

Partnering with Community: Future Workforce Development

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Presented to the

Calgary Region as Transportation Hub
December 2, 2010



Bissett School
of Business

Mount Royal University

- Mount Royal College founded 1910

And, 99 years later...

- Mount Royal University announced on Thursday, September 3, 2009

MOUNT
ROYAL



Bissett School of Business

1911

- Mount Royal began offering business and commercial studies courses in 1911
- Early history of responding to community need



Transportation & Business - History

1970

- Mount Royal began offering an integrated aviation diploma – combining academics and flight training
- Program transferred to Business in the 90s & program shifted to integrate business & science



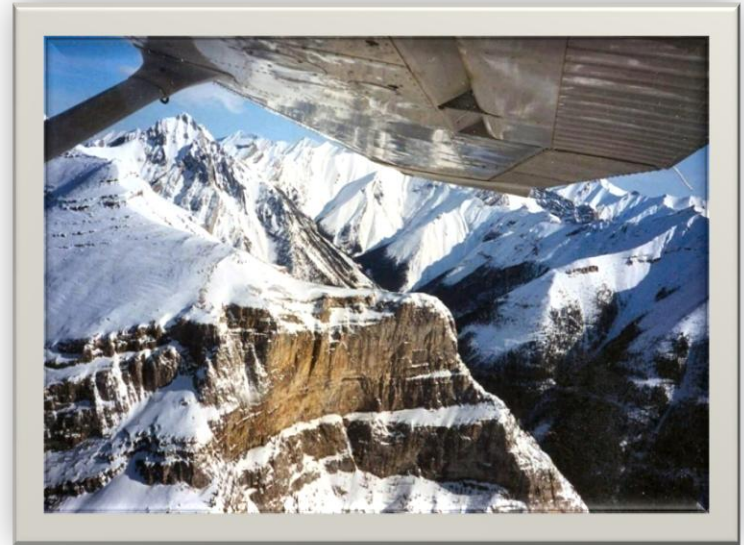
Aviation in 2010

- Now over 1,300 Mount Royal Aviation Diploma graduates from diploma
 - Including over 400 who were or are employed by Air Canada
 - Pilots in Military
 - F18's and Snowbirds
 - Image from 4 MRU grads who recently found themselves flying in the north



Aviation in 2010 - Life Long Learning

- Past Degree completion options:
 - Embry Riddle Aeronautical University
 - University of North Dakota
 - Athabasca University
 - MIT
- And now
 - Mount Royal University – Bachelor of Business Administration



Bissett Fast Facts



- New building in 2003
- 2,200 Bissett Students
- 50 Full-time Faculty
- 100 Part-time Faculty
- 10 Flight Instructors
- 10 Administrative Staff
- Researchers
- Management

Bissett School of Business



“Bridging the world of ideas
and the real world.”

Alberta Aerospace Infrastructure

- Vast network serving Alberta's communities
 - 72 regional airports
 - 12 municipal airports
 - 2 international airports
 - 1 military airport
- As well as,
 - Ambulance, forest fire suppression, agriculture related activities, remote sensing, aerial mapping & creational flying

Example: Calgary International Airport

- Offers service to over 60 destinations.
- Over 12.2 million passengers in 2007
- Over 12.2 million passengers passed through the airport
- Major cargo hub
 - Cargo can be shipped anywhere in the world in 48 hours from Calgary
- An economic engine with value of \$1 billion in exports

Aircraft Installation at Lincoln Park



December 2008 -
celebrating our
Aviation history –
Number 3 Service
Flight Training School.

Ralph Langemann, first Aviation program
advisor in 1970 and ongoing part-time Mount
Royal Aviation faculty, in his air force uniform.

Aviation - A History of the RCAF



Also in 2008,
installed in
Bissett School
of Business, 17
original oil
paintings by
local artist
Walter Drohan
(1932-2007)

Logistics, Supply Chain, Transportation

- Partnered with industry/community in proposal development
- Area identified as one of need
 - 85,000 employees identified in 2000
 - 117,000 employees identified in sector today
- Built linkages to aviation / transportation
- Approval from Government March 2003
 - Launched Supply Chain Fall 2003
- 140 students in program
- Academic integrated Work Experience plus 30 academic courses
- Professional partnerships and accreditation
 - Example Credit with Canadian Institute of Traffic and Transportation
 - Sector Council accreditation – 1st university in Canada

