

ODETTE

SCHOOL OF BUSINESS



THE ODETTE REPORT | FALL 2009

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ON THE COVER:

Odette Student Leaders (from left to right) Samara Mouawad - President, Commerce Society; Aditi Goswami - Past President, Toastmasters International and Executive VP, Commerce Society; André Capaldi - Captain, Debate Team and Co-chair RoundTable 2010; Peter Guba - SIFE Associate; Hamel Khakhria - Co-chair RoundTable 2010; Rashenka DeSilva - President, Business International Student Club; Marsela Gjergjindreaaj - VP Internal, Commerce Society.



ENTREPRENEURIAL • EXPERIENTIAL • INTEGRATED

A Message from the Dean



“Two long-time contributors to the School are retiring this year: Dr. Julian Cattaneo and Professor Harold Musson. We will miss them but know they will still be involved under their new ‘emeritus’ status.”

Dear Friends,

As I approach the four-and-a-half year mark in my tenure as Dean, I continue to feel very fortunate to be part of the University of Windsor and the Odette School of Business. The brilliant efforts of students, staff, and faculty to engineer better programs, better opportunities, and just generally better ways of operating are highly invigorating. In the following pages you will see snapshots of some of the many important initiatives taking place in Odette and on the University of Windsor campus.

I encourage you to find a time to come and visit the School sometime soon as we would be happy to ensure you meet the people who are truly making a difference.

For this year’s Odette Report we have made a decision to highlight the work of a few of our newer faculty recruits, as one key element. Thus, Anne Snowdon’s many collaborations in the health field are featured, as is Vincent Georgie’s focus on the business of art.

Given we have entered a mode of continuous improvement and redevelopment as far as curriculum design is concerned, there are a number of descriptions of curricular change and innovation, in the MBA, in the Masters of Management, and in the Bachelor of Commerce programs. The work of a number of key individuals in this change process is featured throughout the Report. Much of this work is playing out in expanded opportunities for students to access special personal growth opportunities, many examples of which are touched upon

in the Report and which allow Odette to stand out from the competition.

Achieving AACSB International accreditation has been a goal of the School since long before I joined. By December 1, 2009, the School will have filed its “Accreditation Plan” with AACSB. I would like to recognize Dr. Jang Singh, Associate Dean of Strategic Initiatives at Odette, for leading this important process for the last three years.

Two long-time contributors to the School are retiring this year—Dr. Julian Cattaneo and Professor Harold Musson. We will miss them but know they will still be involved under their new ‘emeritus’ status.

Finally, I would like to say a special thank you to Ed and Louis (Bud) Odette for their generous and steadfast support of the Odette School of Business. Their ambitions for the School, coupled with those of so many loyal and generous alumni and other friends, have elevated the School to this level. While I would be the first one to say we still have things to do, I would also like us all to concurrently celebrate the whole history of accomplishments in which we take great pride.

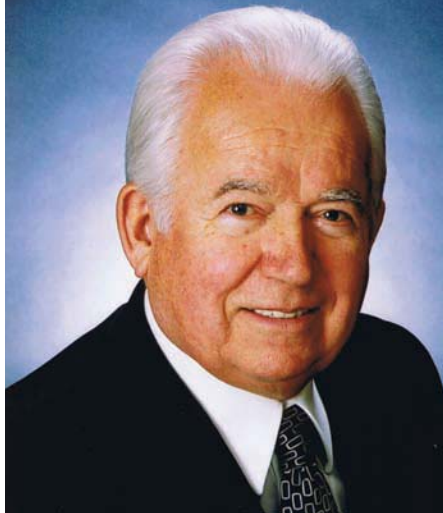
Sincerely,

A handwritten signature in dark ink that reads "H. Allan Conway". The signature is written in a cursive, slightly slanted style.

Dr. H. Allan Conway, Dean

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The Odette MBA: Theory partnered with experience



“The MBA Team proposed an impressive commercialization strategy for Valiant’s Variolift System that is now being implemented.”
– Mike Solcz
President,
Valiant Tool and
a member of the
Odette Management
Advisory Board



Clockwise from the top of the stairs: Steve Mastroianni, Ali Fedhel, Jayme Lesperance, Xiating Jiao, Lindsay Lamb, and Mile Stojcevski at Valiant Tool

NEW ODETTE MBA FOCUSES ON CORPORATE PARTNERSHIPS

In January, 2009 a team of Odette MBA students met with a number of senior executives from Valiant Machine & Tool Inc. a supplier of equipment to the automotive, aerospace, construction and forestry sectors. In that meeting, product growth options were outlined that the company was considering. Together, the MBAs and Valiant negotiated the parameters of a new venture research project that would drive the next eight months of the MBA program for five students.

Similar meetings were held between MBA teams and six other corporate partners including Crayola Canada, Drive Logistics Ltd., BMO Nesbitt Burns, Sellick Equipment Ltd., Rogers Media Citytv and the Southwestern Ontario Vintners Association (SWOVA).

Corporate projects are designed to correspond with the program curriculum. Theory and corporate projects work through the basic business cycle: new product/market launch, managing in growth markets and managing in mature markets.

“I came here because I was excited about the corporate projects,” explains Jennifer Laba, who was part of the Drive Logistics team. “I have to admit that I found the process challenging at times. But it was worth it.”

“The projects completed by our MBA team will help us for many years to come,” says Steven Breault, president of Drive Logistics.

“The MBA team found unique ways to solve some of the problems that plague our industry,” he adds, “and delivered a product that was second to none. We are currently implementing two of the completed projects. The largest undertaking is a training and development program they designed for helping our contractors become better business people. We feel this will help us improve our retention rate and overall company moral.”

Another team of MBAs worked with Citytv on a project that explored the role of new media in building the Citytv brand. Working closely with Jamie Haggarty (pictured right), the team’s research validated other strategic initiatives that were being considered by Citytv management.



Jamie Haggarty, '88 BComm, EVP, Television Operations at Rogers Media Television & VP/GM Citytv Toronto, runs an impromptu meeting with his Odette MBA team. Clockwise from left: Mary Serafimoski, Micheal Jubenville, Shreeya Naik, Kateryna Pavlovska and Jamie Haggarty. Seated: Matt McLaron

MILE STOJCEVSKI ON HIS EXPERIENCE AT VALIANT TOOL

Odette’s corporate projects allow students to apply classroom theory to real-life situations. Not only did I learn the theories more thoroughly by applying them, but I also felt the impact of our suggestions through feedback from the corporate partner.

An essential part of the learning process, especially for an MBA student, is building social capital. By interacting with professionals in the corporate world, we extend our network. Our key contact at Valiant, Steve Mastroianni, has become a career mentor.

Perhaps the most rewarding part of the experience was the fact that the concepts we set out in our presentation were acknowledged and slated for implementation.

Odette: Innovative solutions through collaboration

“We are developing software that will enable web-based surveys that permit real-time analysis and modelling that incorporates culture and knowledge transfer effects.”



*Dr. Robert Kent,
Professor, High Performance
and Grid Computing,
School of Computer Science*

The Odette School of Business is leading a project under the direction of Dr. Anne Snowdon that seeks to create an innovative solution to information systems in the health sector. The project was funded by AUTO21 in April 2004 to conduct a national child seat survey to measure children's safety in vehicles. The leading cause of death of children in Canada is road crashes. Children are vulnerable to severe injuries because they are, too often, not correctly restrained in their child seats. Transport Canada partnered with the AUTO21 team and jointly funded the project. Its last national survey was completed in 1997 and it wanted an up-to-date, comprehensive national study of children's safety in vehicles.

As the study planning began, Dr. Snowdon enlisted the expertise of Dr. Robert Kent, University of Windsor, Computer Science faculty to work with the team in developing a user-friendly method of collecting survey data at 200 randomly selected intersections from across Canada. Students from computer science worked with injury prevention researchers to develop what is now dubbed the United Survey Management System (USMS). The software presents the survey material, in logical sequence, on the screen of a wireless device. The researcher accesses the USMS web site using any wireless device or PC and collects the data for each survey question in their appointed setting. The data are automatically downloaded while being collected, allowing the research team to quickly analyze and report on findings.

In order to use the USMS system for the 2006 national study, the research team needed wireless devices, so they approached Research in Motion (RIM) to partner with them for the study. RIM agreed to supply the Blackberry devices to the researchers and generously provided all the airtime for the study.

