

Pursuing our *Asper*-ations

Progress Report 2022



ASPER
SCHOOL OF
BUSINESS



The I.H. Asper School of Business is one of Canada's leading institutions of business education and research.

Established in 1937 and AACSB-accredited for the past two decades, we strive for teaching excellence and innovative research. We reflect the values embodied in our province of connected community, cultural diversity and strong work ethic. Our 22,000 alumni continue to strengthen businesses and hold leadership positions in organizations around the world.



Message from the Dean

I am thrilled to share this report of the Asper School of Business' progress across our strategic priorities.

The Asper School of Business has always moved forward with a strong vision: to provide world-class business education and train future leaders who will positively impact the social, environmental and economic well-being of Manitoba. Our six strategic priorities were designed as a reliable guide to realize this vision—for setting goals, measuring progress and celebrating success.

This report is the result of the thoughtful work that our accreditation team has put into collecting key performance indicators (KPIs) and the cooperation of each unit and department at the Asper School of Business submitting their data and consulting with the team. I am so grateful to every member of our Asper community for their work.

Our KPIs are more than numbers; they are reminders that as educators and leaders, we are accountable to the community that we send our students into. We are accountable to the students who trust our expert and innovative programming, and we are accountable to our employer partners and alumni who support our operations.

I am proud of the accountability and success we demonstrated in 2022. We saw continued increases in participation across our experiential learning opportunities, including case competitions, co-op education and exchanges, and we are at the forefront of entrepreneurship and leadership education.

Our goals to highlight research have strengthened collaboration, with faculty and research units working with the marketing team to publish their groundbreaking work. Our graduate programs made great strides in developing recruitment practices that attract diverse, talented candidates.

We celebrate our social impact, recognizing our history of supporting reconciliation while consulting with Indigenous stakeholders about how we move forward in partnership. We see strong alumni engagement, and with efforts to ensure that the Asper School of Business is always a welcoming, inclusive environment for diverse students, we anticipate our alumni community growing stronger in turn.

We continue to invest in our home, the Drake Centre, knowing that the environment we create is a key part of the impact we can have.

I am so pleased to share a year of success with you.

Bruno S. Silvestre, PhD

Dean, I.H. Asper School of Business
CPA Manitoba Chair in Business Leadership

In 2019, the School approved a five-year Strategic Plan that included our new mission, vision and values, as well as six strategic priorities.

The Asper School of Business' 2019-23 Strategic Plan, "Pursuing our *Asper*-ations," identifies six key priority areas for action, each yielding several actionable objectives for which we will hold ourselves accountable in the coming five years. On the following pages, we list the mission, vision, values and strategic priorities that constitute "Pursuing our *Asper*-ations."

MISSION

Our mission is to lead in knowledge creation and develop our students as ethical business leaders who embrace diversity and advance innovation.

VISION

We will be known internationally for excellence in research and teaching, experiential learning, leadership in Indigenous business scholarship, outstanding local and global engagement and the quality of our graduates.

VALUES

Excellence

Delivering excellence in research and teaching through balanced mandates and administrative support and by preparing graduate students to be leaders in their fields.

Agility

Remaining on the forefront of knowledge creation and preparing graduates to be innovative change agents in a dynamic global business environment.

Inclusiveness

Providing a welcoming and respectful environment that honours Indigenous perspectives and embraces diversity in all its forms.

Integrity

Promoting accountability, sustainable practices, critical thinking, academic freedom and ethical conduct.

Community

Building exemplary and diverse partnerships (internal and external) that contribute to the University, Manitoba, Canada and the world.

STRATEGIC PRIORITIES

1. Experiential and Active Learning

Increase our experiential learning opportunities and ensure high standards of teaching excellence, enabling greater success, retention and career placement for domestic and international students.

2. Research Excellence

Support research excellence through new concerted measures: publicizing our research achievements, building our international research reputation, and increasing external research funding.

3. Reconciliation Through Business Scholarship

Develop curricula and promote research incorporating Indigenous (First Nations, Métis and Inuit) perspectives to advance reconciliation and mutual learning among Indigenous and non-Indigenous students and the broader community.

4. Engagement, Inclusion and Community

Prioritize strong participation and inclusiveness within school activities, build on our diversity to foster learning and further increase engagement in the life of the school across faculty, staff, students, alumni and the business community.

5. World-Class Graduate Programs

Expand and enhance the School's professional (MBA, MFin and MScM) and research programs (MSc and PhD); develop new programs to address the changing environment; boost the impact and reach of the School through our world-class programs.