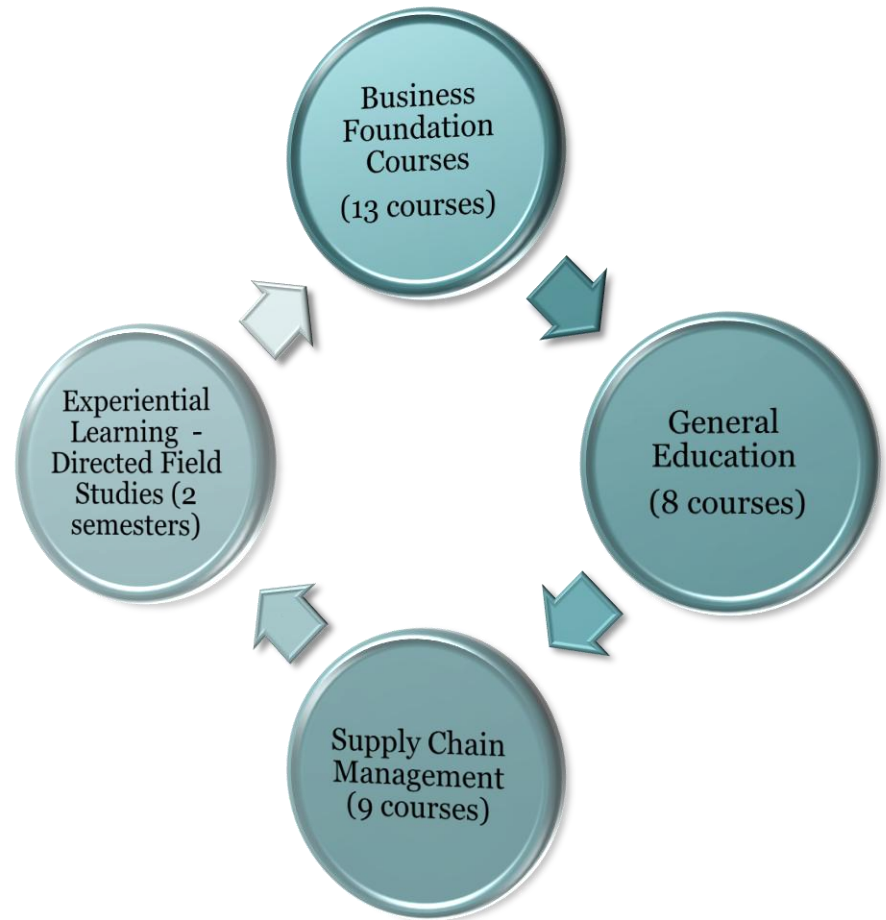


Industry Partners

- Advisory committee from across all sectors including:
 - Transportation
 - Rail – CN, CP
 - Air – Air Canada, West Jet
 - Road
 - Energy and Resources
 - Agriculture
 - Manufacturing
 - Warehousing/Distribution
- Financial support to launch program from key industries in 2003
- Curriculum development

Supply Chain Applied Degree

- Theory and Practice
 - Foundation
 - General Education
 - Supply Chain Courses
 - Integrated Work Experience and Evaluation

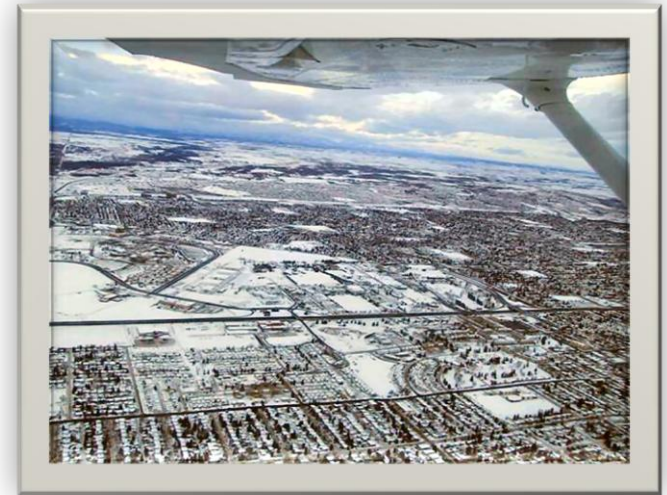


Curriculum Development

- Nine (9) courses
- Rich content including:
 - Transportation
 - Global Logistics
 - Physical Distribution
 - Enterprise Resource Planning
 - Procurement
 - Contracts
 - Negotiation
 - Production Planning
 - Material Handling
 - Customer Relations
 - Planning & Forecasting
 - Electronic Business
 - Import/Export
 - International Business

Current Success for Supply Chain

- Four year applied degree program grew to 140 students
- Many more work experience opportunities than students
- 100% employment rate following graduation
- Drawing students from across western Canada



Life Long Learning - Certificate

- Developed non-credit certificate in logistics and supply chain for those already in sector
- Same content as credit, but in modules
- Transfer credit between programs
- Ongoing success