Research teams were dispatched to each of the selected roadside locations where they observed vehicles for use of child seats or seat belts, and then entered the data onto the Blackberry. Researchers were able to monitor the quality of the data as collected, provide feedback to the researchers, and then analyze the data, in real time. The system allowed the researchers to report their findings to Transport Canada in a very rapid turnaround time. RIM created a case study to profile this project worldwide as an illustration of RIM's partnership with the AUTO21 University team.

The USMS system is currently being refined for use in hospital settings. Odette students are working closely with Leamington District Memorial Hospital (LDMH) to generate data when a patient experiences a fall. Previously, LDMH had subcontracted an outside company to collect and report falls data for the hospital. Odette students and faculty are now working to integrate the USMS system into the hospital's existing information system. Nurses record falls incidents in the system, and the system automatically downloads the data and generates reports that describe the frequency, prevalence, and severity of falls, and factors that contribute to the falls incidents. Nurses

TEXT CONTINUES ON PAGE 6



*Dr. Anne Snowdon,
Professor,
Management Science,
2008 Lebel Award recipient*

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“There are so many things to learn and do that I am always excited to see what’s next. So far, the experience has been extremely valuable...”

-Shannon Dallyn

and administrators use these reports to support their decisions about quality of care and falls-prevention programs. The project has received international recognition at health conferences.

Dr. Ziad Kobti and Dr. Gokul Bandari have joined Dr. Snowdon and Dr. Kent to add a decision-support function to the USMS

software, using artificial intelligence methodology and decision support methodology. The team has been invited to present at the upcoming 2nd KES International Symposium on Intelligent Decision Technologies, IDT’10, Baltimore Maryland in July, 2010.



Shannon Dallyn is 2008 recipient of the Richard & Tom Peddie Scholarship

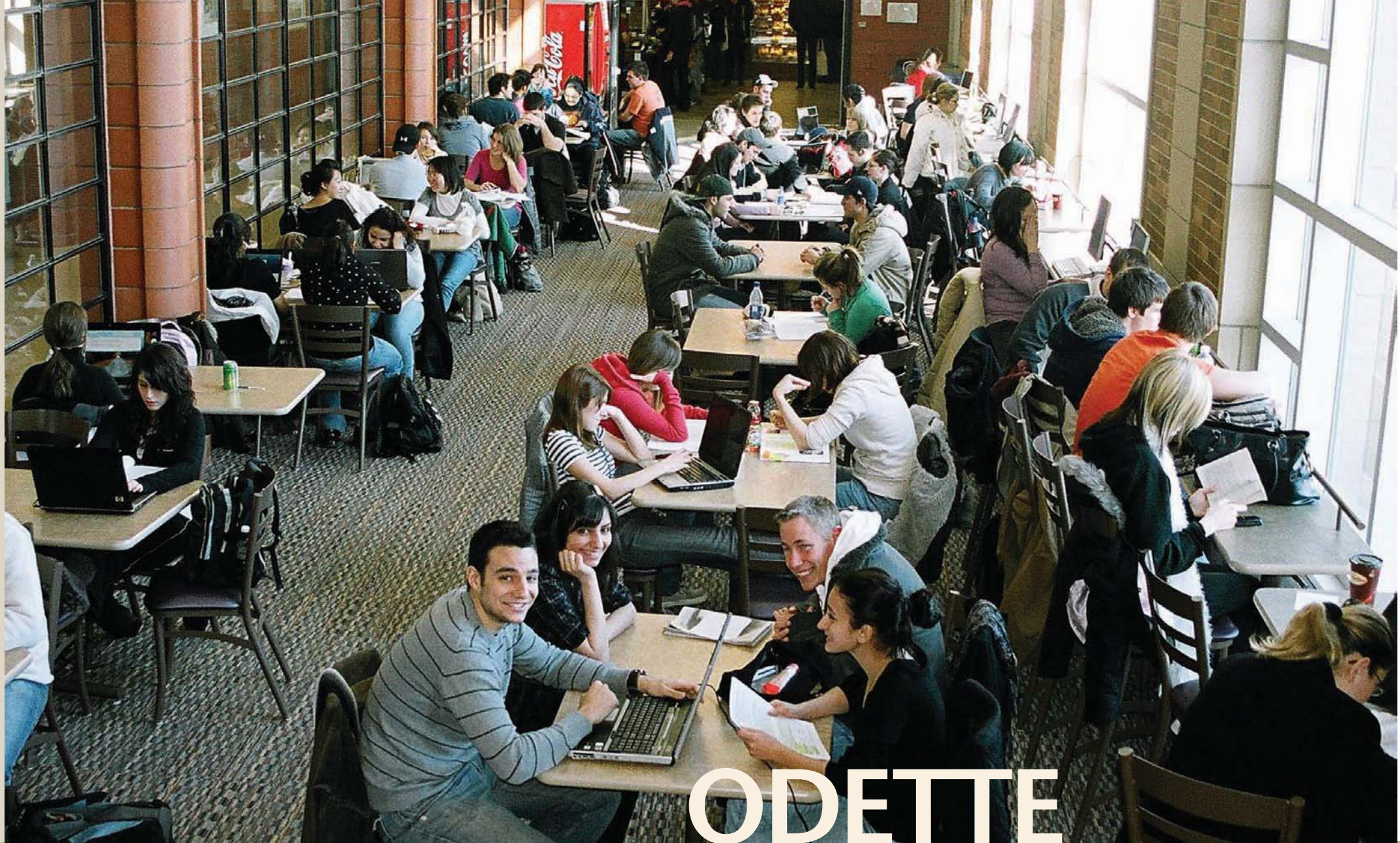
SHANNON DALLYN: LEADING INSIDE & EXCELLING OUTSIDE

Getting involved is important for student development. Students involved in extra-curricular activities learn how to work as part of a team towards a common goal. Students also learn valuable character traits such as pride, productivity, and organization by participating in extra curricular activities.

My name is Shannon Dallyn and I have just completed my third year of studies at Odette. I am currently working at Research In Motion on a one-year internship. My position is team coordinator in the operating systems group in Waterloo where I am gaining valuable experience organizing tasks and resources within our group. I’m involved in event and meeting planning and act as a liaison between my group and others within RIM.

There are so many things to learn and do that I am always excited to see what’s next. So far, the experience has been extremely valuable and I’ve expanded my personal network by meeting other co-op students from all over Canada in the process.

My time at the Odette School of Business and in the presidency of the Commerce Society helped me hone many skills, especially those involving communication, that are vital to my position. Working for RIM has been a great experience and I can’t wait to explore all the other possibilities my posting will present. This is true value-added learning - working for the world’s fastest growing company!



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The Michael Zin BComm Meeting Place

Vincent Georgie '04 MBA now Professor Georgie

“After completing my MBA at Odette, I left to pursue a PhD. Still, I had the strong sentiment that my ventures would bring me full circle. Schools that thrive on challenge, collaboration and contribution to knowledge are all too rare. I have never been more committed to the Odette School of Business, and I say it loudly.”



What do you do when your passion is equally split between the complexity of modern marketing and the perplexity of modern arts and culture? If your name is Professor Vincent E. Georgie, you pursue both. In fact, he has made a career out of this dynamic and fascinating intersection.

The art of business and the business of art have become increasingly intertwined, most particularly in the past two decades. Cirque du Soleil, renowned for its innovative and mystifying juxtapositions of circus, dance and performance art, is also among the most admirably pro-active organizations in the training and development of its management team. The organization, which began in the streets of Montreal, is just one example of how artists are increasingly thinking forward about business as a vital partner that can facilitate the growth of an artistic vision within a successful commercial context.

Working artists are keenly aware of the inherent business implications surrounding their art. Contrary to popular supposition, many welcome and even invite the input of business consultants. More than ever, artists are invigorated by the idea of being more actively involved in, and educated about, the business implications of their artistic endeavours. Doing so gives them greater flexibility to create and disseminate their work and ensure a degree of financial sustainability.

Professor Georgie's recent research activities have investigated two key areas: arts awards, the voting processes and decisions behind them; and the use of online promotional tools in the advertising of film.