6. Infrastructure, Physical Space and IT

Transform the facility to meet the standards of a state-of-the-art business school, supporting our other strategic priorities and the needs of students, faculty, staff and community members.

The pages that follow provide a snapshot of the activities that took place at the School over the 2022 calendar year—any KPIs recorded per the academic year will be identified within. This information was collected through the key performance indicator (KPI) reports and surveys as well as through unit reports.

KPI COLLECTION AND ACKNOWLEDGEMENT

A sincere thank you to all staff and faculty for your work and cooperation in collecting and providing the information requested. This year, reports from 18 units and 5 departments were collected, shared and compiled into this summary document.

KPIs are a way to reflect, measure and track the progress of Asper's strategic priorities. They keep us informed of our history and accountable to our present, while providing a guideline for our future.

Efforts are ongoing to combine these and similar processes to improve the ease of submission and the relevance of the measures. Measurement and meaning are collaborative endeavours that are in process. Please enjoy this reflection of another great year for the I.H. Asper School of Business.



EXPERIENTIAL AND ACTIVE LEARNING

Asper strives to enrich the student experience with experiential and active learning opportunities both in and outside of the classroom.

After two years of online learning, students returned to classrooms in-person in 2022, where 71% of course sections included experiential and active learning opportunities. Departments continued to offer and introduce online courses to improve accessibility and course delivery amid the return to campus.

The COVID-19 pandemic affected Asper experiential learning in unique ways, so 2022 posed challenges specific to each unit. While some sought to recover pre-pandemic numbers, others were tasked with matching the increase in online participation between 2020 and 2021. Our reports demonstrate our resilience in facing these challenges.

Asper Co-op programming expanded with the launch of master's co-op programs for MBA, MFin and MSCM students and increased student work-terms with 350 unique placements. In 2022, the International Exchange program supported 80 Asper students who participated in an overseas exchange and 16 students as part of the Arni Thorsteinson Study Exchange Program to Israel. Asper case competition advisors exceeded 2021 numbers, with 400 students participating across 42 internal and external competitions.

Asper students also benefit from the leadership expertise generated by the Burns Leadership Institute (JWBLI) and the entrepreneurial spirit of the Stu Clark Centre for Entrepreneurship (SCCE). JWBLI continued to offer high-quality leadership programming, welcoming 20 students into the fourth cohort of the President's Student Leadership Program (PSLP) and holding 4 leadership-focused events.

The SCCE celebrated 25 years of supporting aspiring University of Manitoba entrepreneurs, reaching 117 students through the venture coach program and welcoming 504 participants to SCCE competitions.

99%
OF CO-OP STUDENTS
SECURED WORK-TERM
PLACEMENTS IN 2022

350
UNIQUE CO-OP
PLACEMENTS

80 STUDENTS
TRAVELED OVERSEAS
FOR EXCHANGE

117
STUDENTS RECEIVED
VENTURE COACHING

THEME 1:

Increase cooperative education and career development opportunities

- ▶ The Career Development Centre facilitated 350 unique co-op placements, including 15 master's co-op placements, representing a 18.2% increase from 2021 (296).
- ▶ With 2181 job postings from Manitoban, Canadian, and international employers, we saw a 68.4% increase in postings from 2021 (1295).
- ▶ 81 students submitted evaluations following one-on-one career counselling services, and 82.7% of students surveyed were likely to recommend CDC services to others.

THEME 2:

Build upon existing strengths with more undergraduate research, entrepreneurship, ethics, leadership and real-world learning activities

- ▶ 400 students participated in 42 case competitions, representing a 22.6% increase from 2021 (324).
- ▶ The fourth cohort of the President's Student Leadership Program was comprised of 20 students from post-secondary institutions across Manitoba: 12 from UM, 2 from RRC, 3 from UW and 1 from UCN.
- ▶ The Stu Clark Centre for Entrepreneurship welcomed 504 students in SCCE competitions and supported 117 students with the venture coaching program.
- ▶ 228 course sections featured content based in experiential learning: team-based projects, case studies, industry guest speakers, and role plays.
- ▶ The Commerce Students' Association (CSA) was named Most Outstanding Business Student Association by Canadian Association of Business Students (CABS).
- ▶ To expose students to different careers, including academics, across the five departments, Asper hired 41 teaching assistants, 417 grader/markers, and 122 invigilators.

