

UNIVERSITY OF WINDSOR
UNIVERSITY PROGRAM REVIEW (UPR)
REPORT ON: ODETTE SCHOOL OF BUSINESS
GRADUATE PROGRAMS
 January 2013

EXECUTIVE SUMMARY

Review Preparation

In preparing this document, the Program Development Committee reviewed the following: the Odette School of Business (OSB) MBA and Master of Management Self-Study (SS) (May 2012), the report of the external reviewers (ER) (August 2012), and the response from the Dean of the Odette School of Business (September 2012) to the above material.

Graduate Programs

OSB offers a Master of Business Administration which provides a broad graduate level education in business fundamentals and development with areas of concentration provided for in the final year: accounting, management and labour studies, finance, management science, marketing, and business strategy and entrepreneurship. The MBA is a 14-month program, delivered innovatively in five teaching modules, which enables focused, intensive learning. Students obtain theoretical expertise and apply their knowledge through team-based projects undertaken with leading corporations and interacting with corporate executives and managers.

A concurrent MBA/JD program option is also available to students.

OSB also offers a cost-recovery Master of Management (MoM) in partnership with the Centre for Executive and Professional Education. The MoM was developed to meet an international market and student demand for graduate-level specialization in one of the following four fields: 1) Manufacturing Management; 2) Logistics and Supply Chain Management; 3) Human Resource Management; and 4) International Accounting and Finance. International students admitted to this program must first complete an intensive 6-8 week program comprised of English language training and introduction to Canadian culture and business. As with the MBA, students enhance their theoretical knowledge and apply it to real work challenges.

Enrolments

Graduate

| | Fall 2008 | Fall 2009 | Fall 2010 | Fall 2011 | Fall 2012 |
|----------------------|------------------|------------------|------------------|------------------|------------------|
| MBA Full-Time | 157 | 123 | 72 | 58 | 64 |
| MBA Part-Time | 8 | 3 | 4 | 3 | 1 |
| MoM Full-Time | 46 | 60 | 84 | 83 | 188 |
| MoM Part-Time | 1 | 0 | 0 | 0 | 0 |

Enrolments in the MBA are comprised of domestic students and some international students.

Enrolments in the MoM are comprised exclusively of international students. All teaching for the MoM by full-time faculty is done outside of the regular workload.

Undergraduate

| | Fall 2008 | Fall 2009 | Fall 2010 | Fall 2011 | Fall 2012 |
|--------------------------------|------------------|------------------|------------------|------------------|------------------|
| Undergraduate Full-Time | 1456 | 1371 | 1391 | 1354 | 1320 |
| Undergraduate Part-Time | 438.5 | 358 | 348.5 | 332.5 | 401 |

PDC notes with concern the falling enrolments at the undergraduate and MBA levels. PDC is concerned that the

OSB may be relying to heavily on the MoM program, which is based on an international student demand that can change at any time given the unstable political and socio-economic climates of some of the MoM's international markets, and on the will of faculty members to take on extra courses in addition to their normal teaching load. While PDC supports the MoM, continued growth of the program is encouraged provided it does not come at the expense of the OSB's MBA and undergraduate programs.

Human Resources

Faculty/Instructors

| | |
|---|-------------------------------------|
| Tenure/tenure-track faculty (including Dean) | 55 |
| AAS as Learning Specialist | 1 |
| Limited Term Appointments | 4 |
| Bridged Positions | 2 |
| | |
| Faculty/Instructors involved in the MBA | 41 (32 tenure/tenure-track faculty) |
| Faculty/Instructors involved in the MoM (in addition to normal teaching load) | 38 (23 tenure/tenure-track faculty) |

Full/Part-time Staff

| | |
|-------------------------------------|---|
| Special Assistant to the Dean | 1 |
| Assistant Dean | 1 |
| MBA Program Administrator | 1 |
| Student Success Coordinator | 1 |
| Career Advising Coordinator | 2 |
| Recruitment and Retention Officer | 1 |
| Internal/External Relations Officer | 1 |
| IT Support Administrator | 1 |
| Secretarial support | 8 |

FINAL ASSESSMENT REPORT (with Implementation Plan)

Significant Strengths of the Programs

The delivery of MBA and MoM programs through modules, as well as the use of group and project-based learning designed around real business initiatives working with leading corporations, provide an intensive, innovative and interactive approach and produces graduates with the theoretical knowledge and practical experience needed to succeed as business leaders. (*see Self-Study, pp.4-12, for more details.*)

Opportunities for Program Improvement/Enhancements

The OSB is currently undergoing accreditation for all of its programs. It is expected that accreditation approval will be obtained by 2012-2013. To obtain and maintain AACSB accreditation, the OSB is required to regularly assess student attainment of learning outcomes and to continually review its curriculum with a view to enhancing student learning. (ER, p. 5)

Key donations (in money and in kind) from the Odette family have greatly benefitted the School, enabling it to pursue enhancements to the student experience through new and renewed spaces. The latest donations include a two-storey house, which now houses the Centre for Enterprise and Law (bringing Business and Law students together to help community members with start-up companies) and funding to convert the bookstore space for Business students and programs.

IMPLEMENTATION PLAN

Recommendations (in priority order)

1. That the area submit learning outcomes for each of its graduate programs and courses that clearly correspond to the University's stated "Characteristics of a University of Windsor Graduate". (ER, 2.1)
Agents: MBA Program Director, MoM Program Director, Faculty Council, Dean, CTL, Vice-Provost, Teaching and Learning
Completion by: Fall 2014
2. That the OSB review all graduate course outlines to ensure that every course has some form of meaningful report, case study or essays as a method of assessment. Graduates from an English-speaking university graduate program would reasonably be expected to have solid written and verbal communication skills. (ER, 2.4)
Agents: Dean, MBA Program Director, MoM Program Director, Faculty Council
Completion by: Fall 2014
3. Given the longer program timeframe, that OSB consider the feasibility of increasing the experiential learning component of the MoM program. (ER, 2.3)
Agents: Dean, MoM Program Director, Faculty Council
Completion by: Fall 2016
4. That the OSB, working with Centre for Executive and Professional Education (CEPE), continue to monitor the English language skills entrance requirements of the MoM. (ER, 2.2)
Agents: Dean, MBA Program Director, MoM Program Director, Faculty Council, CEPE
Completion by: Ongoing
5. To promote international engagement and provide for further internationalization and globalization of both programs, that the OSB consider how it might pursue more imaginative and fruitful links between the MoM and MBA, both in terms of programming and student interaction. (ER, 3(3))
Agents: Dean, MBA Program Director, MoM Program Director, Faculty Council, CEPE
Completion by: Fall 2016
6. That the OSB develop a plan to ensure that there are comparable instructional resources for teaching the MoM courses. (ER, 2.5)
Agents: Dean of OSB
Completion by: Fall 2016