With respect to the first area, his findings indicate that arts awards are only minutely correlated to the subjective quality of the work, and heavily correlated to a variety of emotional and extrinsic factors. Awards are of great importance to the artist, in terms of reputational and financial rewards.

In the advertising of film online, Professor Georgie's research suggests that young audiences place major importance on the newness of an advertisement and the potential for sharing and discussing the advertisement with friends via word-of-mouth advertising and social networking. The online promotional experience nonetheless still ranks behind a live, in-theatre promotional experience.

Professor Georgie actively applies his marketing insights by collaborating with artists and cultural organizations. He sits on the Board of Directors of the Windsor International Film Festival, and has consulted for Music Artists Association of Quebec and the Society for Arts and Technology, among many others. He has directed research for the Just for Laughs Festival and for the Montreal Symphony Orchestra.

The Odette Experience: A 10-year journey

“Early exposure at the high school level to business concepts and practices prepares future business students for studies at the university level...”

*Dr. Diana Kao,
Associate Dean, Programs*



The Odette experience is designed around the belief that students learn, grow and develop through experiences that span three key phases: before entering university, during their four years at Odette, and after they complete their studies and enter the work force. The Odette experience can be divided into three matching phases: our outreach to grade 10-12 high school students, our four-year study program at Odette, and our three-year outreach after graduation.

ODETTE EXPERIENCE FOR HIGH SCHOOL STUDENTS

High school students are engaged to participate in many Odette activities such as debate competitions and mock stock exchanges. Odette professors often visit high school classes to deliver lectures, run case analyses, or answer questions about various business disciplines. Early exposure to business concepts and practices prepares future business students for studies at the university level and makes the transition less challenging.

ODETTE EXPERIENCE FOR BCOMM STUDENTS

During the four years at Odette, our students' experience is enriched by academic learning, experiential learning, and extracurricular activity.

For example, the Centre for Business Advancement and Research (CBAR) allows the Odette School of Business to reach out to the local business and academic communities

in order to stimulate and retain Windsor-based innovation and entrepreneurship. This year, students worked on a total of 17 projects involving marketing strategy, creating business plans, conducting research in new product offerings, creating industry reports, developing surveys, assembling and presenting materials for various workshops.

In addition to for-credit learning, Odette students have the choice to participate in a variety of clubs, competitive teams, events and activities to enrich their experience.

Students in Free Enterprise (SIFE) is a national, not-for-profit organization. SIFE members practice and teach others the principles and values of entrepreneurship and market economies. They take their learning beyond the classroom through the development and implementation of educational outreach projects and entrepreneurial initiatives. This year's student highlights include: Project HOPE (Helping Oncology Patients through Entrepreneurship), raising funds for paediatric oncology; being named the 2009 Regional Entrepreneurial Champions; Demo Camp, an open forum for aspiring entrepreneurs where ideas are developed; and collaborating with Golden Key International on a five year initiative of self-sustainability for Cape Town, South Africa.

AIESEC is the world's largest youth-run organization and serves as the international platform for young people to discover and

develop their potential as globally minded, responsible leaders whose contributions have a positive impact on society. Odette third-year business student Alex DiBiase is currently on an exchange, arranged through AIESEC, at the Arnhem Business School in the Netherlands.

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality. The Odette Toastmasters club has been recognized as "Club of the Quarter" by Toastmasters International. Five members of the club have achieved Competent Communicator (CC) awards and Competent Leadership (CL) awards. Past President Wellington Hepburn CC is Area 27 Toastmasters Governor/District 28 of Toastmasters International.

The Odette School of Business Debate Team helps students strengthen their research and presentation skills and requires

them to understand multiple aspects of an issue. The team features a diverse body of students with different levels of experience, from the seasoned veteran to the first-year novice.



*Back: Justin McLean, Colin Baldner, André Capaldi.
Middle: Peter Guba, Hamel Khakhria.
Front: Jonathan Wypych, Marcela Gjergjindraj*

Our team competes with others from the University of Florida, Notre Dame, CalState, and University of Michigan, posting an overall 7 W, 1 L record in recent competitions.

ODETTE EXPERIENCE FOR GRADUATES

Odette alumni are an integral part of the Odette experience. Our graduates are involved in fundraising, recruiting, mentoring, guest speaking, and are active participants on the Odette

Management Advisory Board. Groups of engaged alumni can make a significant difference in determining Odette's trajectory. Our alumni can also benefit from career-development services from our Odette Career and Placement Service office.

**"Involvement on campus brings great opportunities in leadership training that help develop incredible transferable skills for future endeavours."
-André Capaldi, Captain of the Debate Team**

Odette: Matching opportunities to career objectives



A final module in the Odette MBA allows students to specialize in areas of personal interest. The prior modules include nine months of participation in corporate projects, and significant interaction with corporate leaders and entrepreneurs. It is a demanding schedule with two classes every day, Monday to Friday, that focus on the core stages of the business cycle: new product/market launch; managing in growth markets; and managing in mature markets.

Matt McLaron, Brian Jones and Chris Sandre are MBA 2010 candidates who will be expanding their horizons during their final module by taking three classes each, working closely with a faculty member, and working an internship with the athletic department at the University of Florida (U of F).

All three understood that they would need a competitive advantage over other applicants when pursuing full-time employment, especially in the intensely competitive world of sports management. After a disappointing search among Canadian universities they began putting out feelers to universities in the United States. The Universities of Florida, Texas and Oregon all responded favourably and were willing to work with non-degree students seeking internships. Ultimately, all three selected the University of Florida.

“It’s one of the best schools in the country and it currently has more than four collegiate teams ranked among the nation’s top-five,” said McLaron. “It also has a great academic reputation –

that made it an opportunity I couldn’t pass up.”

McLaron will be studying sports marketing and sports law. He will also be gaining real-world experience through a practicum with the University Athletic Association’s communications department. He can’t wait to get started. “The opportunity to work with various Gator teams is going to give me a serious competitive advantage. The networking opportunities will stay with me forever,” he adds. “They will have a huge impact in my career development as I pursue my goal of working for a major sports marketing firm.”

Brian Jones, a former collegiate and professional athlete (team player for the 2007 Grey Cup winning Saskatchewan Roughriders), is taking a placement with the marketing department, developing and implementing promotional activities in football, soccer, golf, swimming, and volleyball. He will also be part of a team responsible for the marketing activities associated with the major athletic facilities including:

- Ben Hill Griffin Stadium at Florida Field (better known as The Swamp), which regularly hosts over 90,000 fans per game;
- the Steven O’Connell Center, also known as the O’Dome, a 12,000-seat multi-purpose arena home to the University of Florida Gators men’s and women’s basketball, volleyball, indoor track, gymnastics, swimming and diving teams;
- and the Alfred A. McKethan Stadium, with a seating capacity of 6,000, home of the Florida Gators baseball team.



“My end goal is to promote a healthy lifestyle movement here by bringing back elements of the southern states’ sports culture,” he says. “I’ll have an opportunity to develop industry-specific abilities that will be valuable in my post-graduation career development.”

Chris Sandre likens his good fortune to winning a lottery. “I’ve been placed with the football team for my practicum. The team is currently the reigning national champion and is highly favoured to win again this year,” he says. Having just completed a co-op term with the operating team of the 2008 Memorial Cup Champion Windsor Spitfires, Sandre is looking for another major win to add to his resume. He will be joining the Gators’ operations team where his responsibilities will include everything from greeting potential recruits when they visit the school to assisting management in reviewing financial and marketing strategies, overseeing game-day activities, general stadium management, and supporting the coaching staff.

Asked what he will take away from the experience, Sandre gets straight to the point: “Lessons that can’t be learned in a classroom, and the development of strong teamwork skills balanced with the exercise of individual responsibility, I’d never be able to get that anywhere else.”

Classes for the three will run from August through December, 2009. Dr. Charles Williams, professor in Tourism, Recreation



and Sport Management in the College of Health and Human Performance at U of F was instrumental in facilitating the opportunity. He hosted the Odette students in April during a pre-visit, a tour of the school, a closed-door tour of the football stadium, a meeting with faculty and a discussion on course options for the fall semester. He showed a great deal of interest in the limitless possibilities Odette and Florida can share.