**400
STUDENTS**
PARTICIPATED IN
42
CASE COMPETITIONS

228
COURSE SECTIONS
FEATURE
**EXPERIENTIAL
CONTENT**

THEME 3:

Create new online learning opportunities to provide students with flexibility and reach part-time students who are working professionals in ways that accommodate their commitments and time constraints

- ▶ Departments created new distance education courses (FIN2420: Financial Risk Management) and added distance education options for existing courses (MKT 2210: Fundamentals of Marketing).
- ▶ Warren Centre for Actuarial Studies and Research offered 8 courses online, reaching 252 students in Winter 2022.
- ▶ The Department of Accounting and Finance integrated online instructional videos in MIS 2000: Information Systems for Management.
- ▶ The Department of Business Administration continued to offer distance education options in courses related to entrepreneurship, organizational behaviour and strategy.

THEME 4:

Foster leadership in teaching development

- ▶ Sean MacDonald (Business Administration) and Mingzhi Liu (Accounting and Finance) received The Associates Achievement Award for Teaching, and Teaching and Research, respectively.
- ▶ 19 guest speakers presented at the 2022 Reg Litz Teaching Day, emphasizing EDI and decolonizing business education.
- ▶ Dr. John McCallum received the Professor Emeritus title for 48 years of contributions to business education at Asper.



RESEARCH EXCELLENCE

Asper seeks to be recognized internationally for research excellence.

We connect to our communities—the academic community, industry and our local business community—through the research our faculty and graduate students produce and engage with.

We strive to celebrate our research excellence and share this profound work widely. We are proud to report 78 total research publications, with 7 printed in Financial Times 50 (FT50) journals and 15 in AJG 4 and 4* journals, which represent the most prestigious journals. Our faculty members demonstrate leadership in their fields with 30 active research chair, professor, and fellowship positions across departments. We continue to produce outstanding results in our PhD program, with all graduating students being successfully placed for a third year running.

At Asper, we embrace diverse perspectives by inviting experts from across the world to engage with our academic community, investing nearly \$36,000 in 2022 to facilitate successful research events: the Bill Moir Marketing Series, the Asper Webinar Series, the Stu Clark Distinguished Speaker Series, the University of Manitoba Transport Institute Series, the Leadership Masterclass Research Series, and the Hickson Research Day.

Our marketing and communications team remains dedicated to building our reputation by celebrating our success. This team has maintained 67 faculty bio and research pages and published 23 research stories on UM Today, while our research facilitator reviewed 43 manuscripts.

78

**TOTAL RESEARCH
PUBLICATIONS**

98%

**OF PEER-REVIEWED
PUBLICATIONS
RANKED Q1 OR Q2**

*the most prestigious ranking
of journals in a subject area*

100%

**EMPLOYMENT RATE
OF PHD GRADUATES**

23

**RESEARCH STORIES
IN UM TODAY**

THEME 1:
Reward research
excellence

- ▶ 78 total research publications.
- ▶ 7 publications in FT50 journals.
- ▶ 15 publications in AJG level 4 and 4* journals.
- ▶ 98% of peer-reviewed publications ranked Q1 or Q2.
- ▶ Totalling approximately \$2,118,155, there are 30 active Research Chair, Professorship and Fellowship positions at Asper, representing a 58% increase from 19 in 2021.

Research Chairs, Professorships, and Fellowships by Department:

Accounting and Finance	9
Business Administration	6
Marketing	12
Supply Chain Management	2
Warren Centre	1

THEME 2:
Increase external funding
and develop a culture of
application for funding

- ▶ 4 successful Tri-Council grant applications (SSHRC) totaling \$324,790, representing a 116.6% increase from 2021 (\$150,000).

SSHRC GRANTS

Ya Gao, Yifan Wei

Impacts of Corporate Green Bonds on Firm Performances
\$57,564 *Insight Development Grant*

Yifan Wei

National foreign economic policy and multinational enterprises' supply chain strategy in the de-globalization era
\$56,000 *Insight Development Grant*

Bruno Dyck, Sean Buchanan, Chi Liao, Rajesh Manchanda, Kelsey Taylor

Enhancing social and ecological sustainability by placing people and planet before profits:
Developing business theory and practice

\$113,929 *Insight Grant*

Chi Liao

Race-based violence and financial decision-making
\$97,477 *Insight Grant*

THEME 3:

Improve research recognition and reputation: develop our brand as a research excellent school in balance with excellent teaching

- ▶ 67 faculty bio pages and research profiles on the Asper webpage were updated to reflect the ongoing research contributions of our faculty.
- ▶ Asper researchers were featured in 23 UM Today Stories.

