decorte, P., Pabian, S., Gerritsen, S., ... & Corona Cooking Survey Study Group. (2021). An evaluation of the COVID-19 pandemic and perceived social distancing policies in relation to planning, selecting, and preparing healthy meals: an observational study in 38 countries worldwide. *Frontiers in Nutrition*, 7, 621726.



This study conducted in 38 countries during the COVID-19 crisis aimed to investigate how food literacy has changed and what factors have influenced it. The study found that positive changes in food literacy can be achieved and often depend on combinations of personal characteristics and circumstances. The authors identified three key learnings: first, stay-at-home policies and perceptions of having more time can increase the willingness to plan, select, and prepare healthier foods, especially among women. Second, nutrition interventions should consider mental health and strategies to deal with psychological distress, especially among women. Third, policymakers must apply a health equity lens and focus not only on income but also on personal feelings of financial stress. The study emphasizes that a lack of money and accompanying stress can affect how people select, plan, and prepare food. The study also highlights the complexity of the relationship between sociodemographic characteristics and food literacy.

Kang, Y., Liao, S., Jiang, C., & D'Alfonso, T. (2022). Synthetic control methods for policy analysis: Evaluating the effect of the European Emission Trading System on aviation supply. *Transportation Research Part A: Policy and Practice*, 162, 236-252.



This paper presents a novel application of synthetic control methods to evaluate the ex-post causal impact of carbon pricing on aviation supply, with two major modifications to the existing methodological framework. The study investigates the policy change in the European Union Emission Trading System (EU ETS), and provides the first complete evaluation of the impact of carbon pricing on airline output at the airline-route level, distinguishing between low-cost, regional and full service airlines, route types, airport types, and monopolistic versus non-monopolistic routes. The analysis shows that the EU ETS has caused a reduction of total airline seat capacity and flight frequency, with the largest reduction occurring on low-cost and regional airlines, short-haul routes, spoke–spoke markets and monopolistic routes. The study finds that the EU ETS does not have a substantial impact on the average aircraft size. The results provide the first empirical confirmation to the theoretical prediction in the aviation literature that emission charges will reduce flight frequency and increase load factors while having no effect on aircraft size.

Rahman, S., Pogutz, S., & Winn, M. (2020, July). Inventing Regenerative Sustainability: Theoretically, Empirically, Practically. In *Proceedings of the International Association for Business and Society* (Vol. 31, pp. 89-99).



Despite increased interest from business practitioners in regenerative sustainability, there is a lack of research into the factors that contribute to its successful implementation. This paper aims to address this gap by examining the theoretical foundations of regenerative sustainability and proposing empirical research to study innovative business practices. Through a literature review that draws on research in natural sciences, organization and management studies, corporate sustainability, and business strategy, the paper defines regenerative sustainability, explores how adopting principles of regeneration can help firms achieve true business sustainability, and assesses potential benefits, obstacles, and enablers of such business models. To empirically investigate how proactive firms effectively enact regenerative sustainability principles, an in-depth interpretive case study methodology is proposed. The paper concludes with potential implications for management theory and practice, as well as suggestions for future research.

Gasparin, M., Green, W., Lilley, S., Quinn, M., Saren, M., & Schinckus, C. (2021). Business as unusual: A business model for social innovation. *Journal of Business Research*, 125, 698-709.

This paper explores the development of a business model (BM) for small-medium enterprises (SMEs) practicing social innovation (SI) in Vietnam. While BM literature has been extensively researched in large for-profit organizations in Western settings, research on SMEs with social goals is lacking. This paper provides a strategic framework for SMEs to ensure their strategies consider the positive impact of SI on society and defines mechanisms to create and capture economic, social, cultural, and ecological values. The paper shows that for SMEs practicing SI in Vietnam, social, ecological, and cultural values are inherent and as important as economic value. The research demonstrates that a new social BM has emerged and was evaluated for its long-term growth sustainability. The paper defines a BM as a way of creating and delivering value to customers through managerial thinking and engagement in economic activities. While BMs are widely researched and used in practice for technological innovations, its application for SMEs and SMEs working with a new typology of innovation such as SI is relatively unexplored. The paper concludes that the business model is fundamental to understanding a firm's competitive advantage and sustainable growth.



Schinckus, C., Nguyen, C. P., & Chong, F. H. L. (2022). Cryptocurrencies' hashrate and electricity consumption: evidence from mining activities. *Studies in Economics and Finance*.

The study investigated the relationship between primary energy consumption, electricity production, and consumption of Bitcoin and Ether. The research found that the computational difficulty of solving cryptographic enigmas associated with cryptocurrencies, known as hashrate, had a positive correlation with energy and electricity consumption. Despite the launch of the Segregation Witness (SegWit) mechanism that allows blocks to handle more transactions per block, the growing need for electricity has increased significantly since October 2019. The study suggests that hashrate is a better indicator of electricity consumption than the number of transactions per block. The paper explores some alternatives to improve the environmental sustainability of cryptocurrencies, given their growing importance and impact on energy consumption.



STUDENT RESEARCH

UNDERGRADUATE RESEARCH EXCELLENCE AWARDS

Break For Squirrels, Speed Up For My Manager: An Exploration of Supervisor-Perpetrated Mistreatment In Front-Line Service Work

Addy Schnider – BA Double Minor in Business
Trisha Kumar – BBA Honours in Finance

We explored the experience of direct (i.e., being mistreated oneself) and third-party (i.e., observing co-worker mistreatment) supervisor mistreatment in the service industry. Through in-depth interviews with 35 service industry workers, we developed a framework

of responses consisting of four categories: emotional reactions (e.g., feeling frustrated), prosocial responses (e.g., constructive intervention), antisocial responses (e.g., conflict avoidance), and relationship outcomes (e.g., bonding among employees). Within these four categories, we identified contrasting responses between experienced and observed mistreatment. We outlined the implications of our research for the mistreatment literature and service organizations.