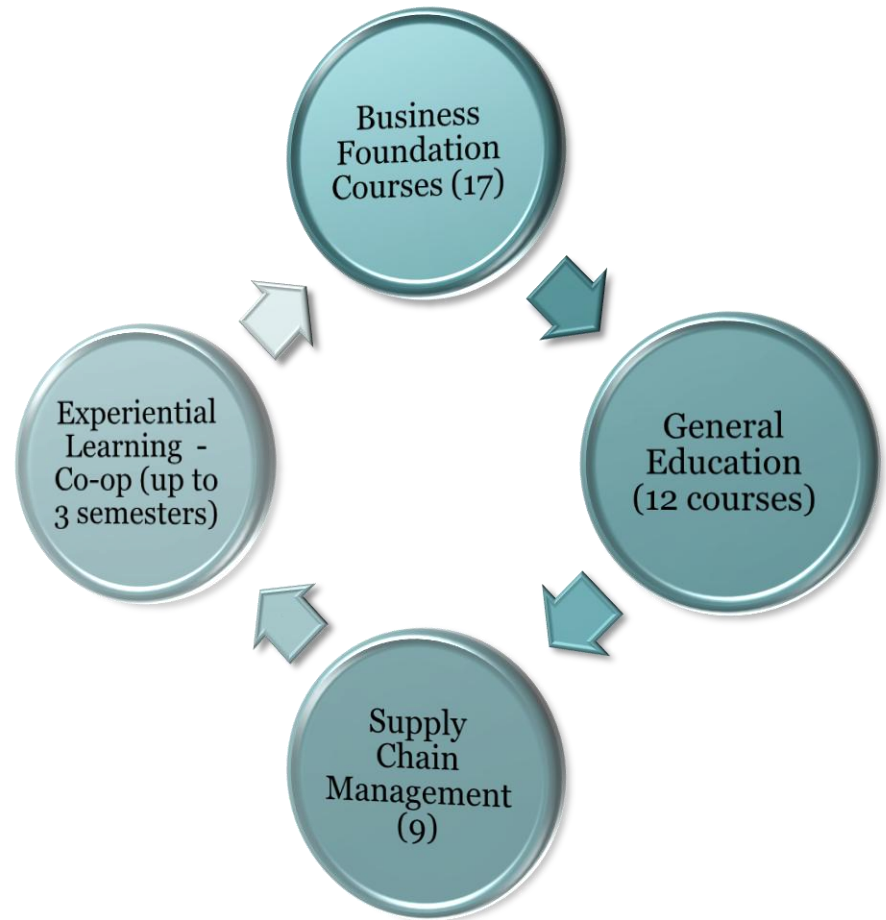
New Beginnings

Bachelor of Business Administration

- Launched 2008
- Supply Chain concentration in BBA
- Increased interest from all business students

Supply Chain in the BBA

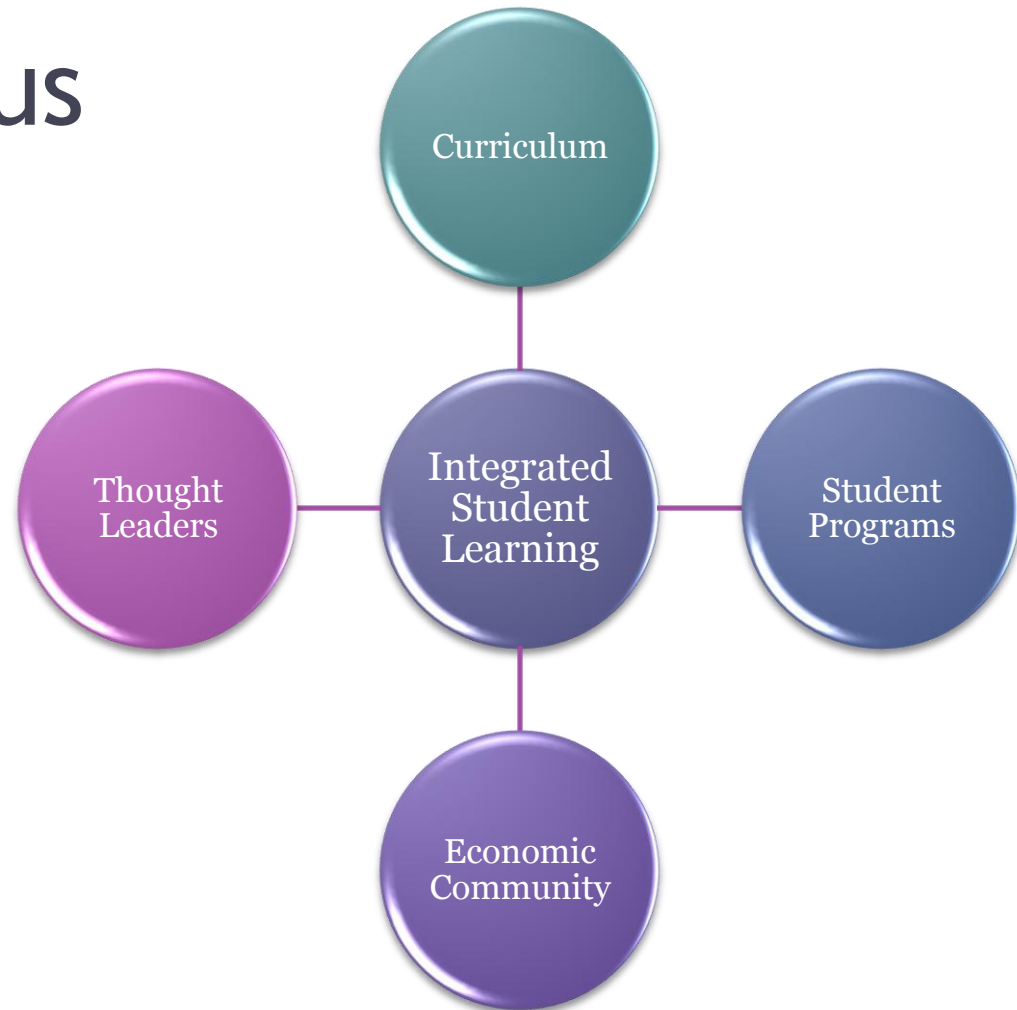
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Business Education