FEATURED RESEARCH

Changqiu Yu

Valuation uncertainty and analysts' use of DCF models
Review of Accounting Studies (FT50)

Hee Mok Park

Social and spatiotemporal impacts of casino jackpot events
Marketing Science (FT50)

Wenxi Pu

Post-traumatic stress disorder and hiring: The role of social media disclosures on stigma and hiring assessments of veterans
Personnel Psychology

Yifan Wei

Regional governments and opportunity entrepreneurship in underdeveloped institutional environments: An entrepreneurial ecosystem perspective
Research Policy (FT50)

THEME 4:

Further develop research capacity

- ▶ Research facilitator edited 43 manuscripts and reviewed 8 grant applications.
- ▶ 11 faculty with a PhD were recruited.

Welcome:

Accounting and Finance:

David Yu
Jianning Huang
Jun Wang
Muhammad Kabir
Yu Xia
Zheng Liu
Zoey (Ying) Zhang

Marketing:

Divya Ramachandran
Kiran Pedada



Supply Chain Management:

Javad Feizabadi
Narendra Malagoda

THEME 5:

Enhance research excellence in graduate students and improve graduate student (PhD) training

- ▶ MSc and PhD students published 8 papers in 2022, with 2 more currently under review.
- ▶ For a third year running, 100% of PhD graduates placed in the job market.
- ▶ 3 Asper PhD students gave research seminars in 2022.

RECONCILIATION THROUGH BUSINESS SCHOLARSHIP

Asper aims to be a leader within academia in Indigenous business relations scholarship and is committed to reconciliation and building a respectful environment that values and honours Indigenous traditions and ways of knowing.

This year, units and departments at Asper advanced reconciliation through business education, while reflecting on how our efforts in this area can be tracked, recorded and made an inextricable part of the Asper brand.

Moving in partnership with Indigenous communities is already a vital part of Asper's history. Indigenous Business Education Partners (IBEP) is the longest running service program of its kind for Indigenous undergraduate business students in Canada and will celebrate 30 years in 2024. Together, Asper and IBEP are also Canadian leaders in serving Indigenous master's students and integrating Indigenous business education into graduate programs.

In order to pursue reconciliation as one of our focus areas for AACSB's societal impact requirement, the accreditation unit initiated work with IBEP and the Committee on Indigenous Business Scholarship (CIBS) to begin collecting KPIs on this strategic pillar so that we are better able to measure progress and identify barriers in this area. Undergraduate relations has also worked to improve tracking of IBEP alumni to enrich our connections with these alumni.

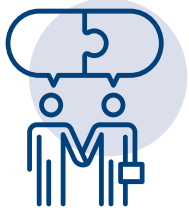
Our KPIs show improvements in recruitment practices, academic support before and after admission, robust course design, and increased engagement in professional development opportunities across units. They also show a strong connection between Asper, Indigenous communities and the business community with strong attendance at the Visionary Indigenous Business Excellence (VIBE) Awards and career fairs as well as impressive social media engagement with Indigenous-focused stories.

Asper is among the **first at UM** to require the application of **SSHRC guidelines** for the merit review of Indigenous Research and the **Tri-Council policy statement on ethics** for research involving Indigenous Peoples.

As part of the approved revisions to the undergraduate curriculum, all BComm students will take a course in **Indigenous Peoples and Canadian Business**

THEME 1:

Advance reconciliation through business education



RECRUITMENT

- ▶ Improved orientation for Indigenous students: IBEP orientation session and inclusion of Indigenous Student Lounge in tours.
- ▶ Multiple successful recruitment events: UM open houses, high school career fairs, Indspire National Gathering.
- ▶ 31 attendees and 100 new leads generated through MBA Indigenous Info Session.



TEACHING

- ▶ Core course “Indigenous Peoples and Canadian Business” developed as part of the new BComm curriculum with input from CIBS and IBEP.
- ▶ Launched new graduate course taught by Jamie Wilson, IDM 7090 Topics in Indigenous Business Relations.



ACADEMIC SUPPORT

- ▶ 6 exam study night events held by IBEP and tutoring offered for challenging UG courses.
- ▶ GMAT tutoring providing to Indigenous MBA applicants in collaboration with Norway House Cree Nation.



PROFESSIONAL DEVELOPMENT

- ▶ Asper Faculty Retreat featured panel discussion with interactive Q&A on the topic of reconciliation and developing cross-cultural competencies with regard to Indigenous Peoples in academia.

