

A Vision for the Faculty of Business Administration at Memorial University

Presentation to St. John's Board of Trade
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Dean, Faculty of Business Administration

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Put up your hand if...



- You are a graduate of the Faculty of Business Administration
- You employ a graduate of the FBA
- A supplier of yours employs a graduate of the FBA
- You are an employee in the FBA
- You pay taxes in Newfoundland

- *Each of you have a stake in the FBA*

What is your stake worth?



- For those of you who are graduates....assume that your diploma is a share certificate...what is the value of that share today?
- For those of you who employ graduates...what is the value of that graduate versus someone who does not have a business degree from the FBA?
- For those of you who are employees...what is the value of working in the FBA rather than elsewhere?
- For the people of Newfoundland and Labrador, what is the value of having a business school in your University?

My Vision



Simply put...

...is to increase the value of your share

Increasing shareholder value



- For graduates (future and past), increasing shareholder value means maintaining and enhancing the reputation of your degree.
- For employers, it means ensuring that the graduates you hire have the skills they need to help you succeed and helping you maintain and enhance those skills.

Increasing shareholder value



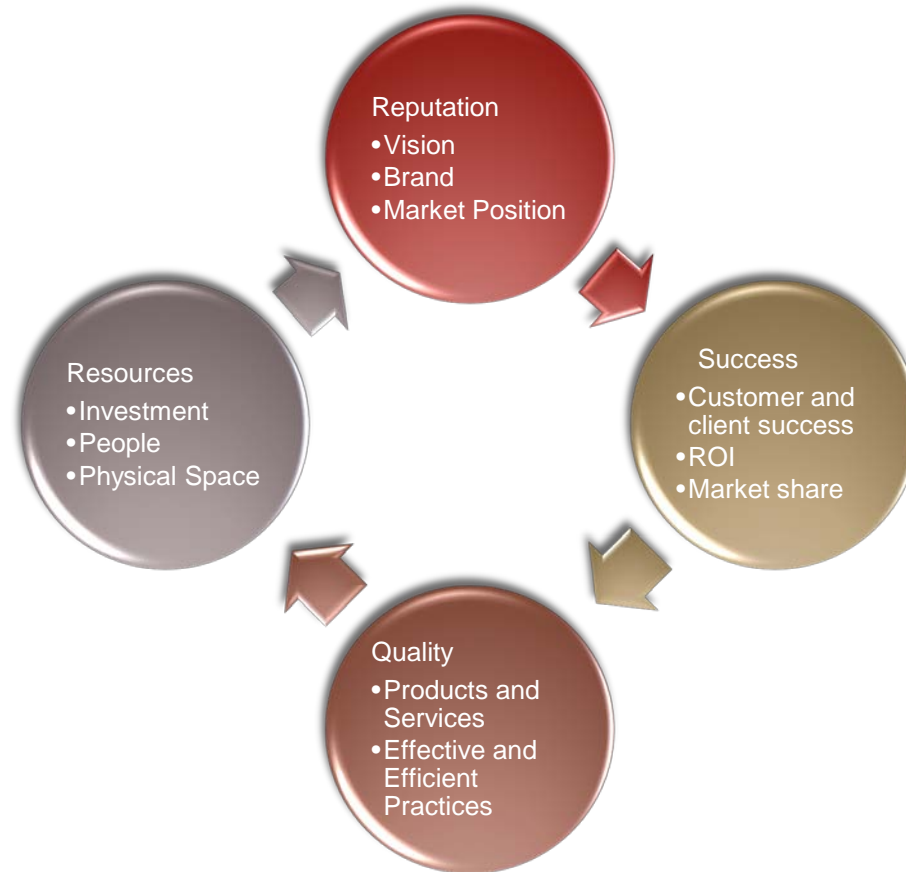
- For people who work in the FBA increasing shareholder value means ensuring a supportive and productive workplace.
- For the people of Newfoundland and Labrador, it means ensuring that the province has the managerial capacity to prosper, to manage its resources, and to be self-sufficient.

Where are we right now?

