

Thinking beyond the classroom: Focusing on extracurricular activities to enhance learning for our students

Anne-Marie Croteau, PhD, CDir

Professor and Associate Dean

Graduate professional programs and external relations

John Molson School of Business's Participation to Eduniversal



**Steve Harvey, Dean
2015 - Boston**

Thinking beyond the classroom:
Focusing on extracurricular activities to enhance learning for our students



**Anne-Marie Croteau, Associate Dean
2014 – Istanbul**

What are the **economic and social effects** that JMSB has on its region?

Agenda

- John Molson School of Business
- Teaching and learning at the JMSB
- Experiential learning opportunities
 - What we do
 - How we do it
 - Why we do it

John Molson School of Business at Concordia University

JMSB is located downtown Montreal, Province of Quebec, Canada



Concordia University



- **Two campuses** in Montreal, Canada
- **Sir George Williams and Loyola**
- **4 Faculties** +
- School of Graduate Studies
- **1,600** faculty members
- **7,200** employees

Concordia University



- **44,000 students**
- **300** undergraduate programs : **36,000 students**
- **100** graduate programs : **8,000 students**
- **14%** international
- **150** countries
- **188,000 alumni worldwide**

John Molson School of Business



- **Largest English-speaking** business school in Canada
- More than **9,000** students
- **7,768** undergraduates
- **1,454** graduates
- **1,000** international students
- **46,600** alumni worldwide

John Molson School of Business



- **25** programs
- **5** departments
- **11** research units
- **375 professors**
 - **160** full-time faculty members from **34 countries**
 - **115** part-time faculty members
- **130** staff members

John Molson School of Business at Concordia University

Undergraduate

- Bachelor degrees (BComm/BAdmin)
- Business certificates
- Options for non-business students

Graduate

- MBA
- Executive MBA
- MBA with Complete CFA® Integration
- MSc programs
- PhD programs
- Graduate Diploma or Certificate in Business Administration
- Chartered Professional Accountancy (CPA)

Executive education

- Customized group training
- Public seminars
- Individual coaching
- Aviation Management Institute
- Sustainable Investment Professional Certificate (SIPC)

John Molson School of Business at Concordia University (AACSB)



MBA ranked **#5** in its value rankings

4 palmes

The Magazine for Clean Capitalism

Corporate Knights

MBA ranked **#12**



MBA ranked **#20** worldwide, **#5** in Canada



JMSB ranked **#79**



MBA ranked **#40**



MBA ranked **#81**

Teaching and Learning at the JMSB

Embedded in our strategic plan

JMSB strategic plan

Vision

To be setting the pace for the next generation of business schools

Mission

Provide an engaging learning and research environment that inspires us to go beyond the commonplace for the development of business and society

Strategic Imperatives

Innovating in Pedagogy and Curriculum

Elevating the Student Experience

Enhancing Relationships with Alumni and the External Community

Excelling in Executive Education

Increasing Research and Knowledge Transfer

Developing International Presence and Appeal

Attracting and Retaining Faculty

Values

Advancing Knowledge • Building on Diversity • Daring to Innovate
Promoting Responsible Business • Going Beyond the Classroom
Respecting the Individual • Contributing to the Community

Extracurricular activities are built into our strategic plan

- **Mission**

- To provide an engaging learning and research environment that inspires us to go **beyond the commonplace** for the development of business and society

- **Key value**

- **Going beyond the classroom:** We provide students with both a quality education and memorable experience at JMSB through activities that go beyond the classroom

- **Strategic imperative**

- **Elevating the student experience:** We provide an outstanding environment for students by growing the many extra-curricular and experiential learning activities that we support.

Extracurricular activities

- **Commerce and Administration Students Association (CASA)**
 - Beta Gamma Sigma Honour Society
 - CASA Cares
 - Concordia International Community Outreach Program (iCOP)
 - Decision Sciences Student Association (DSSA)
 - Finance and Investment Students' Association (FISA)
 - John Molson Accounting Society (JMAS)
 - John Molson Competition Committee (JMCC)
 - John Molson Human Resource Association (JMHRA)
- **John Molson Graduate Students Association (JMGSA)**
 - John Molson International Business Association (JMIBA)
 - John Molson International Exchange Committee (JIC)
 - John Molson Marketing Association (JMMA)
 - John Molson Sports Marketing Committee (JMSM)
 - John Molson Sustainable Business Group (JSG)
 - John Molson Undergraduate Case Competition (JMUCC)
 - John Molson Women in Business Club (JMWIBC)
 - Enactus Concordia

