

Department of General Management Program Advancement Plan January 15, 2026

Program Name: Bachelor of Business Administration – General Management (Co-op, Honours) The GM Advancement Plan was prepared by Dr. Leda Stawnychko and Dr. Rachael Pettigrew, in consultation with all GM faculty, Vice Dean Dr. Adam Cave and Dean Dr. Kelly Williams-Whitt.				
Area of focus 1: Curriculum				
Recommendation	Action Item	Resources	Deadline /Time Frame	Person Responsible
Integrate AI, digital literacy, and analytics throughout the curriculum.	<p>Review of Courses already offered in the BBA that address these topics, and potential inclusion</p> <p>Review the GM Major (currently 10-electives) and explore the possibility of prescribing a proportion of the 10 classes as required, such as data analytics or AI to ensure student exposure to the topics.</p> <p>Increase promotion of the: - BBA Minor in Data Analytics to GM majors - ENTR3901: Artificial Intelligence for Business</p>	SLS, Faculty, Academic Advising, Curriculum Committee	<p>Fall 2026</p> <p>2026-2027/ ongoing</p> <p>2026-2027/ ongoing</p>	Chair, Department Faculty, with the support of Vice Dean Academic
Embed sustainability and global/interdisciplinary perspectives as core curricular themes across the program.	<p>Review GM classes for feasible opportunities to incorporate global perspectives: -international business cases -inviting visiting scholars -guest lectures</p> <p>Explore potential funds for business case purchase</p> <p>Review GM classes (beyond CSR & Enviro. Mgmt) for feasible opportunities to</p>	SLS, Faculty, Foundation, Academic Advising International Education	<p>2027-2028</p> <p>2027</p> <p>2027-2028</p>	Chair, Department Faculty,

	<p>incorporate more sustainability content.</p> <p>Offer an additional field school</p> <p>One of the BCSA Strategic priorities is sustainability. We will review the existing elective courses for alignment with the BCSA Strategic Plan, content and scheduling to maximize enrolment. We will also review the electives for overlap with other electives across the BCSA program.</p> <p>Review and promotion of the existing Business & Society Minor -Coordinate with advising</p>		<p>2028-202</p> <p>2026</p> <p>2026</p>	
<p>Strengthen applied and experiential learning across the curriculum to ensure consistent access to WIL, CSL, and industry-engaged learning.</p>	<p>Develop an improved promotion strategy to recruit GM students into the CO-OP program</p> <p>Review GM courses for opportunities to CSL, scaffolding through the GM courses (in collaboration with the BBA core review underway).</p> <p>Explore other avenues to formalize industry-engaged learning: - field trips, trade shows, networking events, meet-ups, guest lectures, connecting students to existing mentorship programs, etc. - Work with Foundation on funding sources</p> <p>Offer an additional field school</p>	<p>SLS, GM, Faculty & Chair Foundation, Career Services, International Student Supports</p>	<p>2026-2027/ Ongoing</p> <p>2027-2078</p> <p>2027-2028/ ongoing</p> <p>2028-2029</p>	<p>Chair, Department Faculty</p>

Course Planning/Scheduling: Review the GM course offerings to assess program flow, ease of access for students, enrolment scheduling, and preparedness from one course to another.	In line with the MRU 2023-2030 Strategic Plan Goal #8, we will: <ol style="list-style-type: none"> 1. Review the prerequisite flow 2. Review the scaffolding of assignments from the 1st to the 4th year courses 3. Review GM electives for term-over-term scheduling strategy 4. Explore requiring MGMT3210 earlier in the BBA 5. Revisit the names of GM electives to drive student interest. 	Chair GM Faculty Academic Advising Vice Dean Academic	2026-ongoing	Chair GM Faculty
Area of focus 2: Faculty Capacity, Expertise, and Workload				
Recommendation	Action Item	Resources	Deadline /Time Frame	Person Responsible
Increase the full-time faculty complement	Chair to continue to advocate with the Dean to prioritize additional full-time, ideally tenure-track, faculty hires aligned with expertise needs in analytics, AI, sustainability, and ethical management.	Chair Dean Reappointment committee	ongoing	Chair Dean
Improve the Bench Strength in GM Contract Teaching	<ul style="list-style-type: none"> - Increase the breadth of the contract faculty pool - Work with the dean to Improve full time faculty to contract faculty ratio (lower) - Promote available professional development opportunities to contract faculty - Reassess the expertise and skills needed to teach each of the courses to better align contract faculty with the courses allocated 	Chair Contract Reappointment Committee Dean	Ongoing	Chair Contract Reappointment Committee Dean