*Opposite page and left:
Matt McLaron, Brian Jones
and Chris Sandre, in Windsor
and, this page, at
“The Swamp” at the
University of Florida*

Odette: Curricula for the future



*Dr. James K. Higginson,
Director of Undergraduate
Programs*

It has been two years since the implementation of the “new” undergraduate Business curriculum. The goal of the new learner-centred curriculum is to provide first-year students a broad but structured introduction to business and an intensive training program in business communication and group dynamics. It also gives later-year students the flexibility to concentrate in their study areas of choice.

In keeping with our philosophy of ongoing improvement, we have identified opportunities for improvement that best address our students’ needs.

A formal review of all first- and second-year required Business courses began in 2009. The goal of the review is to identify any weaknesses in the overall undergraduate Business curriculum and to make recommendations for improvement. For example, some courses are not integrated with others or do not contribute to the overall picture. Some redundancies exist between courses. As well, some multiple-section courses require greater coordination between sections to ensure that all students are treated equitably. The review will present a set of recommendations to better provide students with a meaningful, comprehensive, and integrated Business curriculum.

We embarked on several other program redesign initiatives, including a formalization of functional area concentrations and a redesign of third- and fourth-year courses.

In another recent development, Odette stopped admitting new students into the Bachelor of Business Studies (BBS) - Accounting Track program, which had been designed for students who wanted to complete a professional accounting designation. The program suffered when the professional accounting bodies stopped recognizing three-year university degrees. Students who would have elected the BBS program are now being guided to the BComm. Eventually, Odette’s new Program in Professional Accounting will become an option for some.

Still under development but scheduled for introduction in Fall 2010, the proposed Odette Program in Professional Accounting is an exciting new certificate (non-degree) program aimed at students who hold a four-year Bachelors’ degree. The program will allow students to complete most of the required courses for the CA and CGA professional accounting designations, and many of the courses required for the CMA designation, without having to complete a BComm or similar Business degree. We hope to report more fully on this program in the 2010 Odette Annual Report.

Other curriculum changes that are currently under review include creating new courses in computer technology applications, and business mathematics, both to be taught by Odette faculty. We are also planning a thorough review of the

two International Business programs (French and Spanish), which have not attracted as many students as had been hoped.

Despite minor setbacks and the identification of areas for improvement, the overall outlook for Odette is extremely good. As one external reviewers' report put it, "The general atmosphere in the OSB seemed to be very positive and one got the impression that exciting things were happening."



Ryan Diotte, '09 BComm, Staff Accountant, Deloitte

"The general atmosphere in the OSB seemed to be very positive and one got the impression that exciting things were happening."

Odette: Developing young entrepreneurs



*Dr. Francine Schlosser,
Director, Centre for Business
Advancement and Research
(CBAR)*



*Professor Myra Tawfik,
Founder and Supervisor
IPLIN, Faculty of Law*

A new project, the Youth Entrepreneurship Program launched in September 2009, is a collaborative effort between the Odette School of Business and the Faculty of Law at the University of Windsor, along with a number of partner organizations*.

Its purpose is to identify and assist young people who have promising business ideas, primarily among students from the University of Windsor and St. Clair College. The pilot program (which may become a multi-year initiative) focuses on entrepreneurs 18 - 35 years of age by connecting them with The Odette School of Business' Centre for Business Advancement and Research (CBAR) and with law students working in the University's Intellectual Property Legal Information Network (IPLIN). The end goal is to foster entrepreneurship in a knowledge-based economy through youth-centred workshops.

Windsor's economy has been suffering under declines in the Detroit-based automotive cluster. Development efforts seem to be focused on older workers who are losing their jobs despite the fact that many of these people are essentially retiring early. What may have a longer-lasting and more significant impact on Windsor's economic health is the loss of the younger generation of workers, many of whom feel a lack of prospects in this region.

Most students leave Windsor's difficult job market upon

graduation and seek employment opportunities in larger centers such as Toronto and Calgary, contributing to a serious "brain drain" that must be stopped. By helping students develop innovations and begin new businesses here, more students will be encouraged to stay and participate in the rebuilding of the Windsor region's economy.

The program involves two broadly based workshops that focus on the legal and business implications of starting a business. Through a "youth-mentoring-youth" approach, CBAR and IPLIN students are teamed up with the young entrepreneurs to conduct market research, investigate cross border and online business issues and prepare a business plan.

A business mentoring program matches program participants with successful local entrepreneurs, accountants and lawyers. Under the supervision of their legal and business mentors, the CBAR and IPLIN students will assist the young entrepreneurs in establishing their businesses.

The innovative program instills entrepreneurial values in three groups of young people. First, students in both the business and law faculties who deliver the program will learn the practical aspects of establishing a new venture and develop a local network that may enable them to stay and practice in Windsor. Second, law students and business students who may not have had opportunities to connect with other entrepreneurs

**The Windsor-Essex Development Commission, the Canadian Youth Business Foundation, the Windsor-Essex Small Business Centre, the Ministry of Economic Development and Trade, and the Law Foundation of Ontario.*

on campus will find opportunities to synergize their skills and develop competencies in small business start-ups. Finally, young entrepreneurs in our region will benefit from the strong support of successful leaders and gain a better chance of success.

Additionally the local community will benefit through the creation of new ventures that diversify and stimulate our economic base. Local lawyers and entrepreneurs will benefit by increasing their cadre of future clients and their employee base

through exposure to all three groups of students.

The university benefits because the program supports the community from which 60 per cent of its student base is derived, and in which all of its employees live.

Finally, the Youth Entrepreneurship Program has developed a promising connection between the University of Windsor and St. Clair College – a connection that will inspire future collaborations that will strengthen Windsor’s economy and create innovative resources for the area’s students.

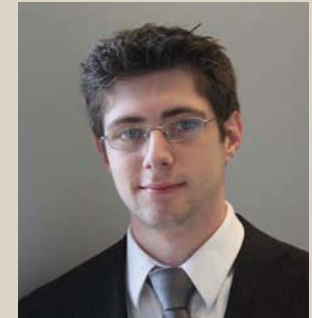


Catherine Swift in conversation with students

The Centre for Business Advancement and Research (CBAR) and the Intellectual Property Legal Information Network (IPLIN) launched their Youth Entrepreneurship Program in September of 2009 to help youth within the greater Windsor/Essex community become successful entrepreneurs.

Keynote speaker, Catherine Swift, CEO, President, and Chair of the Canadian Federation of Independent Business, spoke to a crowd of local professionals, faculty, students and community leaders about the challenges faced by entrepreneurs and small businesses. Having worked with the federal government and as a senior economist with TD Canada Trust, as well as lending her expertise to numerous not-for-profit groups like the Canadian Youth Business Foundation (CYBF) and the C.D. Howe Institute, she has earned a

reputation as one of Canada’s top 100 most powerful women in 2003. Funded by the Ontario Ministry of Economic Development and Trade, the Economic Development Commission, the Law Foundation of Ontario and the University of Windsor, the Youth Entrepreneurship Program will involve volunteer business and legal mentors within the community, who along with CBAR and IPLIN students will guide young entrepreneurs as they develop business plans, protect their intellectual property, and obtain financing.



“As a former student consultant with CBAR, I applied what I learned working with area businesses when organizing the elements of our new mentorship program.”
– Beau Helbert, Project Manager, CBAR and IPLIN

Odette faculty



*Dr. A. J. (Tony) Faria,
Professor, Marketing and
Co-Director, Office of
Automotive Research,
Odette School of Business*

DEAN

Conway, Allan H.; B.B.A. (St. Francis Xavier), M.B.A. (Western Ontario), D.B.A. (Harvard) (2005)* (Dean and Professor of Strategy)

ASSOCIATE DEANS

Singh, Jang; B.A. (Toronto), M.A. (St. Thomas), M.B.A. (Windsor), M.A., Ph.D. (Toronto) (1986), (Associate Dean, Strategic Initiatives and Professor of Management)

Kao, Diana; LL.B. (National Cheng-Chi), Dip. in Acc. (Wilfrid Laurier), M.B.A. (McMaster), Ph.D. (Western Ontario) (1990), (Associate Dean, Programs and Assistant Professor of Management Science)

ACCOUNTING**PROFESSORS**

Hussey, Roger D.; M.Sc., Ph.D. (Bath) (2000)

ASSOCIATE PROFESSORS

Freeman, Jack L.; B.S. (Michigan State), M.B.A. (Wayne State), Ph.D. (Michigan State) (1972)