Trisha recently completed her Bachelor of Business Administration Honours Degree in Finance and holds a 4.14 GPA. She currently works as a research assistant for Dr. Kirsten Robertson. Upon graduating, she intends to pursue a Masters of Science in finance, which will allow her to

further develop her research skills. Her research experience has led her to explore various areas including workplace incivility, veterinary corporatization, urban agriculture, and sustainable finance. She was invited to present a paper she co-authored at the Administrative Sciences Association of Canada conference in Halifax. She was also the recipient of the UFV Undergraduate Research Excellence Award two years in a row and received 3 research grants including the

EFCIE Innovation Grant. She served as President of Enactus UFV from July 2021 to February 2023, volunteering over 1700 hours in this role. Her leadership contributed to the team winning the Scotiabank Climate Change Challenge during the Enactus Canada 2023 Regional Exposition and the Most Improved Team Award in 2022. Since attending UFV, she has received 14 leadership awards.

“My research experience has taught me to think critically, ask questions, discover answers, develop a point of view, form opinions, and create solutions. Indeed, research helps us realize our potential and empowers us to contribute to existing bodies of knowledge and the community. At UFV, I have had the opportunity to conduct research from the initial ideation stage to the consummation of a complete paper. Alongside another UFV student, Dr. Kirsten Robertson and I co-authored a paper titled Break for Squirrels, Speed Up for My Manager: An Exploration of Supervisor-Perpetrated Mistreatment in Front-Line Service Work. In June 2022, we were invited to present our paper at the Administrative Sciences Association of Canada (ASAC) conference in Nova Scotia. ASAC allowed me to gain hands-on experience presenting, discussing, and defending my work to an academic audience. ASAC was an excellent opportunity to highlight the research being conducted at UFV and for me to participate in a research conference typically reserved for master’s and PhD level students and faculty. These research experiences led me to win the Undergraduate Research Excellence Award two years in row.”



Trisha Kumar
BBA Finance Graduate 2023

APPLIED RESEARCH CENTRES & INSTITUTES

The University of the Fraser Valley adopts applied research as a strategic approach to fulfilling its mission of engaging learners, transforming lives, and building community. Through its seven centres and two institutes, UFV has found success in achieving its institutional objectives, including long-term sustainability, community engagement, the creation of experiential learning opportunities for students, and the generation of new

knowledge that benefits society. In the previous year, all research centres and institutes secured external funding, expanded their existing partnerships with communities and nations across the globe, disseminated their research findings via various traditional and innovative media, provided students with opportunities to engage in applied research, and contributed to the creation of novel insights and knowledge that addresses the world’s needs.

THE CENTRES AND INSTITUTES SUSTAINABILITY AND INNOVATION FUND

The University of the Fraser Valley recognizes the important roles that research and innovation play in the achievement of long-term sustainability. It was with this in mind that the University established The Centres and Institutes Sustainability and Innovation Fund. This endowment is designed to provide UFV research centres and institutes with funding that will enable them to implement a plan that will lead to improved long-term operational sustainability. The fund, which can provide up to \$50,000 per proposal, will not necessarily cover the entire cost of the plan. However, an improvement in sustainability can lead to a greater capacity for research activities or partnerships, which in turn will hopefully attract future external funding to support the activities of the centre or institute.

CENTRES

Centre for Education and Research on Aging (CERA)

Director – Dr. Shelley Canning, RN

The Centre for Education and Research on Aging (CERA) was launched at UFV in 2006 with the goal of facilitating a collaborative process between educators, researchers, practitioners, students, older people, and caregivers in the Fraser Valley to learn more about the issues of the aging process.



Centre for Global Development (CGD)

Director – Dr. Geetanjali Gill

The Centre for Global Development (CGD) aims to extend community outreach beyond the Fraser Valley region promoting and encouraging research on sustainable human and community development in order to facilitate positive global change for those living in impoverished conditions. The objectives of the CGD are to facilitate, support, and

engage student and faculty research, to create effective partnerships with communities, international organizations, and NGOs, to make policy recommendations to governments and NGOs, and to advocate on behalf of those living in poverty. These objectives are closely aligned with many of the UN's Sustainable Development Goals, making the Centre for Global Development one of the most important Centres at UFV.



Centre for Philosophy for Children (CP4C)

Coordinator – Anastasia Anderson

The Centre for Philosophy for Children supports education, community outreach, and the dissemination of research in philosophy for children and the related areas of children's rights, child development, and childhood studies. CP4C, an inquiry-based pedagogy, uses facilitated group discussion on philosophical questions to help develop children's thinking.



Centre for Public Safety and Criminal Justice Research (CCJR)

Director – Dr. Irwin M. Cohen

As a state-of-the-art criminal justice research lab, the Centre for Public Safety and Criminal Justice Research (CCJR), is dedicated to the development and implementation of cutting-edge methodologies and techniques for the study of criminal and social justice issues.



Community Health and Social Innovation Hub (CHASI)

Director - Dr. Martha Dow

Launched in 2020, CHASI was created to support the social, mental, emotional, physical, and economic health of those living in our communities. Through collaborative, multisectoral research and community engagement, the Hub acts as a key strategic health partner in the region, working to identify challenges and opportunities to improve individual and community health.



Esposito Family Centre for Innovation and Entrepreneurship (EFCIE)

Director - Dr. Jon Thomas

The understanding that innovative technologies impact society and society, in turn, shapes technological progress, guides the Centre’s research. Focusing on research, course development, and mentoring both students and local entrepreneurs, EFCIE emphasizes community outreach exploring the interactions between technology, innovation, and society.



Peace and Reconciliation Centre (PARC)

Director – Dr. Keith Carlson

UFV’s Peace and Reconciliation Centre (PARC) works to identify diverse expressions of conflict, raise awareness about the causes and systems that sustain conflict, and devise solutions that people can apply to create sustained and meaningful peace and reconciliation.



INSTITUTES

Food and Agriculture Institute (FAI)

Director - Dr. Lenore Newman

The Food and Agriculture Institute (FAI) is an interdisciplinary research centre focused on issues of sustainability as they relate to food and farming systems. The Institute fosters food security through the study of sustainable agricultural land use and develops applied research capacity to supply technology, knowledge, and skills to the agriculture sector. To this end, the FAI partners with various researchers, industry leaders, and governments to build knowledge and tools for moving toward sustainable, resilient food systems for communities and regions in the Fraser Valley and across the globe.