Support curriculum renewal, research integration, and technology-enhanced teaching through release time and enhanced infrastructure.	Identify mechanisms from BCSA and across campus (ADC) to support dedicated time for curriculum renewal and the development of applied/technology-enhanced teaching materials. -Apply for List A's -Make faculty aware of available supports	ADC Chair Vice Dean Academic Dean	2027-2028/ ongoing	Faculty, Chair
Promote/offer professional development in AI, analytics, and inclusive pedagogy.	To support ongoing capacity building in AI, EDIA, and analytics, the department (i.e., chair) will: - encourage faculty to participate in professional development offerings through the Academic Development Centre, - integrate PD related to the above themes into department meeting agendas	Chair GM Faculty Present-ongoing Chair Faculty	2026-onward	Chair GM Faculty
Promote the Honours Program, increasing both student enrolment and faculty supervision	Ensure all current and new faculty & students are aware of the BBA Honours program. -In partnership with the Vice Dean-Research & Honours Coordinator, consider offering a faculty workshop on Honours Supervision. - integration Honours program info into first- and second-year courses -Explore supports for faculty needed to increase interest in supervision -Explore opportunities for recognition of supervision Review the opportunity of making MGMT5110: Research Methods available to students as a BBA elective, rather than restricting it to students enrolled in the Honours program.	Honours Coordinator Chair Vice Dean Research GM Faculty Dean Consultation with Vice Dean Academic & Vice Dean Research	Mid-Fall 2026/ ongoing 2026-2027	Honours Coordinator Chair

Area of focus: EDIA Integration and Inclusive Pedagogy				
Recommendation	Action Item	Resources	Deadline /Time Frame	Person Responsible
Explore the opportunity to increase EDIA content in GM courses.	<p>Map current courses for EDIA course content and assessments.</p> <p>Recognizing that instructors have discretion over how they teach, encourage faculty to include EDIA-aligned assessments and learning activities where appropriate.</p>	<p>Faculty Chair SLS Consultation with Vice Dean Academic</p>	2027-ongoing	Faculty Chair
Develop a special topics course with EDIA-related course content	<p>Develop and deliver a special topics course offering, such as a Diversity and Inclusion or Gender in the Workplace course.</p> <ul style="list-style-type: none"> - Transition to an elective course if the course is well-received - Curriculum submission 	<p>Chair Faculty Janice Ilsey Curriculum Committee</p>	2025-ongoing	Chair with the support of the contract reallocation committee and the dean
Provide faculty PD on inclusive pedagogy and decolonizing business curricula.	<p>-Integrate EDIA-focused workshops into department retreats</p> <p>-Highlight and encourage full-time and contract faculty participation in EDIA PD opportunities (e.g., ADC & other institutional partners) to support inclusive classrooms.</p>	<p>Chair Faculty (full-time & contract)</p>	Ongoing	Chair GM Faculty (full-time & contract)
Strengthen Indigenous content and perspectives in the curriculum.	<p>Chair to:</p> <ul style="list-style-type: none"> -Exploration of means to embed more Indigenous content and authors in the curriculum across the program -Pursue Indigenous contract and full-time faculty - Offer/promote PD in Indigenous course content and decolonizing the classroom - Seek guidance for next steps from the BCSA Elder in residence - Collaborate with the new IBED Chair and promote her electives in Indigenous 	<p>Chair Faculty IBED Chair BCSA Elder Iniskim Centre</p>	2026-2027/ ongoing	Chair Faculty Consultation with IBED Chair

	Leadership and Treaty Law - Encourage integration of Indigenous business cases, course content, and			
Area of Focus: Industry Engagement & Communication				
Recommendation	Action Item	Resources	Deadline /Time Frame	Person Responsible
Increase employer feedback mechanisms, including a potential Industry Advisory Council	The department will explore creating an Industry Advisory Council to provide an avenue for employer feedback to strengthen curriculum relevance, mentorship opportunities, and alignment with industry needs.	Chair GM Faculty Dean	2027-2028	Chair, GM Faculty
Departmental Communication with Students	-Review how students receive information and develop pathways for consistent information dissemination from faculty/department to students (e.g., promoting Honours, Co-op, industry events, and the Business & Society Minor, Indigenous Leadership & Treaty Law electives) -Develop consistent messaging across faculty and contract faculty -Develop a regular departmental student update in some form	Chair GM Faculty Academic Advising Administrative assistant	2026-2027	Chair GM Faculty
Clearer Program Identity for students	-Explore the possibility of developing a General Management Student Society to improve students' sense of belonging in the program and build a sense of community.	Chair GM Faculty lead GM Students	Underway now	Chair GM Faculty lead GM Students