Lan, George; B.S. (Beloit College), M.A. (Smith College), M.B.A. (Tulane University), Ph.D. (Queen's) (1988) (Area Head)

Ong, Audra; B.Sc. (Queen's, Belfast), M.B.A. (Wales), Ph.D. (West of England, Bristol) (2000)

Pathak, Jagdish; B.Comm., M.Comm. (Rajasthan), Ph.D. (Goa) (2001)

ASSISTANT PROFESSORS

Al-Hayale, Talal H. S.; B.Sc. (Mosul), M.A., Ph.D. (Wales) (2001)

Gowing, Maureen; B.A. (Carleton), M.B.A. (Toronto), Ph.D. (Queen's) (2005)

Sun, Gerry; B.A. (Fudan), M. Math (Donghua), M.A. Acct'g (China U of Hong Kong), M.A. Acct'g (Waterloo), Ph.D. (Auckland) (2007)

LECTURERS (LIMITED TERM)

Horniachek, Dale; B.Sc. (Walla Walla College), C.A. (Ontario), MBA (York) (2003)

Stevens, James; B.A. (Windsor), B.Comm. (Windsor), MBA (Wayne State), C.A. (Ontario) (2003)

Jones, Don; B.Comm. (Windsor), MBA (Toronto), CA (Ontario) (2005)

FINANCE**PROFESSORS**

Chandra, Ramesh; B.S. (Bihar Institute of Tech.), M.S. (Mississippi State), Ph.D. (Union College), Ph.D. (Oklahoma) (1983)

Ursel, Nancy D.; B.Comm. (McGill), M.B.A., Ph.D. (Concordia) (1989)

ASSOCIATE PROFESSORS

Musson, Harold Douglas; B.Comm. (Windsor), M.B.A. (Michigan State) (1968)

Gunay, Erdal; B.S. (Middle East Technical University), M.B.A., Ph.D. (Syracuse) (1984) (Area Head)

Assaf, Ata; B.A. (Lebanese U.), D.H.S., M.A. (Western Ontario), Ph.D. (McGill) (1999)

Sinha, Rajeeva; B.A. (Patna), M.A. (Jaawalharlal Nehru), M.Phil. (Delhi), Ph.D. (Warwick) (2000)

ASSISTANT PROFESSORS

Cheung, Keith; B.A., M.A., Ph.D. (York) (2003)

An, Yunbi; B.S. (Shandong, China), M.A. (Central University, Beijing), M.A. (Windsor), Ph.D. (Queen's) (2004)

Elsaid, Eahab; B.Sc. (Cairo), M.B.A. (S. Illinois), Ph.D. (S.I.U.) (2007)

MANAGEMENT**PROFESSORS**

Andiappan, Palaniappan; B.A., M.A., M.Litt. (Madras), M.S. (Massachusetts), Ph.D. (Iowa) (1980)

Templer, Andrew; B.A. (Hons.), (Witwatersrand), M.A. (South Africa), M.Sc. (London), Ph.D. (Witwatersrand) (1983)

* () Year hired by OSB

Odette faculty

Fields, Mitchell; B.A. (Maryland),
M.A., Ph.D. (Wayne State) (1985)

ASSOCIATE PROFESSORS

Cattaneo, R. Julian; Licenciado (Buenos
Aires), Ph.D. (Michigan) (1980)

Forrest, Anne; B.Sc., M.I.R. (Toronto),
Ph.D. (Warwick) (1985)

Reavley, Martha; B.Comm., M.B.A.
(Windsor), Ph.D. (Wayne State) (1986)

Schlosser, Francine; B.B.A.
(Wilfrid Laurier), M.B.A. (Windsor),
Ph.D. (Waterloo) (2004) (Area Head)

Ma, Zhenzhong; B.Comm., M.A.
(Renmin U Beijing), Ph.D. (McGill) (2005)

ASSISTANT PROFESSORS

Phillips, John; Grad. Diploma (Canadian
Coast Guard College), MBA (Memorial),
Ph.D. (Western Ontario) (2006)

Power, Jacqueline; B.A. (Western
Ontario), MBA (Queens), Ph.D. (Carleton)
(2007)

Mahajan, Ashish; B.Comm. (Punjab),
MHROB (Delhi), Ph.D.
(New Mexico State) (2009)

MANAGEMENT SCIENCE

PROFESSORS

Aneja, Yash Paul; M.S., B.S. (Indian
Statistical Inst.), Ph.D. (Johns Hopkins)
(1983) (Area Head)

Snowdon, Anne; B.A.Sc (Western
Ontario), M.A.Sc (McGill),
Ph.D. (Michigan) (2007)

ASSOCIATE PROFESSORS

Chaouch, A.; B.Sc. (Algiers), M.Sc.
(Stanford), Ph.D. (Waterloo) (1986)

Baki, Mohammed Fazle; B.Sc.E.
(Bangladesh Inst. of Technology),
M.B.A. (University of Dhaka), M.B.A.
(New Brunswick), Ph.D. (Waterloo) (1999)

Li, Kevin W; B.Sc., M.A.Sc. (Xiamen
University), Ph.D. (Waterloo) (2004)

ASSISTANT PROFESSORS

Miller, Peter; B.Eng. (McGill), M.B.A.
(Toronto) (1977)

Higginson, James; B.Comm. (McMaster),
M.A.Sc., Ph.D. (Waterloo), CITT (2001)
(Director of Undergraduate Programs)

Selvarajah, Esaignani; B.S. (Peradeniya),
M.A.S. (Toronto), Ph.D. (McMaster)
(2006)

Bhandari, Gokul; MBA (Minnesota), M.A.
(McMaster), Ph.D. (McMaster) (2007)

Maheshwari, Bharat; B.A. Eng. (India),
MBA (Carleton), Ph.D. (Carleton) (2007)

MARKETING

PROFESSORS

Faria, Anthony John; B.S., M.B.A. (Wayne
State), Ph.D. (Michigan State) (1975)
(Area Head)

Dickinson, John R.; B.S.B.A., M.B.A.,
D.B.A. (Indiana) (1980)

Okechuku, Chike; B.A.Sc., M.A.Sc.
(Toronto), M.B.A., Ph.D. (York) (1986)

ASSOCIATE PROFESSOR

Wellington, William; B.Sc. (Western
Ontario), M.B.A. (Windsor), Ph.D.
(Michigan State) (1986)

ASSISTANT PROFESSORS

Hutchinson, David; Hons. B.Sc. (Western
Ontario), M.B.A. (Ivey), Ph.D. (Bristol)
(2001)

Bussiere, David; B.B.A. (Wilfrid Laurier),
M.A. (Wilfrid Laurier), Ph.D. (Bristol)
(2002) (Director of Graduate Programs)

Mateja, Pete; B.Comm. (Windsor),
MBA (Windsor) (2008)

LECTURERS (TENURE TRACK)

Georgie, Vincent; HBA (Toronto),
MBA (Windsor) (2009)

STRATEGY

ASSOCIATE PROFESSORS

Rieger, Francis; B.S. (Manhattan),
M.B.A. (Columbia), Ph.D. (McGill) (1984)

Kerr, Gerard; B.A. (Western Ontario),
B.A., B.Admin. (Brock), M.B.A.
(McMaster), Ph.D. (York) (2001)
(Area Head)

ASSISTANT PROFESSORS

Lee, Jonathan; B.Comm., M.B.A.
(Windsor), Ph.D. (South Carolina) (2003)

Meldrum, Mark; B.A. (Brock), B.C.Sc.
(Windsor), MBA (Windsor), Ph.D. (Case
Western) (2006)

Stomp, Josephine; B.A. (Toronto), M.B.A.
(York) (2005), Ph.D. (York) (2006)

PROFESSORS EMERITI

Wilson, David; B.Comm. (Assumption),
M.B.A. (Michigan), C.A. (1966)

Haque, Mohd. Razaul; B.Sc., M.Sc.
(Aligarh Muslim), M.Sc. (Southern
Illinois), Ph.D. (Wayne State) (1967)

Johnston, D. Ross; B.Comm. (Alberta),
M.B.A. (McMaster), F.C.A. (1968)

Morgan, Alfie; B.Comm. (Cairo),
M.B.A. (Boston), Ph.D. (American) (1969)