South Asian Studies Institute (SASI)

Director - Dr. Satwinder Kaur Bains

The South Asian Studies Institute (SASI) is UFV's nexus point where scholars, Indo-Canadian community members, international visitors, students, and scholars from the South Asian Diaspora all come together.

SASI supports the development, maintenance, and strengthening of linkages that lead to diverse experiences for students, faculty, and community.



OUR GOALS

2021-2023 GOALS	REFLECTIONS	LOOKING AHEAD
<p>4.1 Support faculty and student initiatives, projects, and research studies that focus on sustainability and social responsibility issues.</p>	<p>The School of Business has demonstrated its commitment to supporting faculty members in their research endeavors by increasing financial assistance for projects that delve into Indigenous student experiences. Additionally, the school has provided support for sabbatical applications that center around the critical areas of sustainability, climate change, and Indigenization.</p>	<p>The School of Business will continue to encourage and support research into sustainability and social responsibility related topics.</p>
<p>4.2 Showcase student and faculty research achievements and findings through various communication platforms.</p>	<p>The School of Business actively promotes and shares student and faculty research, initiatives, and projects related to sustainability through our social media accounts, as well as in our monthly internal newsletter and biannual external newsletters. This regular showcasing of sustainability-related work reflects our commitment to highlighting and disseminating valuable contributions in this important field.</p>	<p>We will continue to promote student and faculty research achievements within the UFV community and among external stakeholders, with a focus on expanded reach and improved communication.</p>
<p>4.3 Encourage faculty to incorporate ERS and PRME related topics into student research projects and other assignments.</p>	<p>The incorporation of ERS and PRME related topics into curricula can be seen clearly in courses such as BUS 400, 408, and 444.</p>	<p>The School will continue to promote the incorporation of ERS and PRME related topics into curricula.</p>
<p>4.4 Inform students about research grants, scholarships, course credits for Enactus UFV, and other relevant opportunities to engage in ERS and PRME related research projects.</p>	<p>The School of Business advisors actively inform students about research grants, scholarships, course credits for Enactus UFV, and other relevant opportunities to engage in ERS and PRME related research projects.</p>	<p>We are committed to facilitating open communication between advisors and students, providing information about ERS and PRME related research opportunities. We will continue to enhance our use of social media platforms to effectively promote these opportunities to students, ensuring they are well-informed and encouraged to engage in relevant research activities.</p>

5

PARTNERSHIP

PRINCIPLE 5

PRiME

“We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.”

OUR COMMITMENT

The UFV School of Business understands the need for partnership with our internal and external stakeholders including our alumni, industry and Indigenous advisors, local businesses, and other community and academic partners to achieve our goal of ensuring a sustainable future for all. Our partnerships are built on openness, reciprocity, and mutual trust. We will actively seek new collaborative partnerships and strive to nurture connections with all our existing partners.

PRINCIPLE 5 – PARTNERSHIP

The UFV School of Business recognizes the importance of having strong partnerships and relationships. Indeed, the School enjoys the benefits of many wonderful partnerships, which allow us to share expertise and resources, aid innovation, access new markets, and engage in personal growth. Some of our most important relationships are those with accreditation organizations, including the EFMD, AACSB, and CFA. These accreditation partners allow us to network with similarly minded organizations, engage in

continuous improvement and quality assurance through a process of feedback, aid our efforts at internationalization, and attract exceptional students and faculty. Some of our other partnerships range from those with partner universities in Europe to local non-profits such as Archway Community Services and Indigenous non-profits such as the Fraser River Indigenous Society and the Seabird Island Band.

ACCREDITATION AND MEMBERSHIP

Accreditation and membership are incredibly important processes for any school looking to offer an elite academic experience. They represent badges of honour and seals of approval, signalling to universities and individuals alike that the accredited organization is committed to excellence, thus attracting talent, capital, and resources. In addition, accreditation and membership provide a bridge between schools with similar aspirations for achievement and act as a rigorous tools of quality assurance. Taken together, these activities produce a dynamic system of continuous improvement, one in which the School of Business is thrilled to take part.

EFMD PROGRAMME ACCREDITATION SYSTEM

One of the accreditation bodies to which the UFV School of Business belongs is the European Foundation for Management Development (EFMD). The EFMD is a global, non-profit organization and accreditation body, that substantiates the quality of management education through established accreditation services for business schools and their programs. Their EFMD Programme Accreditation System (EPAS) is the one of the leading international systems of quality assessment, improvement, and accreditation for business programmes.



Naturally, EPAS accreditation entails a rigorous approval process. For this reason, the UFV BBA is one of just 110 programs in 35 countries to have received accreditation. In the words of Dr. Chris Schinckus, Dean of the Faculty of Business and Computing, "This is a real honour for us to be recognized by EFMD. Being accredited is not only the achievement of a particular project, it is more about a transformative process combining a continuous reflection on our pedagogical standards with a perpetual improvement of our academic practices". More important than prestige, however, is what UFV business students can gain from attending a program with this accreditation. According to Schinckus, "For students, the accreditation shows that the BBA program offered by the UFV School of Business is aligned with best practices and that we are benchmarking those practices with the best universities in the world."

Renewing accreditation is not a simple process, nor is it guaranteed for existing members. Universities go through an intense screening process, including submitting detailed annual progress reports. These are followed, every three years, by a deep dive into the applicant's academic practices (curriculums, assessments, etc.), thorough interviews with students and staff, and a campus visit. University programs that want to provide a high-quality education for their students, and seek accreditation by internationally recognized organizations, must not only meet certain high standards but must also demonstrate continual growth and improvement. To this end, every

three years at the time of renewal, as well as annually when our progress reports are submitted, the EFMD provides the UFV School of Business with feedback, including a list of required areas for improvement. In order to maintain accreditation, the School must demonstrate clear progress in these areas.

Recently, one of our areas of required improvement was to continue to advance the internationalization features of our BBA. In response to this directive, we have taken many important steps. For instance, we launched the International Business Major and Minor and have explored the introduction of collaborative online intercultural learning – virtual exchange (COIL-VE) projects into the BBA program. We have continued to recruit faculty with international experience and have encouraged faculty to increase the amount of international content within courses so as to further the international learning experience. Finally, we formed a committee to review the BBA with the goal to increase flexibility within the program and thus promote study abroad, international study tours, and co-op opportunities for students. In exploring our options to increase the number of quality international strategic partnerships and promote student mobility and cross-cultural understanding, the School has developed a partnership with the Lucerne University of Applied Sciences and Arts, consisting of an annual event centred around leadership, the International Leadership Week. In 2021, the School of Business hosted the event online, however last year’s event welcomed guests back in-person to Vancouver.