Other learning opportunities

International Student Exchange Program

- JMSB students can choose to study almost anywhere in the world through the exchange program, expanding their **cultural awareness** as well as their business network
- More than **100 established partnerships** around the world

Experiential learning opportunities

What we do

How we do it

Why we do it

Experiential learning opportunities

Undergraduate students:

Cooperative education

Kenneth Woods Portfolio Management Program

Undergraduate Case Competition Program

Graduate students:

MBA International Case Competition

MBA Community Service Initiatives

Small Business Consulting Bureau

Experiential learning opportunities

Cooperative education (Coop)

- Over **900 JMSB undergraduate students per year** apply what they learn in class in the workplace over **three paid work terms**
- Areas:
 - Accounting
 - Business technology management
 - Finance
 - Human resource management
 - International business
 - Marketing
 - Supply chain management



Experiential learning opportunities

Cooperative education (Coop)



- Coop central office
- Link up between students and employers
- Work site visit
- Employer evaluation
- Work term report or presentation
- Reflective learning course

Experiential learning opportunities

Cooperative education (Coop)

- **35 years** of existence
- **Diversified employers** across Canada and overseas
- Various **types** of organizations
- Significant **tax credits** are available for Co-op employers

“Our **graduates** continuously tell us that they are so much **further ahead in their careers** than other students”

Experiential learning opportunities

Kenneth Woods Portfolio Management Program

- Provides students with **hands-on training** in investment management
- Established in 2000 with an **initial investment of \$1 million**
- Selected small group of students now manages a **real-life portfolio of over \$2 million**



Experiential learning opportunities

Undergraduate Case Competition Program



- More than **400 students** apply to this program
- About **150** of them are **selected per year**
- Enrolled in one of the **3-credit course** dedicated to that training
- Trained by **60 coaches** who are former alumni, delegates, business people

Experiential learning opportunities

Undergraduate Case Competition Program

Head Coaches



Discipline Coaches



Experiential learning opportunities

Undergraduate Case Competition Program

- In 2014-2015, JMSB delegations:
 - Fielded over **70 academic teams**
 - Competed in **27** international competitions
 - Won a total of **43 medals** (18 gold) and 10 other awards
 - **1,500 hours of charity work**

“Being a part of the case competition program is a **life changing experience.**

Personal growth, professional growth and long-lasting relationships lie ahead!”

Experiential learning opportunities

Undergraduate Case Competition Program



- **Canada's next Top Ad Exec**
 - 2 JMCC delegates won
- **CEO for 1 day**
 - All 4 JMSB students were JMCCSS delegates, including the winner
- **Valedictorians**
 - Past 4 valedictorians were JMCC delegates

Experiential learning opportunities

MBA international case competition

- The **largest** MBA case competition in the world
- Entirely **student organized** and executed
 - 4 Organizers (6 credits)
 - 5 Executive Assistants (3 credits)
- Attracts **36 schools** from over 15 countries
- 270+ Montreal **executives**
- 300+ **volunteers**
- January **3-8 2016** at the Fairmont Queen Elizabeth Hotel



Experiential learning opportunities

MBA Community Service Initiatives

- Started in the fall of **2009**
- **Sharing expertise while learning** versus developing expertise while learning
- Learning objectives consistent with and support Concordia University's strategic direction of **Community Engagement and Social Responsibility**

Experiential learning opportunities

MBA Community Service Initiatives

- **Internship** (3-credit community service elective)
- **89 top students**; 10 senior faculty; 47 Internships
- Not-for-profit community / health / community entrepreneurs
- Community-based action research
- Case studies
- Community round table

Experiential learning opportunities

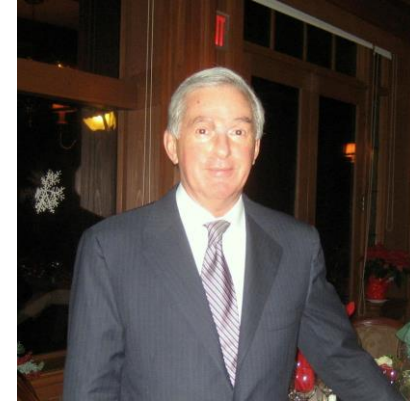
Concordia Small Business Consulting Bureau



- Managed by a select group of **five MBA students** who receive 3 credits for this
- Help launching a business
- Market analysis for an expansion plan
- Advice on a current state of business

What is our secret?

Get our faculty involved
Offer electives to students



Why are we doing all this?



- More **engaged** students
- Lifelong **ambassadors**
- **Proud** students, faculty and staff members
- **Added-value** for employers
- **Appealing** to potential students

Thank you for your attention

Anne-Marie Croteau, PhD, CDir

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CONCORDIA.CA/JMSB