- Programs defined by:
 - Expanded offerings to interdisciplinary approaches institution
 - Integrated experiential learning and workplace learning
 - Incorporated new technologies and delivery models
 - Partnered with business & community
 - Worked to support creativity and innovation
 - Supported faculty in teaching and scholarship
 - Witnessed success of student groups and activities
 - Celebrate successes of Mount Royal alumni

Student Focus



Bridging World of Ideas & Real World

- Offer a focused and interactive environment that encourages strong relationships and independent thinking.
- Recognize the challenges of today's world and foster thinking that can shape the future.
- Offer a degree for those for those who are committed to facing challenges and generating solutions.
- Believe it is our responsibility to encourage creative and independent thinking and who are equipped to emerge as leaders.

BBA Degree Essential Elements

1. Comprehensive & challenging core curriculum for a foundation in the business disciplines
2. Range of electives allows integration of knowledge and empowers achievement of career objectives
3. Work experience opportunities to give students a chance to work in the real world.
4. Through general education courses, interdisciplinary studies as well as an opportunity to individualize their studies.

BBA Degree Majors & Minors

1. Accounting
2. Human Resources
3. Marketing
4. General Management Concentrations
 1. Entrepreneurship
 2. International Business
 3. **Supply Chain Management**
 4. Financial Services
 5. Nonprofit Management
 6. Business and Society
 7. Insurance



Our Advisory Committees

- Accounting
- **Aviation**
- Computer Information Systems
- Entrepreneurship
- Financial Services
- Human Resources
- Institute for Nonprofit Studies
- Insurance
- Nonprofit
- Sport & Recreation
- **Supply Chain Management**

Entrepreneurship Major- Next Initiatives



- Build on current capacity in Entrepreneurship
- Applied degree launched in 1995
- Witnessed 6 applications for every seat
- Develop additional courses that relate to other

Next Initiatives

Degree in Aviation Management

Legacy diploma launched in 1970

Over 1,300 graduates who are flying aircraft around
the world

One of few integrated programs in Canada

Ongoing reputation

Support from community



Next Initiative

Degree in Aviation Management

Unfunded by Alberta Government for 40 years

Two year program no longer meeting industry or military requirements

Need to offer a four year degree

New curriculum for:

- Airport management
- Logistics/Transportation
- Aviation management



Aviation Management - Next Initiative



- Four (4) year degree program
- Integrated Flight Training
 - ✓ PPL, Commercial Pilot License, Multi-engine Instrument Rating, Instructor Rating
- Aeronautical and science based content
- Business degree foundation – 17 core courses including
 - ✓ Logistics and transportation content
 - ✓ Human factors, communications and crew management
 - ✓ Accounting and financial management
 - ✓ Business planning and strategic management

Supply Chain Major- Next Initiatives



- Build on current capacity
- Increase profile
- Develop additional courses that relate to other strengths in
 - Risk management
 - International business
 - Entrepreneurship

Questions?



What suggestions do you have in partnering with MRU or the Bissett School of Business for Transportation & Supply Chain?





Bissett School of Business

Thank you.

Wendelin Fraser

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