The UFV School of Business’s Bachelor of Business Administration (BBA) has been EPAS accredited since 2018. In June 2021, the School received confirmation from the EFMD office in Belgium that our BBA program’s accreditation had been renewed for another 3 years. And, if we wish to maintain our program’s accreditation, we will be required to formally apply for renewal in 2024. Leading the way in this process will be Professors Quan Cheng and Dr. Saeed Rahman, and Quality Assurance, Accreditation, and Stakeholder Engagement Coordinator Kurt Siemens.

AACSB BUSINESS EDUCATION ALLIANCE

The UFV School of Business is a member of the Association to Advance Collegiate



Schools of Business (AACSB) Business Education Alliance, a non-profit association that connects educators, students, and businesses who share the common goal of creating the next generation of leaders and who are interested in high quality educational and benchmarking resources specifically designed for business programs and faculty. As a member of the AACSB Business Education Alliance, the UFV School of Business is part of the world’s largest network of business schools and organizations focused on advancing business education, and our membership indicates our willingness to align our practices with the most prestigious business schools in the world. Through content-driven events, publications, comprehensive data tools, and industry research, this alliance connects our school with top business educators and industry leaders from nearly 100 countries. The AACSB membership is vital to the continued success of the UFV School of Business, as it offers various avenues for the School to learn and benchmark, as well as to contribute to the meaningful development of business schools in Canada and the world. It is our goal to move from membership to full accreditation in the very near future

CFA INSTITUTE UNIVERSITY AFFILIATION PROGRAM

The School of Business Bachelor of Business Administration - Finance Major has recently been welcomed into the CFA Institute University Affiliation Program.



Our BBA in Finance has been acknowledged for incorporating at least 70 percent of the CFA Program’s Candidate Body of Knowledge (CBOK) into the curriculum and for placing emphasis on the CFA Institute Code of Ethics and Standards of

Professional Conduct within the program. It is one of only three programs in BC to receive this honour. This program positions students well to obtain the Chartered

Financial Analyst (CFA) charter, which has become the most respected and recognized investment credential in the world.

UNIVERSITY PARTNERSHIP

INTERNATIONAL LEADERSHIP WEEK

For over 10 years now, the UFV School of Business has hosted an annual International Leadership Week in partnership with the Lucerne University of Applied Sciences and Arts, based in Lucerne, Switzerland. Due to the world-wide health issues, the School hosted an online version of the program in 2021, welcoming 20 different speakers and 25 participants, including 6 UFV School of Business students, as well as guests from 5 different countries (Canada, China, Thailand, Switzerland, and Vietnam). The School of Business welcomed back students from Switzerland on October 2nd, 2022. The group was composed of 20 industry professionals from Switzerland who are completing their master's degrees, and a few select high-achieving BBA undergraduate students. Students learned about the importance of Indigenization and reconciliation from a business perspective from leaders from the Squamish (Sk̓wx̓wú7mesh) Nation. They gained a better understanding of how the local trade interacts internationally and the importance of

maintaining a resilient, competitive, and sustainable business. Students also met the Consulate General of Switzerland, connected with local business leaders, gained valuable knowledge on the growth and trade patterns of Asia, honed their negotiation skills, and experienced a day trip to the Squamish Lil'wat (Sk̓wx̓wú7mesh Liíwat7úl) Cultural Centre to connect to BC's rich Indigenous history.



THE EUROPEAN STUDY TOUR

The UFV School of Business, in its pursuit to build international community and create meaningful connections with business managers, has created a special opportunity for its students – The European Study Tour. This two-week trip to Europe is open to any UFV student interested in gaining insight into international business practices through travel and hands-on learning experiences.

In 2019, the UFV School of Business embarked on its maiden voyage. The trip included one week with each of our partner institutions – the University of Eastern Switzerland in St. Gallen, Switzerland, and the Rotterdam University of Applied Sciences in the Netherlands, and allowed students an opportunity to experience how business is conducted in Europe while simultaneously immersing themselves in cultural experiences. Students assessed the impact of globalization on Canadian exporters, differentiated between Swiss and Dutch business environments, demonstrated cultural awareness by communicating competently across cultures, developed cross-cultural business competencies appropriate for a variety of contexts and organizations, and reflected on the concept of internationalization in relation to their home country. The inaugural field school had four professors accompanying the tour, an approach that was deemed beneficial as this prepared each professor to lead a trip of his or her own in the future.

In May 2023, 11 students, along with two professors, made the journey back to the heart of Europe where they met our partners once again. This time our students connected with University of Eastern Switzerland in St. Gallen, as well as a new partner, the Burgundy School of Business in Dijon, France. The University of Eastern Switzerland arranged for students to meet with the managers of two business, the first of which was Appenzeller Bier, and the second was Starrag, a developer and producer of high-precision mills. The production of high precision machines is to be expected in a country like Switzerland, as the values

of excellence and precision are held in high regard there, a fact confirmed for the students when, in preparation for the trip, they were visited by the Consul General of Switzerland, Andreas Rufer. Mr. Rufer is known to the School of Business through our Lucerne International Week, and when he heard our students were travelling to Switzerland, he made the effort to travel from Vancouver to Abbotsford to teach them about Switzerland and Swiss customs. The second week of the journey took place in France. While in Dijon, students learned about two quintessentially French businesses – Burgundy wine and Dijon mustard. Students learned about the business of wine making when they visited the Chateau du Clos de Vougeot and the Domaine Chapuis; students learned about mustard from the Fallot Mustard Mill, an independent family business since 1840, still using the traditional French mustard making method.

Feedback from students and professors regarding the European Study Tour has been incredibly positive. In light of its success, the School of Business plans to continue to provide this opportunity to students, and envisions offering at least one trip of this kind per academic year.