THEME 2:

Engage with Indigenous communities and businesses

- ▶ The Arni Thorsteinson Study Exchange Program included a visit with senior managers at Treaty 1 Development Corporation and the Native Canadian Centre of Toronto to incorporate Indigenous perspectives into this program.
- ▶ Relationship-building with Norway House Cree Nation through conference presentations, Professional Paid Placement Program, and in-process MOU with Manitoba Keewatinowi Okimakanak.
- ▶ The UM Today story developed by our team *Naawi-Oodena* “centre of the heart and community” to become Canada’s largest urban reserve was the most viewed Asper story with 1,820 unique page views.
- ▶ Women Entrepreneurship Knowledge Hub Indigenous reached 4372 participants at various events and engagements.
- ▶ 200 guests attended the 2022 VIBE Awards to celebrate two Indigenous entrepreneurs.

THEME 3:

Promote research excellence on Indigenous matters

- ▶ The UMTI celebrated 20 years of the Airships to the Arctic Conference. This year’s event featured, among many others, discussions related to the role for airships in resource development for Northern and Indigenous communities.

2 NEW
INDIGENOUS COURSES

6
IBEP STUDY NIGHTS

31
INFO SESSION
ATTENDEES

4,372
PARTICIPANTS IN WEKH
INDIGENOUS EVENTS

200
VIBE AWARDS GUESTS

ENGAGEMENT, INCLUSION AND COMMUNITY

Asper aims to foster an inclusive environment where all students, staff and faculty feel welcome, and where we prioritize building and maintaining strong internal and external relationships and engagement.

At Asper, networking goes beyond making connections. It is a constant practice of strengthening, nurturing and diversifying those connections, from our internal operations to our external stakeholders. This networking extends to our online presence through the UM Today news platform. We consistently outperform other faculties in views and engagement, with our 22 alumni stories performing particularly well in 2022.

With 48 new staff and faculty joining Asper between March 2022 and 2023, efforts increased to reinvigorate staff and faculty bonds while respecting new hybrid models of work normalized by the pandemic. The Asper at a Glance internal newsletter is off to a strong start, sharing the news that matters most to our faculty and staff. We also celebrated and advocated together, hosting our first Winter Solstice and Lunar New Year events and joining the Orange Shirt Day Walk as a faculty for the first time.

Our alumni community remains strong amid efforts to improve KPI tracking on alumni engagement and activities. Our alumni act as valued supporters and mentors, sharing their expertise and experience with current students, while also modeling for students today what it means to be an Asper alum. Their continued dedication to our School and students reflects the impact of their Asper experience and contributes to a robust ecosystem of future Asper alumni.

Our EDI Task Force remains committed to creating an environment where every student, faculty and staff member can thrive by collecting data about EDI concerns specific to Asper, while engaging with best practices of EDI on campuses and coordinating with university-wide efforts to foster inclusion, diversity and equity.

22

**UM TODAY STORIES
FEATURED ASPER
ALUMNI, GENERATING**

13,444

PAGE VIEWS

THEME 1:

Build and foster our collaborations between the business community and faculty

- ▶ 235 faculty, alumni and industry professionals were involved in judging and/or coaching teams for case competitions.
- ▶ Burns Leadership Institute facilitated 33 engagements with leaders and organizations across sectors, including leadership service projects, seminars and site visits.
- ▶ Executive Education created 233 opportunities for faculty to connect with the business community.
- ▶ The Department of Finance started the Student Managed Investment Fund in cooperation with the business community (including many alumni).
- ▶ 9 employers participated in speed networking for Career Exploration Day held by IBEP.

THEME 2:

Increase faculty engagement and social bonds throughout the School

- ▶ Janet Morrill (Accounting and Finance) received the Roy Vogt Award recognizing her service to UMFA.
- ▶ Ying Zhang (Accounting and Finance) and Rajesh Manchanda (Marketing) each received The Associates Achievement Award for Engagement.
- ▶ Asper participated in the Orange Shirt Day Walk for the first time as a faculty.
- ▶ Launched Asper at a Glance, an internal newsletter deployed to 172 recipients each month.
- ▶ Hosted the first Winter Solstice Celebration in December 2022.

THEME 3:

Capture and increase alumni engagement

- ▶ 22,000 Asper alumni
- ▶ Created 22 alumni focused UM Today stories that generated 13,444 unique views. *Alumna co-founds a one-stop space for mothers to access supports* had the longest average time on page at 14 minutes and 48 seconds.
- ▶ Alum Charlie Spiring [BComm(Hons)/80] represented Asper as recipient of a UM Distinguished Alumni Award: Professional Achievement.