Rosenbaum, Edward; B.A. (Wayne State),
M.S., Ph.D. (Wisconsin), J.D.
(Detroit College of Law), C.F.A. (1969)

Lam, Wai P; B.Comm. (St. Mary's),
M.B.A., Ph.D. (Michigan State), F.C.A.
(1973)

Crocker, Olga Lillian; B.Ed., M.B.A.
(Alberta), Ph.D. (Washington) (1976)

Thacker, James W; B.A. (Winnipeg),
M.A., Ph.D. (Wayne State) (1982)

Brill, Percy; B.Sc. (Carleton), M.A.
(Columbia), Ph.D. (Toronto) (1983)

Kantor, Jeffrey; B. Bus. Sc., B.Comm.
(Hons.) (Capetown), Ph.D. (Bradford)
(1983), C.P.A., C.A. (Ontario)

Bart, John T; B. Eng. (The Royal Military
College of Canada), M.B.A., Ph.D.
(Western Ontario) (1984)

Withane, Sirinimal; B.Sc. (Vidyodaija),
M.Sc. (Moratuwa), M.A. (Carleton), Ph.D.
(SUNY, Albany) (1986)

Armstrong-Stassen, Marjorie; B.S.,
M.L.H.R., Ph.D. (Ohio State) (1989)

Odette: Bringing the outside in



ENTREPRENEUR IN RESIDENCE:

KAREN BEHUNE PLUNKETT

September 2009 to September 2011

Ms. Behune Plunkett is an accomplished innovator and community leader recognized for her ability to develop business concepts, relationships and strategies in both business and government.

She is a well known Windsor entrepreneur with over thirty years experience. Her resume includes co-ownership of Mick's Irish Pub; founder, C.E.O. and president of Walkerville Brewing Company; co-founder of Plunkett's Bar & Grill Bistro; co-founder of Behune Plunkett & Associates Consulting; co-founder of Caterings Cafe; and co-founder of Chez Vins Wine Bar.

Ms. Behune Plunkett sits on boards and committees for several organizations and has served in a volunteer capacity for many others, including mayoral task forces, the Chamber of Commerce, and the City Centre Business Association. Karen was the recipient of the 2000 International Athena Award.

As entrepreneur-in-residence at the Odette School of Business's Centre for Business Advancement and Research (CBAR), Karen will mentor Odette students and share with them her extensive entrepreneurial expertise.

In this position, Karen follows Odette's first entrepreneur-in-residence, Clare Winterbottom, founder of Anchor Lamina and a member of the Odette Management Advisory Board.



EXECUTIVE IN RESIDENCE:

MIRO SUGA

September 2009 to September 2011

Mr. Suga is a highly accomplished professional with over 37 years of international experience in automotive manufacturing operations. Before launching his management consulting practice five years ago, he concluded a

successful career with the Ford Motor Company where he held positions of increasing scope and responsibility including plant manager, director of advanced manufacturing, and director of stamping business unit.

Miro was responsible for a \$1.3 billion transformation of Ford's new Truck Modular Engine Plant. He also led Ford's \$3 billion (per year) North American Stamping Operations which included eleven manufacturing plants and over 11,000 employees. During his career, Mr. Suga has managed engineering, manufacturing operations, human resources and financial projects.

Mr. Suga holds a Bachelors of Science degree in mechanical engineering and an MBA from the University of Windsor. He has been a registered professional engineer (since 1972), and is a member of SME and SAE.

Miro is Odette's fifth executive-in-residence, succeeding Bob Renaud, retired V.P. Chrysler Canada; Richard Peddie, president and CEO Maple Leaf Sports and Entertainment; Joe Ouellette, owner, Acrolab Group of Companies; and the first executive-in-residence, Bill Fisher who, after 38 years with Chrysler Canada spent 10 years teaching courses for the business school.

Odette: Taking the inside out

Business Process Management (BPM) is a winter semester special-topics course at the Odette School of Business's management science area. It focuses on the concept and evolution of BPM and its impact on organizations. This year, the course offered 15 students an experience they will not soon forget.

Hotelier Holding Limited is a Chinese company that serves the worldwide hospitality industry by designing and building beautiful, practical, and cost efficient 4- and 5-star hotels through a complete, integrated solution. It is a true international operation with regional offices and showrooms in Cairo, Egypt; Shunda, China; and Munich, Germany.

One of the company's former employees, Amir Arafa, is a current PhD candidate at the University of Windsor in Industrial Manufacturing Systems in Engineering*. Because he worked as a manager at the company's regional office in Cairo, Egypt for seven years, he knows a great deal about the company's internal work flow issues. Tackling these issues presented, he felt, a perfect opportunity for the company and for his fellow students to grow and flourish.

The students were divided into teams representing the four departments at Hotelier Holding Limited: Sales and Marketing (three students), Technical (four students), Operations (three students), and Finance and Shipping (five students). Their task was to automate the internal process for a service company in a fast-changing global environment.

Guided by Dr. Diana Kao, the teams created a customized centralized database for Hotelier that allowed it to achieve new levels of business flexibility and organizational excellence. The re-engineered and automated business processes promote reliability, trust, productivity, and improved economic efficiency. They increased Hotelier's overall security and effectiveness by 40 per cent, and increased their capacity to handle more work and more projects with the same number of employees.

"This was a unique opportunity for our students to incorporate their classroom knowledge into a real-world problem," says Kao. "Our diverse team, with students from seven countries (Bangladesh, China, Egypt, India, Pakistan, Taiwan, and Yemen) proved to be one of high quality and high performance. The students accomplished their objectives by working together with a full understanding of the sensitivities and intricacies of a multi-national operation and of a multi-cultural team environment," added Kao.



Group shot, this page:

Back Row: Asad Mir, Markus Ludwig Binding, Amir Taher Abd-Allah Arafa, Matt Day.

Middle Row: Christopher Green, Kevin Bruynson, Harshavardhan Raval, Willy (Wei) Chiu, Jiechun Qu.

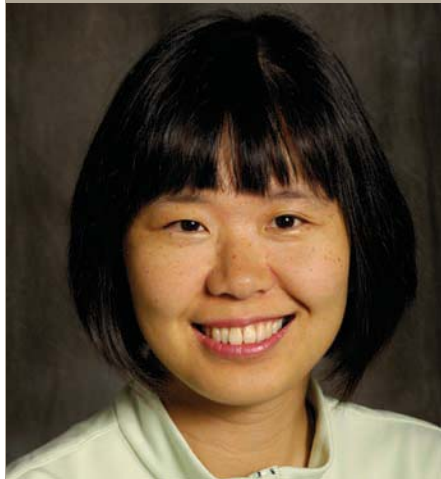
Front Row: Saad Dada, Umair Hameed Khan, Katie Chan, Prof. Diana Kao, Alexander George, Amal Al-Aghbari, Anirudh Suresh Dobariya

**He is required, as part of his PhD studies, to take a non-engineering course*

Internationalization & The Masters of Management



*Dr. Roger Hussey,
Professor, Accounting*



*Dr. Audra Ong,
Associate Professor,
Accounting*

Accounting has been undergoing an international revolution since the 1970s. Today, more than 100 countries use International Financial Reporting Standards (IFRSs) as published by the International Accounting Standards Board (IASB). By 2011, Canada, India and Korea will have also joined the roster.

The start of the movement came in early 1970 when several major countries met to discuss the issues of non-comparability of financial statements on a global basis. For instance, the profit reported by a French company would have been calculated differently compared to the way a Canadian company would calculate profit. Problems grew as globalisation of trade and capital markets increased. A German company wishing to list its shares on the New York Stock Exchange could discover that the profit it reported in its own country actually turned into a loss when US regulations were applied.

This clearly did not make sense and there was considerable enthusiasm to agree on a 'standardised' or harmonized international method for companies to measure their financial results. Like many good ideas, this proved harder to put into practice than was originally envisaged. Countries had spent many years in developing their own national institutions and regulations to control and monitor the financial activities of companies. Their regulations were based on national laws, particular features of the domestic economy, types of business ownership and financing and what fitted the culture of the country.

Gradually, some countries began to undertake the conversion

to international accounting standards. The pivotal time came when all countries in the EU agreed, as from 2005, to use international accounting standards.