“In some places, we got to see how our classroom theories apply in practice and for others we saw how our theories do not actually apply. We also came to learn about the many complexities and realities that businesses face locally and globally. With this tour, we went beyond the classroom,

which no other experiences could’ve provided.”



Shada Tawati
BBA Student
Study Tour 2023 Participant



COMMUNITY PARTNERSHIP

ARCHWAY COMMUNITY SERVICES

Lorne Mackenzie, an Associate Professor at the School of Business, is actively involved with Archway Community Services, a non-profit organization dedicated to serving the communities in Abbotsford, Chilliwack, Mission, Langley, and Chandigarh, India. Lorne has served on the Board of Archway since 2014, leveraging his extensive experience as a business professional and educator spanning over three decades. Lorne views his position on the board as a privilege and is honored to collaborate with fellow community volunteers in supporting Archway Community Services. Recently, Lorne actively participated in a retreat aimed at developing Archway’s strategic plan for the next five years, hoping to continue Archway in its vital role of promoting the well-being of the Fraser Valley community in British Columbia. Building upon this partnership, Enactus UFV, under the guidance of Dr. Saeed Rahman from the School of Business, has joined forces with Archway since 2021 to deliver essential financial

education services to newcomers settling in the Fraser Valley region. Furthermore, the School of Business proudly sponsors the Annual Archway Charity Golf tournament, strengthening the bond and fostering an even deeper partnership between our organizations.



OUR GOALS

2021-2023 GOALS

REFLECTIONS

LOOKING AHEAD

5.1 Recognize a local business or entrepreneur, who promotes sustainability and social responsibility, in a yearly event.

At this year’s SDGs LAB event, the School of Business partnered with Lepp Farm Market, a sustainable, locally owned and operated farm market. All food sold by Lepp is produced locally at its own farms.

The School remains committed to actively seeking partnerships with and promoting local businesses, particularly those that embrace sustainable and responsible business practices. Through our programs and initiatives, we aim to support and highlight these businesses, fostering a culture of sustainability and responsible entrepreneurship in our community.

6

DIALOGUE

PRINCIPLE 6

PRiME

“We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.”

OUR COMMITMENT

The UFV School of Business recognizes the critical role that meaningful dialogue and debate among our student, faculty, and community and academic partners play in promoting our social responsibilities. We are committed to fostering an environment of ongoing dialogue, encouraging diverse perspectives, and promoting respectful exchange of ideas among our students, faculty, community, and academic partners. By engaging in this process of open and respectful discussion, we can collectively navigate the path towards the future we aspire to achieve.

PRINCIPLE 6 – DIALOGUE

At the UFV School of Business, we understand that dialogue and debate, as well as the open exchange of ideas, form the foundation of a free and thriving society. They foster consensus building, personal development, and conflict resolution, among other desirable outcomes. The School is deeply committed to promoting dialogue, as

exemplified by our extensive array of research seminars, dialogues with advisory committees and other stakeholders, workshops, and events over the past two years. By providing platforms for dialogue, we nurture a culture of open communication and meaningful engagement for our students, faculty, and broader community.



THE DEAN’S CONVERSATION SERIES

Established by the Dean of the Faculty of Business and Computing, Dr. Chris Schinckus, The Dean’s Conversation Series offers a lively and interactive forum for members of the Faculty to engage in conversations about critical questions and pressing priorities that are relevant to today’s educators. With two schools – the School of Business and the School of Computing – comprising the Faculty, these dialogues aim to foster stimulating exchanges between faculty and staff from diverse disciplinary backgrounds. These presentations take place bi-monthly throughout the academic year, providing attendees with the chance to share and listen to fresh insights on education.

INTERNATIONALIZATION IN HIGHER EDUCATION

December 14, 2022

Internationalization is one of the most widely discussed issues in higher education today. It has been, and remains, a focus of the UFV School of Business. Over the past two years, we have maintained our commitment to the internationalization process and have continued to advance the internationalization features of our programs by taking many important steps. These facts are evidenced by our partnerships with international accreditation bodies, the introduction of our International Business Major and Minor,

our exploration of collaborative online intercultural learning – virtual exchange (COIL-VE) projects, and our promotion of study abroad programs. During this session, we explored some of the system forces and influences driving the trend toward internationalization as well as the potential implications for distributive justice. To add to our discussion, we were joined by special guests Dave McGuire, the Associate Vice-President at UFV International, and Dr. Victoria Surtees, a Teaching and Learning Specialist in charge of Internationalization at UFV’s Teaching and Learning Centre. Both guests provided meaningful perspectives to the benefits and challenges of internationalization at UFV.



COMMUNITY ENGAGEMENT

February 15, 2023

As modern values are driven increasingly towards a globalized perspective, contemporary institutions often prioritize generalized and systemic knowledge over local contexts, which in turn has resulted in the disconnection of institutions from the communities in which they are situated. Despite this, a movement focused on place-based education is gaining traction, aiming to bridge the gap between universities and colleges and their local communities. In this discussion, we explored these topics and considered the future of higher education, local knowledge, and relationship to place. One of our maxims at the School of Business is that UFV is not just

the University of the Fraser Valley, but also the University for the Fraser Valley. This means that, while we take an appropriate view of our place within a global economy, we also appreciate our position within the local context. We build relationships with the local community in order to best serve the local community. This is why it was so important to have as our special guests on this date, Ross Siemens, Mayor of Abbotsford; Dave Sidhu, Abbotsford City Councillor; Carilynn Siemens, Director of Economic Development for the City of Abbotsford; and Craig Toews, President of the Abbotsford Chamber of Commerce. Our meeting with these local political leaders was extremely productive. Our dialogue revealed that we share many goals and that the path to success lies with close partnerships between the University of the Fraser Valley, the School of Business, and the City of Abbotsford.

TRANSFER AND MOBILITY IN BRITISH COLUMBIA (BC), CANADA

April 12, 2023

On this occasion, our guest was Dr. Fiona McQuarrie, Emeritus Professor at UFV and Special Projects Office at the BC Council on Admissions and Transfer. We discussed the basic structure of the Canadian postsecondary education system and some of the most pressing challenges related to Transfer and Mobility.