13

ALUMNI
SPEAKERS AT
CAREER MONTH

25

ALUMNI
VOLUNTEERS
FOR RESUMANIA

17

ALUMNI
SUPPORTS FOR
JDC WEST

20

ALUMNI
JUDGES
FOR SCNVC

26

EXECUTIVE
MENTORS

17

POSTS ON ASB
LINKEDIN

38

ALUMNI
SPEAKERS
IN CLASSES

THEME 4:**Develop a culture of inclusion to differentiate the Asper brand**

- ▶ The EDI Task Force conducted planning in 2022 for two regular School surveys of students, to be implemented in 2023—one demographic survey and one climate survey, both to be conducted regularly.
- ▶ The EDI Task Force launched a number of information-gathering initiatives and made recommendations to support faculty and staff.

ASSESSMENT	RECOMMENDATION
How groups are formed in classes for groupwork.	Groups should be formed by the instructor, either randomly or made intentionally diverse.
Diversity in co-op placements, mentorships, student competition teams and judges, student trips, student-organized events and student clubs.	Initial recommendations made about where to focus diversity efforts in each case.
Diversity in course material and experts/guest speakers.	Provided recommendations of teaching materials, guest speakers and course content overall to improve the inclusion of different perspectives that represent the population we serve as a business school.
In consultation with IBEP, found that the fee to apply for admission to Asper can be disadvantaging to some Indigenous applicants.	Developing a recommendation to Admissions that the fee be waived for Indigenous applicants.

THEME 5:**Increase engagement with business and entrepreneurial community**

- ▶ 242 students attended the online Asper Career Fair to connect with 51 companies.
- ▶ The JWBLI Advisory Board, consisting of 18 leaders connected to industries and sectors in Manitoba, continued to consult and contribute to JWBLI programming.
- ▶ The SCCE celebrated 25 years of supporting the entrepreneurial dreams of UM students and facilitated 67 engagements with the business community through entrepreneurship competition judging.
- ▶ The Burns Executive Education Centre developed and launched a new annual program, the Senior Police Leadership & Management Program in cooperation with policing agencies in Manitoba.
- ▶ The master's mentor program run by the Asper CDC connected 33 students with 33 senior leaders in Manitoba.
- ▶ 251 attendees, representing Asper students and over 50 employer partners, gathered online for Celebrating Co-op.
- ▶ 150 students attended an event welcoming 2022 IDEA recipient Indra Nooyi to campus, marking one of the best attended IDEA student events on record.

THEME 6:**Continue our trajectory of philanthropy and advancement**

- ▶ Hired Senior Director, Major Gifts.
- ▶ \$933,402 raised from 147 donors.
- ▶ The Management Class of 1972 raised \$75,000, celebrating 50 years as Asper alumni.
- ▶ IBEP administered over \$100,000 in scholarships and bursaries to support Indigenous business students.
- ▶ The 2022 Asper hamper, donated by faculty and staff, supported three families in need during the holiday season.

WORLD-CLASS GRADUATE PROGRAMS

Asper aims to attract top students from diverse disciplines by providing high-quality programming from a world-class professoriate and industry experts.

Our graduate students are taught by an internationally recognized faculty and benefit from the many experiential learning opportunities and tailored supports that Asper provides.

We continue to be on the cutting edge of business education innovation with countless hours dedicated to proposing, designing and submitting new concentrations and degree programs for approval. With the first cohort of the Master of Supply Chain Management due to graduate in 2023, the launch of the PhD concentration in supply chain management, and initiation of proposal process for a Master of Accounting, we are seeing a robust rollout of new programs to complement the success of our MBA and Master of Finance. Furthermore, the JD MBA is going to Senate for approval with an anticipated intake of students in Law in Fall 2024 and at Asper in 2025.

Efforts to improve enrolment, increase Stu Clark Graduate School visibility and attract diverse candidates generated 2290 leads from email marketing campaigns and an outstanding presence on UM webpages: the Asper MBA landing page was the most visited program page across UM with 180,650 views and among the Top 25 most viewed pages on the UM website in 2022.