The Odette School of Business had already been in discussions with various universities in China on potential educational relationships for the past few years. In 2002 and 2003, we visited the country to assess the educational needs of students. We realized that China was moving towards international accounting. Hence, the demand for education and knowledge of IFRSs would increase, and so we decided to develop a Master of Management (MoM) program with a stream in International Accounting and Finance.

Several faculty members assisted in the planning of the degree and it was decided at an early stage that the MoM program would have several streams. We started by offering a MoM in International Accounting and Finance and, using the expertise we already had, a MoM in Manufacturing Management.

As with all new graduate programs, there were several rigorous procedures to follow before we could offer the programs to students. Not only did we have to obtain the support of faculty members and the University, but also receive approval from the Ontario Council of Graduate Studies. This involved a two-day on-site inspection from a team of professors, including one from a U.S. university. They had to ensure that we had the physical resources, teaching support and the research environment to support the degree. Their final report was favourable although they had recommended that we upgrade some of our lecture theatres. This was duly carried out.



Yuanli "Helen" Li, '08 Master of Management

The next stage was to meet prospective students. Our investigations in China had revealed that several Canadian universities with graduate programs were operating through an agency. Having done our due diligence, we signed a contract with the agency and commenced recruitment.

Initially, we aimed at obtaining twenty students. We launched our first program in 2006 with over 40 students and the number of students grows each year. Our inaugural year saw only Chinese students but demand spread to other countries. We are now recruiting a significant number from the Indian sub-continent as well as the Middle East. We have also had students from Russia, Australia and Kazakhstan. As more countries adopt IFRSs, we anticipate even greater numbers

and an even more diverse ethnic mix of students from different countries.

Professor Hussey explains: "In the last few years, we have also refined our own knowledge and expertise. In 2005, John Wiley & Sons Inc. published our book on International Financial Reporting Standards (co-authored with Dr. Audra Ong) and this was translated into Chinese in 2008. In January 2010, our textbook specifically aimed at an introduction for undergraduate students will be published in Singapore. In addition, faculty members are undertaking research at the international level that not only concentrates on global accounting but also the various business practices and procedures that relates to IFRSs."

This MoM program has been a success story but only because of the contributions, support and efforts of many people. These include the professors who teach on the program, the recruiters, administrators and other groups in the University. But the ones who hold the final key to the success of the program are the students themselves. Their enthusiasm, diligence, humour and curiosity have changed the boundaries of accounting education and turned the wheel of global accounting revolution even faster.

Odette offered Li the opportunity to obtain her Master of Management Degree and at the same time allowed her to experience life in another country. After taking a position in Montreal upon graduation, Li returned to Windsor for full-time employment as the Program Assistant Co-ordinator and Assistant to the Executive Director of Women's Enterprise Skills Training (WEST). "The professors were wonderful; they were so willing to help and seemed to really care about my success."

Odette students hosting the country



*Hamel Khakhria and
André Capaldi (below),
Co-Chairs, RoundTable 2010*



The Odette School of Business will host Canada's largest and most prestigious student business conference – the RoundTable 2010 after submitting what has been described as “the single best bid ever” by national voters.

It is the only conference that brings together representatives from all of Canada's undergraduate business schools, from coast to coast. Competition for the right to host the event is always fierce. The 2009 RoundTable, held at UQAM in Montreal last March, attracted approximately 400 of Canada's best and brightest students from 30 business schools. With that level of attendance, the event is clearly an excellent opportunity to showcase the Odette School of Business, the University of Windsor and indeed the City of Windsor.

Conferences such as RoundTable also present great opportunities for students. They provide the means to develop a deeper understanding of multi-faceted issues – understanding they will need in order to become tomorrow's business leaders.

Next year's conference, which runs from Thursday, March 11 to Sunday, March 14, 2010, will be held at Caesars Windsor, the only internationally branded Casino Convention Resort in Canada. Attendees will

participate in a series of workshops and academic competitions over the course of the weekend. The highlight for many will undoubtedly be the final gala in the Caesars Ballroom during which Odette alumnus Richard Peddie, CEO of Maple Leaf Sports and Entertainment, will deliver the keynote address.

Co-chairs André Capaldi and Hamel Khakhria, second year business students last year, were responsible

for pitching the winning bid. Both are working hard to ensure that delegates have a memorable and educational experience – one that is rich in the kinds of learning that they can bring back to their schools to improve their fellow students' lives. Both are quick to acknowledge Vincent Georgie (lecturer in marketing) and Barbara Barone (internal/external relations officer) for their continued support, enthusiasm and for the integral role they played in winning the bid and planning the upcoming event.



Odette: Facilitating life-long learning



Clockwise from front: Chris Amicucci (with back to camera), Paul Maurice, Sahil Mehta, Kris McGuire, Daniel Issac and Scott Doak

Paul Maurice, head coach of the NHL's Carolina Hurricanes, has always been committed to the idea of finishing his bachelor degree. Being hired as a coach had forced him to put his education on ice, but that never diminished his desire to return to the classroom. "Finishing your education was always an important goal in my family; my mother did it, even though it took her into her fifties to do so," he says. "I guess I always knew I would go back."

No surprise, then, that the accomplished sports strategist soon found himself in a classroom with 40 students half his age, all taking notes on, of all topics, strategy. The course was Odette's Strategic Management (498) capstone course, led by Dr. Jonathan Lee.

"So much of what Professor Lee says is similar to the decisions a coach has to make," Maurice says. "The three questions of Strategic Management are 'what is the company's present situation; where does it need to go; and how is it going to get there'. All are questions coaches ask throughout the year," said Maurice.

Asked which of Dr. Lee's lecture topics he found most relevant to his career, he replied, "The lectures on leadership skills and on the qualities of a good leader. The need for consistency and commitment in expressing the organization's strategic vision – that relates very closely to what I do on a daily basis."

Asked about his Odette experience, Maurice was quick to credit his project teammates. "Each member of our group took over at different times," he says. "It was great that I never felt that I had to take the lead just because I'm a bit older – OK a lot older."

Now that Maurice has completed these two business courses, he's just a few courses short of a BComm degree. He sees himself eventually completing an MBA, but can't commit to saying when. "At some point in my future," is all he'll say. But even the near-term goal of a BComm is adding significant value. "Having a degree will open up opportunities for me in hockey and in business," he says. "It's definitely value added for my CV."



Dr. Jonathan Lee, Assistant Professor of Strategy



Paul Maurice, one of the more than 300 part-time students pursuing various stages of their academic advancement at Odette

Odette: Celebrating the past

The BComm
Class of '70
40th Reunion
takes place
September 16 - 19,
2010, in Windsor,
Ontario.

The event Chair
is Neil Donnelly
neildonnelly@
sympatico.ca



Class reunions, for most, are exhilarating experiences filled with renewed friendships, and shared memories. True – walking into a room filled with people you haven't seen in many years can seem a daunting prospect. But the excitement of renewed acquaintances quickly takes over, brushing aside any pre-event jitters.

For many, reunions trigger a lifetime of commitment. Witness the classmates of the BComm Class of '70. They have grown closer together over the years by making it a priority to keep in touch and to share experiences with one another. Those who attend the regular events know that this group does it in style, with an excellent track record in planning and hosting. They have successfully hosted a 25th, a 30th, and a 35th year reunion, in addition to annual events that attract 40% of their classmates.

Nor will 2010 be an exception, as the BComm Class of '70 celebrates its landmark 40th Reunion. And the planners are looking for a record turn-out. If you are part of the "Class" and have fallen out of contact with fellow students, this is an excellent opportunity to catch-up, so mark your calendar right now: Thursday through Sunday, September 16-19, 2010. Reunion plans are under way and Neil Donnelly, chair of the 40th, would love to hear from you. He can be reached at: neildonnelly@sympatico.ca.

The MBA class of 2004 reunited in the Fall of 2008 in Toronto. Of the event, Renella Zahler said, "It's amazing how so many of us have stayed in touch and nourished our friendships and collaborations together. We all end up laughing our heads off and getting pretty nostalgic when we go down memory lane."

This past September, a small group of 1976 BComm grads gathered together to celebrate their 33rd anniversary. It started in the early morning hours of April 17, 1976, at the "DH" with a dollar bill left on a beer-soaked table at closing. As a symbol of their friendship, it was torn into five pieces; each member carries his scrap until the group reunites the following year. "It's a connection that's pretty rare; if you don't work at it you lose it and we've all worked at it!" said Peter Barone.