Transfer and mobility refer to the ability of students to move from one institution to another – important issues, which affect all post-secondary institutions and potentially all students. A student may wish to transfer for a number of reasons. First and foremost, a student may need to relocate while in the middle of a credential. Likewise, a student may have credits from years previous, and having relocated in the meantime, may now wish to start up his or her studies in a new location. Other reasons may centre around a program that is not the right fit, or certain courses that may be full.

We learned from Dr. McQuarrie that BC is admired nationwide for its approach to transfer and mobility, including its comprehensive online transfer guide.

THE COMMUNITY, ALUMNI, AND STAKEHOLDER ENGAGEMENT SERIES

Two sessions per year will be organized in collaboration with alumni, K-12 educators, students, and/or members of our community aiming at discussing the best ways to prepare young people for the regional market workforce. Participants will have the opportunity to ask the panel questions and also engage in informal small group conversations with peers.

IMPORTANCE AND VALORIZATION OF ALUMNI IN UFV

January 18, 2023

UFV has produced over 50,000 alumni in its nearly 50-year history, representing a massive resource for the University as a tool of social development. Our guests for this event were Whitney Fordham, UFV School of Business

Alum and Director of Alumni Relations at UFV, and Wim Kerkhoff, UFV School of Computing Alum and CEO of Kerkhoff Technologies, Crafty Penguins, and Top Left. Both guests provided excellent presentations on the importance of maintaining relationships between the School and its alumni, leading to lively discussion and ultimately the discovery of fresh perspectives for alumni relations at the School of Business.



"In January 2023, I had the privilege of speaking on the importance of alumni relations at a Dean's Conversation Series event. I covered my experiences as an alumni and local technology employer and provided recommendations to leverage current marketing strategies. I was pleasantly surprised at the variety of stakeholders in the room and the great questions and dialogue. This has continued since then with more events, including instructors bringing me in for guest presentations, joining an external advisory committee, and more.

Maintaining relationships with alumni is important for universities as they can serve as ambassadors, provide valuable resources for mentoring and networking, enhance reputation, and support fundraising efforts. Investing time and effort in maintaining strong Alumni relationships will provide a high return on the investment. I highly recommend continuing the Conversation Series and experimenting with other types and formats of engagement to build and expand connections with alumni and the community."



Wim Kerkhoff
CEO Kerkhoff Technologies
UFV School of Computing Alum

THE SEMINAR SERIES

FINANCIAL IMPACT OF CLIMATE CHANGE ON THE RESEARCH FORESTRY INDUSTRY IN BRITISH COLUMBIA

On February 8, 2023, as a part of the School of Business research Seminar Series, Associate Professor Quan Cheng delivered a research proposal entitled "Financial Impact of Climate Change on the Forestry Industry in British Columbia". The proposed research project, as the name suggests, aims to examine the financial impact of climate change on the forestry industry in BC. Cheng hypothesizes that climate change has severely impacted the forestry industry, causing costs to increase and profits to decline. If this hypothesis is true, it could reveal a significant threat to the BC economy; BC's forestry industry is the largest manufacturing sector of the economy, with over 90% of its output exported.

The study aims to identify causal links between trends in global temperatures and the cash flows of firms in the forestry industry. The study will focus on trends in profits, revenues, asset management, and costs from 1960 to 2018, to determine the impact of climate change on the industry's financial performance. The study will collect firm-level financial data, such as ratios and dollar values, from public timber companies listed on the TSX, and formulate ratios such as COGS/EBITDA and Gross PPE/Total assets to analyze the cash flows, profits, and EBITDA of the companies. The study is responding to a growing call for more research on Climate Finance and will shed light on whether the stock market imputes the risks and impacts of climate change into the value of these companies. The findings of the research will provide significant insights for forest landholders, managers, loggers, and wood processors when considering the climate impacts of sustainable forest management decisions.

EFCIE RESEARCH PRESENTATION: AN ALTERNATIVE BUSINESS MODEL FOR SOCIAL INNOVATION IN THE FRASER VALLEY

On March 17, 2022, Dr. Chris Schinckus gave a presentation at the Esposito Family Centre for Innovation & Entrepreneurship titled "An Alternative Business Model for Social Innovation in the Fraser Valley". The literature dealing with Business Models has considerably grown, however, most research takes place in large for-profit organizations in Western settings, rather than small-medium enterprises (SMEs) with social goals. This presentation illustrated an alternative way of thinking about business models for SMEs by integrating social innovation into its societal fabric. The talk was informed by in-depth qualitative research operated in the north of Vietnam, showing that practices implemented by small family businesses suggest the emergence of a new way of using business models. This presentation introduced this new societal business model, which provides a strategic framework for enhancing social innovation for SMEs by helping them to take into consideration the societal outcome of their business, with the ultimate goal to create and capturing economic, social, cultural, and ecological values. Finally, this new business model was discussed through the lens of the Fraser Valley socio-economic environment.



ADVISORY BOARDS

EXTERNAL ADVISORY BOARD

The UFV School of Business established the External Advisory Board in 2016 to improve the quality of programming and stakeholder relations at the School. The Board now meets twice annually. Members of this Board include a wide variety of stakeholders but are selected primarily from outside UFV. Members may include representatives of businesses, governmental agencies, and regulatory or licencing bodies, as well as members of the community who are knowledgeable about a relevant field of practice, or who perform the type of work that graduates of our programs will themselves be expected to perform. The primary goal of the Board is to advise program administrators and faculty on the development or revision of programs, including program goals, learning outcomes, and curriculum content and design. Further goals include increasing community awareness of the School and its programs, identifying employment and experiential learning opportunities for students, and, where possible, assisting with fundraising, scholarships, and procurement of supplies. This Board has the potential to offer significant benefits to the School and its members

alike. In our most recent Advisory Board meeting on April 17, 2023, the decision was made to reinvigorate this project, to ultimately invest the time and effort required to realize the benefits we all know are possible.