20 INFO SESSIONS
HOSTED

43% FEMALE MBA
STUDENTS

\$665,245

AWARDED IN SCHOLARSHIPS
AND FELLOWSHIPS

MBA
PROGRAM SAW OUR
LARGEST
INTAKE
IN RECENT HISTORY



THEME 1: Build our world-class student body

- ▶ To improve recruitment, 20 info sessions were offered and garnered 471 attendees, while 2290 leads were generated from digital marketing campaigns.
- ▶ Published 15 UM Today stories featuring Stu Clark Graduate School students.
- ▶ Professional Graduate Programs saw a total enrolment of 144 students for 2021-22, and Winter 2022 represented our largest MBA intake ever.
- ▶ MBA candidates entered the program with an average 8 years of work experience and an average GMAT/GRE score of 604.
- ▶ In total, Professional Graduate Program students were granted \$665,245.04 in scholarships and fellowships.
- ▶ 5 PhD students and 4 MSc students joined our programs, bringing our total enrolment to 31 PhD and 14 MSc students.
- ▶ Students from 16 countries around the world joined our professional graduate programs in 2022.

THEME 2:
Build our world-class
professoriate

- ▶ The Asper School of Business recruited 11 new faculty members in 2022.
 - ▶ Two new hires in marketing both became F. Ross Johnson Fellows in Marketing.
 - ▶ Two new hires in supply chain management have a combined 7 publications in the last 5 years.
- Of the 11 new faculty members:**
- ▶ Seven new hires in accounting and finance bring years of industry experience, teaching experience, research and professional designations including CFA, CMA and CPA.

THEME 3:
Create world-class
graduate programming

- ▶ The Career Development Centre and Stu Clark Graduate School launched 3 master's co-op programs for MBA, MFin and MSCM students.
- ▶ Initiated the proposal process to introduce a Master of Accounting degree.
- ▶ Established a new PhD concentration in Supply Chain Management.
- ▶ Successfully concluded negotiations with the Faculty of Law to create the new JD-MBA Concurrent Degrees Program.

THEME 4:
Align with industry and
government priorities

- ▶ MFin course contents updated to reflect changes in CFA curriculum.
- ▶ Warren Centre for Actuarial Studies and Research revised 6 courses according to Society of Actuaries new exam curriculum.

\$487,500
IN MBA SCHOLARSHIPS

\$129,729
IN MFIN SCHOLARSHIPS

\$48,016
MSCM SCHOLARSHIPS

INFRASTRUCTURE, PHYSICAL SPACE AND IT

Asper strives to be a state-of-the-art business school and as such is investing in improvements to infrastructure, classroom and office spaces and technology.

With the return to in-person learning, our spaces and their functionality remain a top priority. From community and study spaces to research facilities and classrooms, major improvements continued in the Drake Centre this year. These changes to our physical space and investments in technology and infrastructure are integral to the work Asper faculty and staff do in support of our strategic priorities.

In 2022, we continued to see progress on major projects like the David Dreman Behavioural Management Lab as well as updated offices and improvements made to represent the Asper brand in our shared spaces.

THEME 1:

Enhance our physical space

- \$462,554 spent on physical space enhancement projects.

FLOORING & LIGHTING UPGRADES	85% COMPLETE
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SESSIONAL OFFICE UPGRADES	97% COMPLETE
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PAINTING	80% COMPLETE
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THEME 2:

Upgrade our facilities

- \$1,836,463 spent on facility upgrade projects.

DRAKE CLASSROOM 103	80% COMPLETE
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DRAKE CLASSROOM 108	80% COMPLETE
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DAVID DREMAN BEHAVIOURAL MANAGEMENT LAB	50% COMPLETE
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THEME 3:

Enhance our IT capabilities

- \$71,533 spent on IT capability enhancement, including a major upgrade of computers.

ASPER BY THE NUMBERS

With 2,234 students enrolled in 2022, Asper administration, staff and faculty members worked tirelessly to support and empower these future business leaders from admission to graduation and beyond.

The statistics that follow offer a comprehensive overview of our student enrolment and graduation across programs, as well as a breakdown of our course sections by department and how many academic support employees—grader/markers (GM), teaching assistants (TA), and invigilators (INV)—are hired to ensure successful course delivery guided by our world-class instructors.

While this information offers a clear view of “Asper by the numbers,” we hope to acknowledge the people working behind these numbers.

Departmental administrators, who coordinate with department heads, central administrators and business managers, ensure the operations of the department as a unit and within the School and university as a whole. The confidential assistants support the Dean and Associate Deans, bolstering their day-to-day responsibilities and creating more space for these distinguished leaders to engage in high-level strategy.