After 11 years the '99 BComm Class is still going strong! Each went on to carve successful careers in their respective fields. Clinging to friendships that could easily slip away through marriages, children, career demands, and relocation make getting together a real challenge. "We are a stubborn group, when life gets in the way we simply work around it," says Mike Piccioni. "This year, as in years past, we will be celebrating in style. We will all be at my wedding to '01 BComm grad Stephanie Coccimiglio who will be staging an eight-year reunion of her own."

This is your opportunity to visit with classmates and professors, revisit favourite haunts, see how the school is growing, and have a great time reconnecting! Reunions are as much about the future as they are about the past!

Odette quality: Assurance of learning



*Dr. Jang Singh
Associate Dean
Strategic Initiatives*

“The systematic processes to satisfy the assurance of learning standards have the added benefit of keeping the School focussed on continuous curriculum improvement.”

As reported in the Odette Report Fall 2008, the Odette School of Business is seeking accreditation by the Association for the Advancement of Collegiate Schools of Business (AACSB). The process requires the School to satisfy 19 stringent standards including two new standards related to assurance of learning. Assurance of learning is educational quality control, aimed at evaluating how well the school accomplishes its educational aims. Do students achieve learning appropriate to the programs? Do they have the knowledge and skills appropriate to their earned degrees?

The Odette School of Business has always aimed to achieve the highest standards and has been accountable to its stakeholders but the systematic processes required by the AACSB demand careful accounting of these efforts. This begins with the school’s mission, which guided the development of learning goals for its various programs. Related learning objectives (to measure progress in achieving these goals) were determined and targeted performance levels established. Moreover, the School has also identified how and where these objectives will be assessed. Results from completed assessments are compared to targeted levels and, where performance is found to be below targeted levels, actions are taken to close the loop.

The School’s learning goals and assurance of learning plan for undergraduate programs were determined by the Director of Undergraduate Programs and the Undergraduate Program Committee. Each of six undergraduate programs has five learning goals in common and, in the case of a specialized

program, a unique sixth goal. The five core learning goals have a total of 18 associated objectives. Measurement of these objectives is embedded in particular courses. The five core undergraduate program goals are related to Business Acumen, Critical Thinking Skills, Problem Solving Skills, Communication Skills and Personal Skills. The assessment of the “critical thinking skills” goal illustrates the assurance of learning. This goal has six associated objectives with measures embedded in three different courses. Random samples of student reports from those courses have been evaluated by independent assessors on the identified objectives.

The assurance of learning plan for graduate programs was developed by the Graduate Programs Director together with the Graduate Programs Committee. Each of the two programs, the Master of Business Administration (MBA) and Master of Management (MOM), has four learning goals and 16 associated objectives. The programs all have three learning goals relating to: decision making/problem solving, interpersonal skills and social responsibility. The MBA has an additional learning goal relating to dynamic management while the MOM has one relating to international business knowledge. While these programs have three learning goals in common they are assessed according to measures embedded in identified courses within the programs. For example, the decision making/problem solving goal is assessed in the MOM program by measures embedded in five courses and in the MBA program by measures embedded in two courses and a major corporate project.

OCAPS: Bringing our students' talent to the world

In January 2009, the Odette School of Business launched the Odette Career and Placement Services (OCAPS), a targeted career centre that helps business students identify their prospective career path, recognize their skills and attributes, and develop an understanding of how to market themselves to the world. The centre delivers employment readiness education through class presentations, partnerships with campus clubs and societies, conducting employability seminars and providing career coaching sessions.

Targeted services include resume preparation, effective internet job searching and interview readiness. Mock interviews are conducted and feedback is provided to students on their presentation skills, consistency, and their ability to communicate effectively with a potential employer.

Some of the centre's new initiatives will include launching a four-year career plan workshop series, working with alumni to develop a career exploration mentorship program and connecting students to organizations that have recruitment needs. "It is our goal to have current



Alex DiBiase investigates job opportunities at the Odette Career and Placement Services (OCAPS) office

students and graduates begin to build relationships with the community and industry and to promote themselves as business leaders," explains OCAP Manager, Kerry Gray.

Many employers have recognized that connecting with a target career centre is a key to successful recruiting. OCAPS offers them a variety of services including an on-line job-posting resource and access to students through on-campus information sessions and networking events. OCAPS can coordinate the following recruitment services for hiring organizations free of charge:

- on-line job postings (<https://career.uwindsor.ca>)
- resume collection/resume pre-screening
- interview coordination/rooms
- information sessions/recruitment events

OCAPS is working with industries and national corporate partners to build relationships that promote our students as business leaders and to meet the corporate partners recruitment needs.

Odette facilities: Enhancing the experience

The new presentation/interaction classroom and breakout meeting facilities, originally conceptualized by Odette Dean Allan Conway, was made possible through the generous support of Louis and Edmond Odette and through the tireless efforts and collaboration of several university departments, including Facility Services and the Centre for Teaching and Learning.

“When designing the new facility, we set out to create an environment that will enhance our students’ career development, improve their communication and presentation skills, and enrich faculty research efforts,” says Odette Assistant Dean, Finance and Administration, Andrew Kuntz. “With our newly renovated presentation classroom and five breakout meeting rooms, we’ve provided tools that will allow our instructors to interact with students in exciting new ways.”

The main presentation classroom provides seating for 30 students with furniture that can shift from a typical lecture style into pods that facilitate group interaction and discussion. But it is the five breakout rooms, complete with “fly-on-the-wall” surveillance type recording devices that allow instructors to interact with students in truly new and exciting ways.

Digital video recorders (DVRs) that record breakout-room activities allow for immediate playback, allowing instructors to provide instant feedback on student interaction and on team dynamics.

Beginning in fall 2009, the newly renovated facility is home to several Management and Labour Relations courses, including Collective Bargaining, International Management, and Research Methods.

Dr. Francine Schlosser, Associate Professor of Management is thrilled to provide new students with exposure to this type of professional facility. “It demonstrates our commitment to students at all levels in the curriculum.”



Monique Mayrand-Diotte, Student Placement Coordinator and fourth-year BComm student Prabin Sharma use the digital video recorder to assess areas for improvement during a mock interview playback session

Invest in Odette

The generosity of many donors of the years has allowed the Odette School of Business to forge forward on our “Enhancing the Odette Experience” initiative on a variety of important fronts. All of the student related activities described in this report are as a result of donor support as are the myriad of specialized facilities referenced. Many gave as a way to remember someone special, or to remember their time as a business student at the University, or simply as a way to try to ensure the School remains a top place to which students and faculty would come, and so on. As we go forward, some key areas needing donor help include:

- Support for student value-added activities like creating special campus events and traveling to competitions
- Support for scholarships and bursaries as the costs of being a student continue to rise, unfortunately more in Ontario than anywhere in the country
- Support for the many influential scholarly initiatives being led by our faculty members, from developing better ways to facilitate youth entrepreneurship to studying the opportunities available in manufacturing going forward to devising ways to promote more effective technology commercialization
- Support for the continuation of the building of exceptional facilities to house the learning, inquiry, and skills development at the core of what the School must continue to do

In relation to the categories listed above, the Undergraduate Commerce Society is currently raising funds to support their hosting of Roundtable 2010 (described earlier in this report), we will be continuously looking for money to support the hundreds

of thousands of dollars per year of license fees recently taken on to ensure that Odette faculty and students have access to the best information available, and we continue to upgrade new facets of the Odette building as quickly as resources will allow. In addition, sponsored chairs for leading researchers and their activities constitute an area of focus recently and going forward.

One of the things we have instituted over the years in the curriculum is a requirement for students to develop and execute a philanthropic project for a local charity. It is critical that we work to develop that sense of sharing, so evident among past graduates and other friends of the School, so that we can all enjoy better communities and lives.

If you feel in a position to consider making an investment in the future through the Odette School of Business, please contact either Dean Conway at 519-253-3000 (3091), email aconway@uwindsor.ca or Ms. Barbara Barone at 519-971-3678, email bbarone@uwindsor.ca. As you know, all donations are tax deductible and the University will issue a tax receipt for every donation.





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