INDIGENOUS ADVISORY BOARD

The School of Business is committed to reconciliation with Indigenous Peoples in our community and across Canada. The School of Business Indigenous Advisory Board was formed in 2021 and works to guide the School towards enhanced relationships and communications with Indigenous communities and to incorporate Indigenous ways of knowing into our programs. The Board consists of members who are familiar with Indigenous affairs in relation to business, government, and community, Indigenous graduates of our program, along with a seat dedicated to cultural guidance (Elder, spiritual advisor, cultural knowledge keeper). The Indigenous Advisory Board guides the Indigenization of the School of Business, gives counsel for acknowledging the truth and provides inspiration for further and future initiatives for enhancing meaningful reconciliation with Indigenous Peoples.

SCHOOL OF BUSINESS EVENTS

REGIONAL STÓ:LŌ YOUTH ENTREPRENEURSHIP INITIATIVE CONFERENCE

November 5-6, 2022

Members of the School of Business attended the Regional Stó:lō Youth Entrepreneurship Initiative Conference hosted by the Seabird Island Band in November 2022. The purpose of this gathering was to help Indigenous youth enhance their financial awareness and literacy. They received mentorship and guidance on the fundamental aspects of starting a business and acquired valuable knowledge about the financial tools available to assist

them and their communities in becoming more self-sufficient, independent, and financially sustainable. Dr. Saeed Rahman gave a talk on "The Role of Innovations in Accelerating Food Sustainability"; Dr. Jon Thomas spoke about UFV's Esposito Family Centre for Innovation & Entrepreneurship; Dr. Chris Schinckus gave a talk on "Business and Computing as Important Catalysts for the Preservation of Environment"; and UFV Enactus delivered their Big Brain Literacy Program workshop presentation. The School of Business and Enactus UFV will continue to support the Seabird Island Band in organizing events in the future that aim to assist Indigenous youth and their community in becoming more self-sufficient, independent, and financially sustainable.

SALES MANAGEMENT RESEARCH EXHIBITION AND MIXER

April 7, 2022

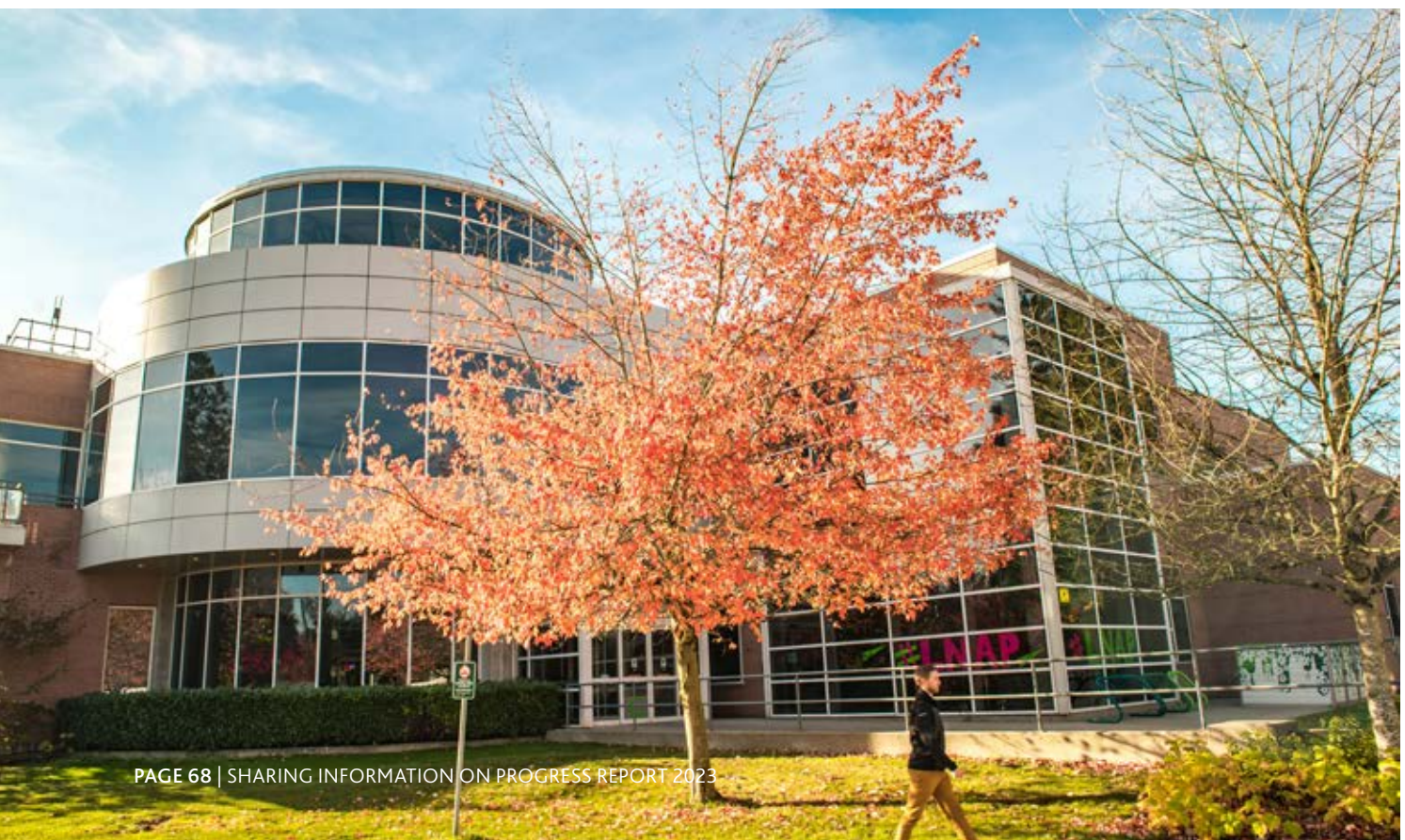
This exclusive networking event featured senior business students presenting their research projects from their BUS 422 Sales Management course. Many were able to join this event to network with like-minded business professionals, alumni, and future graduates in a friendly and welcoming atmosphere. Light refreshments were served, and a number of lucky attendees won door prizes, including tickets to the Abbotsford Canucks.

ROYAL BANK OF CANADA SPECIAL EVENT

June 7, 2022

The UFV School of Business, in collaboration with the Royal Bank of Canada (RBC), hosted an event entitled "Exploring the Path of Global Recovery and How it Could Affect Your Business." Jim Alworth, a highly regarded and

experienced investment strategist at RBC, addressed the apprehensions and concerns of business owners regarding a possible shift in the global economic landscape, particularly as we navigate our way out of the COVID-19 pandemic. The discussion focused on key topics including the trajectory of economic recovery post-pandemic, the effects of global supply chain disruptions, the implications of increasing inflation rates, and expectations and potential impact of interest rate hikes. The event was highly successful, attracting nearly 100 attendees.