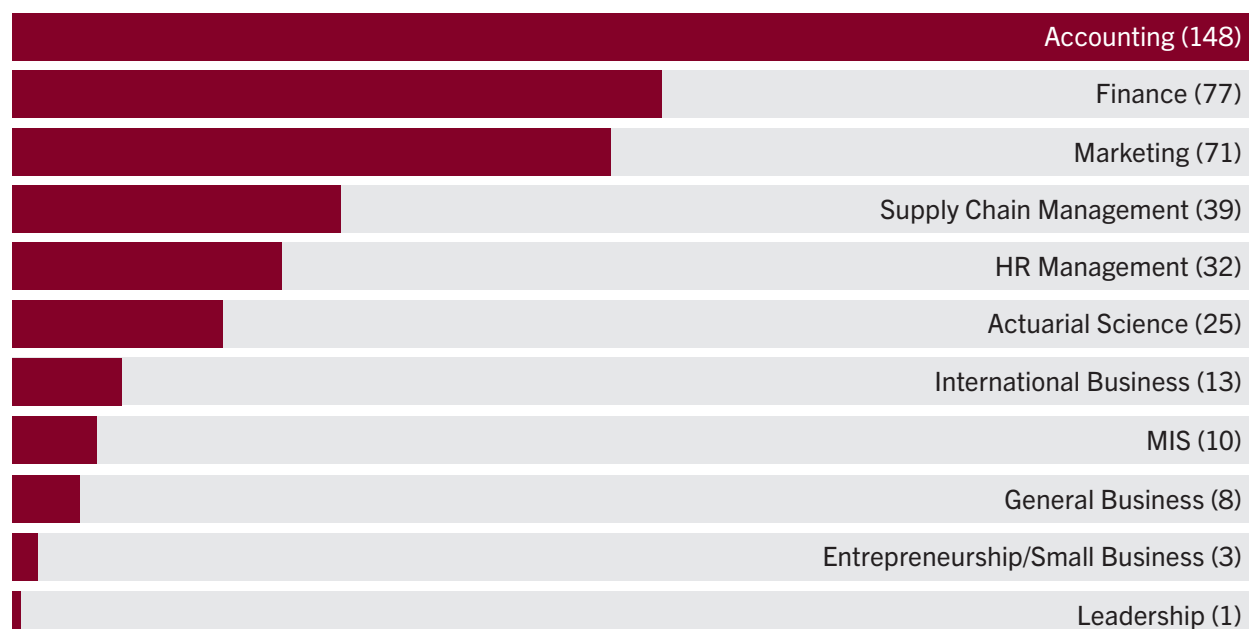
Our business managers, finance team and human resources officers have the unique task of administering best business practices in a faculty dedicated to their study, bridging the gap between theory and practice in their day-to-day operations. Office administrators and assistants often serve as a first point of contact for students, faculty, staff or visitors seeking a solution, by offering guidance or redirecting these questions to the appropriate unit, individual or program office.

The stories, touchpoints and extra steps behind each statistic elude easy quantification, and yet they are an inextricable part of the Asper experience and our collective pursuit of excellence, innovation and impact in business education.

2022 Enrolment Stats:

	Enrolled	FT	PT	Male	Female	Other	Domestic	Intl.	Grads
UG	1,962	1,785	177	1106	853	3	1473	489	427
MBA	180	109	71	99	81		113	67	32
MFin	34	33	1	25	9		5	29	9
MSCM	15	12	3	10	5		5	10	
Msc	12			8	4		1	11	8
PhD	31			14	17		5	26	4

Undergraduates by Major:



Program statistics

TA: Teaching Assistant

GM: Grader Marker

INV: Invigilator

Accounting and Finance

61 courses and 96 sections, 41 TA's, 118 GM's, 82 INV

	Courses	Sections	TAs	GMs	INV
Summer	16	20	6	24	
Fall	24	39	16	51	48
Winter	21	37	19	43	34

Business Administration

48 courses and 105 sections, 151 GM's

	Courses	Sections	TAs	GMs	INV
Summer	12	14		25	
Fall	15	42		61	
Winter	21	49		65	

Marketing

23 courses and 47 sections, 34 GM's, 18 INV

	Courses	Sections	TAs	GMs	INV
Summer	6	8		6	
Fall	9	20		19	9
Winter	8	19		9	9

Supply Chain Management

21 courses and 43 sections, 41 GM's, 22 INV

	Courses	Sections	TAs	GMs	INV
Summer	4	8		8	1
Fall	8	19		16	11
Winter	9	16		17	10

The Warren Centre

13 courses and 13 sections, 10 GMs

	Courses	Sections	TAs	GMs	INV
Summer	1	1			
Fall	6	6		5	
Winter	6	6		5	

