

**PERIODIC PROGRAM REVIEW
TED ROGERS SCHOOL OF BUSINESS MANAGEMENT**

EXECUTIVE SUMMARY

The Ted Rogers School of Business Management (TRSBM) is Canada's preeminent practical business school. It has an increasingly active complement of faculty who conduct research designed to develop knowledge that is useful for management decision-making. TRSBM supports the other three schools in the TRSM and other academic faculties across the University by providing management education to supplement programs of study. TRSBM is a key provider of the business education delivered in the evenings and on weekends to adult learners through Ryerson's Chang School of Continuing Education. As a result of its multiple responsibilities, TRSBM is the largest single school within Ryerson University.

Students elect to enroll in one of eight unique majors after successful completion of their first year of the program: Accounting, Economics and Management Science, Entrepreneurship and Strategy, Finance, Global Management Studies, Human Resources Management, Law and Business, Marketing Management. SBM also offers nine minors which students can access if they are outside of their major: Accounting, Economics, Entrepreneurship and Innovation, Finance, Global Management, Human Resources Management, Law, Marketing and Organizational Leadership. As of Fall 2013 the Accounting and Finance majors have been replaced by the Ted Rogers School of Accounting and Finance.

Several forces are driving changes in the business management field and indicate that the current and anticipated social need for program graduates is strong.

- Provincial demand for management education has doubled in the past two decades.
- The economic downturn of 2008 may also have contributed to higher enrollment.
- Demand for university graduates continues to increase, likely as a response to the shift in Canada's labor market from a resource-based economy to a knowledge-based economy.
- Canada's aging population will, over the next decade, cause increased demand for professionals such as accountants and entrepreneurs.
- As the TRSM is the largest school of management in Canada and has a strong downtown presence, it is in the unique position of providing education to students entering the business management field. TRSM is directly associated with over 25,000 continuing education business students in the Chang School of Continuing Education.

Applications to intake have consistently been in the 8 to 1 ratio even as enrollment targets have been increased each year. This reflects the continued interest in business education as a route to employment upon graduation. The increased quality of student intake has been a contributing factor to improved retention rates. This has been further enhanced by efforts in student support services, tutoring, and curriculum revisions to the quantitative courses.

The esprit de corps prevailing throughout TRSBM's faculty, students and employers is most certainly its greatest asset. The pride demonstrated by all people interviewed and their dynamism need to be preserved and nurtured. TRSBM has a good vision/mission and has a clear understanding of its mandate and future plans for continuous improvement. TRSBM is a very open-minded, diverse place for faculty research and student learning. Its faculty members are encouraged to do collaborative and/or interdisciplinary research and its faculty and students actively engage in student learning through various experiential learning tools/activities such as case studies, simulations, workshops, problem-based learning, and research projects.

Constrained financial resources for teaching (i.e., large class size) are a concern, as they negatively impact faculty recruitment and communication efforts. Perceived image/reputation of the School's programs among employers in some industries needs strengthening. There are also insufficient co-op opportunities for TRSBM students.

As an AACSB (Association to Advance Collegiate Schools of Business) accredited business school, TRSM will be required to develop appropriate rubrics and begin measuring student learning outcomes on a regular basis for the Assurance of Learning (AOL) purposes as part of its on-going AACSB maintenance process. At the same time TRSM will need to develop learning outcome statements which will lay the foundation for a full Ryerson University Undergraduate Degree Level Expectations analysis.

TRSBM has identified priorities for the future across all majors:

- Review the academic structure of the School of Business Management and propose a structure more appropriate to meeting the needs of a School that accepts over 20% of the annual first year intake of the entire University;
- Review the governance model for SBM within TRSM;
- Engage in a comprehensive review of the foundational curriculum for the Bachelor of Commerce degree; and
- Increase productivity in scholarship, research and creative activities.