OUR GOALS

	2021-2023 GOALS	REFLECTIONS	LOOKING AHEAD
6.1	Ensure effective communication is broadcasted to a wider base of stakeholders regarding all sustainability initiatives operated through the UFV School of Business.	Sustainability initiatives are regularly broadcast through all available means, including our advisory boards, monthly and biannual newsletters, blog, and social media.	The School will continue to communicate our sustainability initiatives to all internal and external stakeholders by maintaining a robust social media presence. We will actively seek innovative ways to broaden the scope of our sustainability efforts, ensuring that all stakeholders are well-informed about our ongoing initiatives.
6.2	Host and promote ERS and PRME related events for the UFV community in order to foster awareness and have an open space for dialogue.	The School hosted an SDGs event aimed at raising awareness about the UN SDGs and creating actionable plans. The SDGs event was part of UFV's annual March for Sustainability, in which UFV's Office of Sustainability hosts a series of sustainability initiatives throughout the month of March.	The School will continue to collaborate with the UFV Office of Sustainability to support its annual March for Sustainability initiative. In addition, we will host and promote other ERS and PRME related events on campus.
6.3	Leverage UFV School of Business alumni and community networks to invite experts/practitioners to speak in panel discussions, workshops, and/or seminars on ERS and PRME related issues.	The School now host several seminar/workshop series including the Dean's Conversations Series, The Community, Alumni, and Stakeholder Engagement Series, and the Research Seminar Series. Many of these events specifically focus on ERS and PRME related issues.	The School will continue to host monthly and yearly panel discussions, workshops, and/or seminars to facilitate knowledge sharing and meaningful conversations about ERS and PRME related subjects among students, staffs, faculty members, and community partners.
6.4	Continue to organize the annual UFV Sustainability Case Competition event.	This year, rather than hosting the Sustainability Case Competition, the School of Business directed its resources towards organizing the UN SDGs LAB event.	The School of Business will host a Sustainability Case Competition within the next two years, aiming to foster a spirit of sustainability, and providing students with an opportunity to showcase their critical thinking skills, as well as encouraging them to develop practical and sustainable solutions for real-world issues.

GOALS FOR THE NEXT TWO YEARS

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- 1.1** The PRME Working Group will continue to share updates with the School of Business at monthly meetings and will give quarterly updates to the Faculty of Business and Computing council meetings.
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- 1.2** The PRME Working Group aims to expand its membership by inviting individuals from other areas of the University to join, including representatives from Enactus UFV, the Student Union Society, and UFV's Indigenous faculty and staff. The PRME working group aims to host events similar to the UN SDGs LAB in 2024.
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- 2.1** The PRME Working Group will continue to encourage and support faculty members in integrating concepts and principles of business ethics, corporate social responsibility, and sustainability into their course content.
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- 2.2** The School of Business, along with the PRME Working Group, will continue to support sustainability-related events and initiatives, such as the SDGs LAB and the March for Sustainability, by promoting them to our stakeholders and by providing financial contributions.
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- 2.3** The School will continue to collaborate with the Office of EDI to raise awareness and provide education for our students on the importance of equity, diversity, and inclusion. This collaboration will involve incorporating EDI principles into the curriculum, providing professional development opportunities for faculty, and hosting events and initiatives that promote EDI values and principles.
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- 2.4** The School will host an annual event with the objectives of promoting sustainable living and fostering connections among members of the Fraser Valley community.
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- 3.1** The School will continue to share the concepts of ERS and PRME with the UFV community through events such as the SDGs LAB, the March for Sustainability, and the Sustainability Case Competition, while continuing to explore new ways to expand our impact and reach.
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- 3.2** The School of Business will continue to support student engagement in PRME-related activities, by allocating necessary funds and actively seeking sponsorships from local stakeholders. By facilitating experiences such as competitions, conferences, and field trips, the School aims to enrich the education experience available to students. These experiences play a vital role in enhancing students' practical skills, expanding their networks, and exposing them to real-world scenarios.
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- 3.3** The School will continue to maintain the ongoing collaboration with the UFV Library and the Teaching and Learning Centre to develop comprehensive LibGuides and course resources focused on Indigenization, sustainability, ethics, and social responsibility. This collaborative effort aims to provide students and faculty with valuable resources and guidance to enhance their understanding and integration of these important topics within their academic pursuits.
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- 4.1** The School of Business will continue to encourage and support research into sustainability and social responsibility related topics.
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- 4.2** We will continue to promote student and faculty research achievements within the UFV community and among external stakeholders, with a focus on expanded reach and improved communication.
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- 4.3** The School will continue to promote the incorporation of ERS and PRME topics into its curricula.
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- 4.4** We are committed to facilitating open communication between advisors and students, providing information about ERS and PRME related research opportunities. We will continue to enhance our use of social media platforms to effectively promote these opportunities to students, ensuring they are well-informed and encouraged to engage in relevant research activities.
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- 5.1** The School remains committed to actively seeking partnerships with and promoting local businesses, particularly those that embrace sustainable and responsible business practices. Through our programs and initiatives, we aim to support and highlight these businesses, fostering a culture of sustainability and responsible entrepreneurship in our community.
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- 6.1** The School will continue to communicate our sustainability initiatives to all internal and external stakeholders by maintaining a robust social media presence. We will actively seek innovative ways to broaden the scope of our sustainability efforts, ensuring that all stakeholders are well-informed about our ongoing initiatives.
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- 6.2** The School will continue to collaborate with the UFV Office of Sustainability to support its annual March for Sustainability initiative. In addition, we will host and promote other ERS and PRME related events on campus.
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- 6.4** The School of Business will host a Sustainability Case Competition within the next two years, aiming to foster a spirit of sustainability, and providing students with an opportunity to showcase their critical thinking skills, as well as encouraging them to develop practical and sustainable solutions for real-world issues.
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Completed by the School of Business PRME Working Group

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