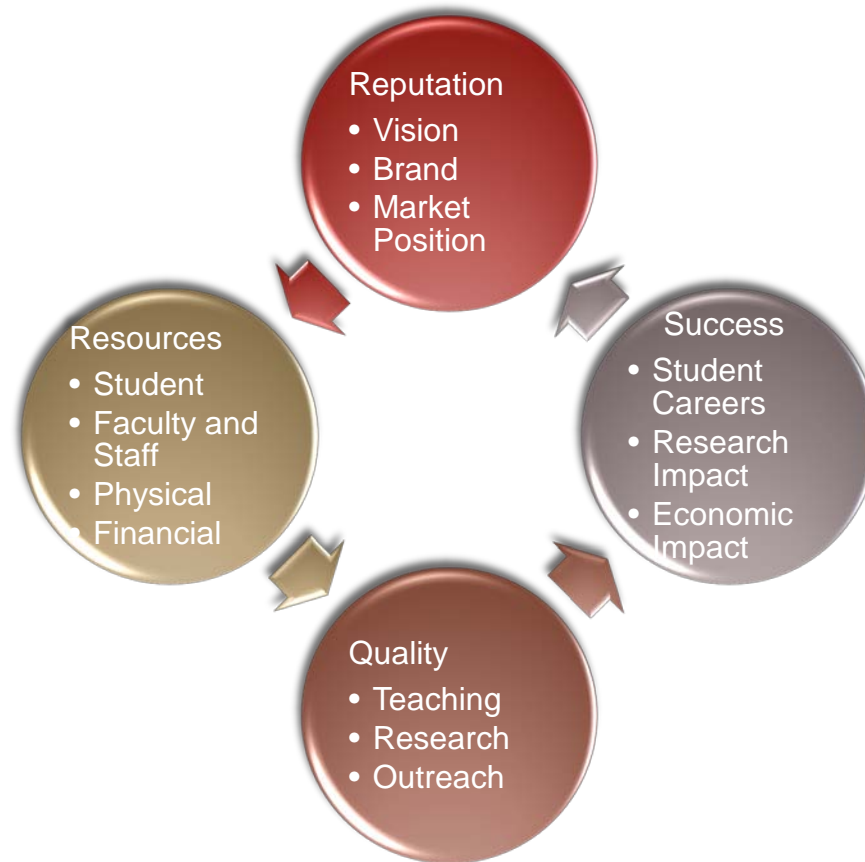


- The FBA at MUN is already 'punching well above its weight class', including:
 - ❖ SIFE and case team success
 - ❖ 94% BBA student satisfaction
 - ❖ 98% BComm (Coop) student satisfaction
 - ❖ 95% MBA student satisfaction
 - ❖ 95% MBA placement within 3 months of graduation
 - ❖ Most top publications among business schools in Atlantic Canada
 - ❖ Gardiner Centre management development programs
- The FBA at MUN is very well positioned to achieve even more in the future

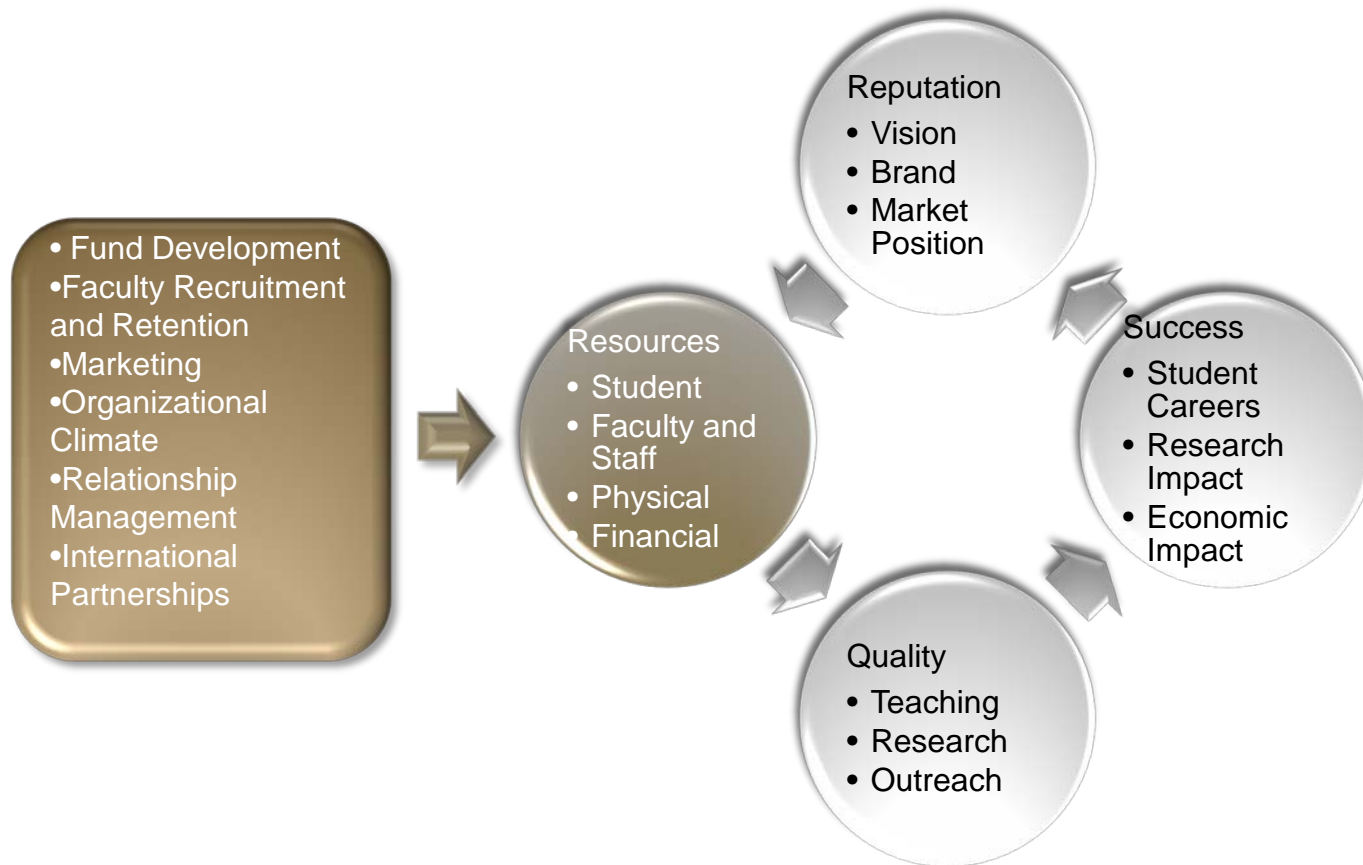
In a firm, increasing shareholder value happens something like this:



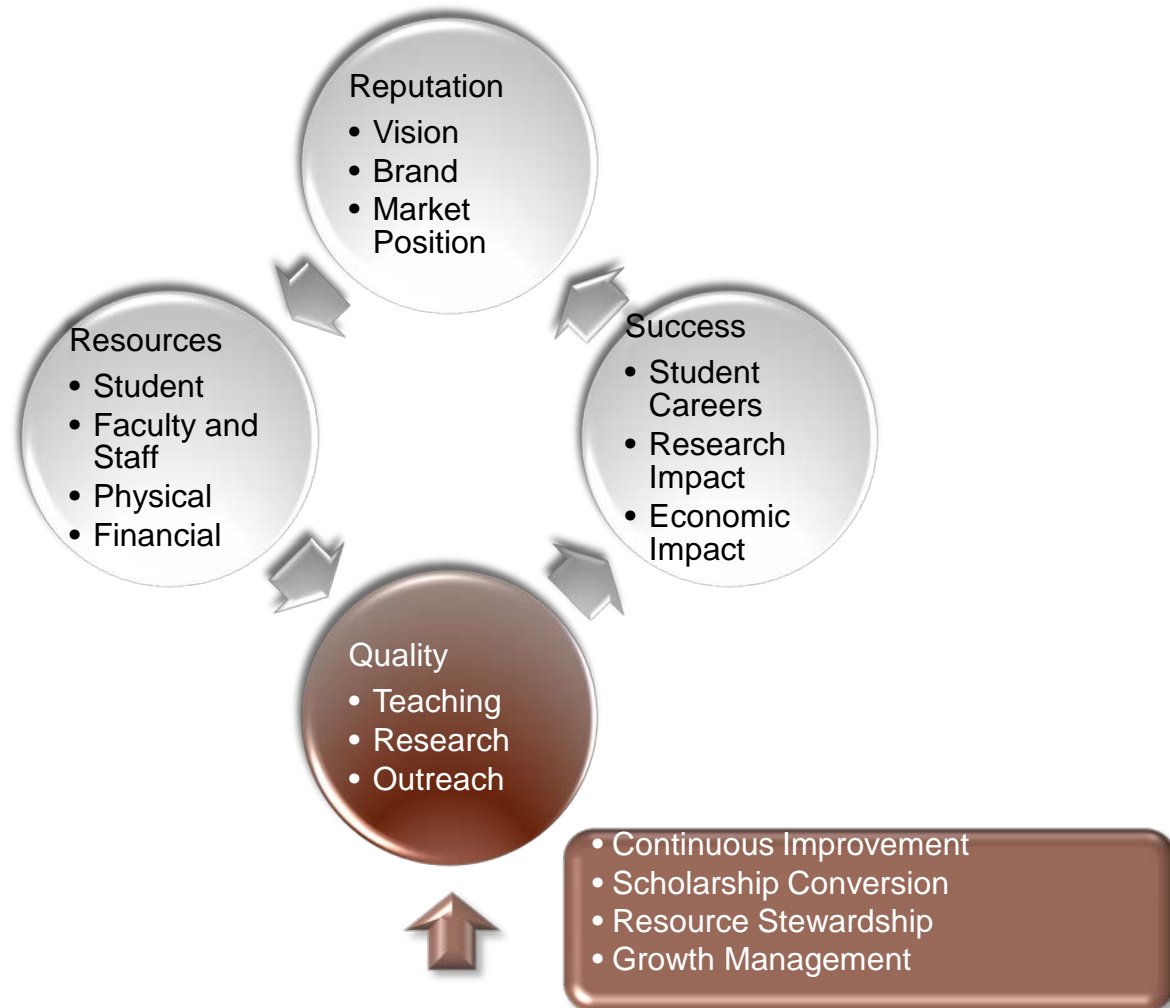
In a business school it looks like this:



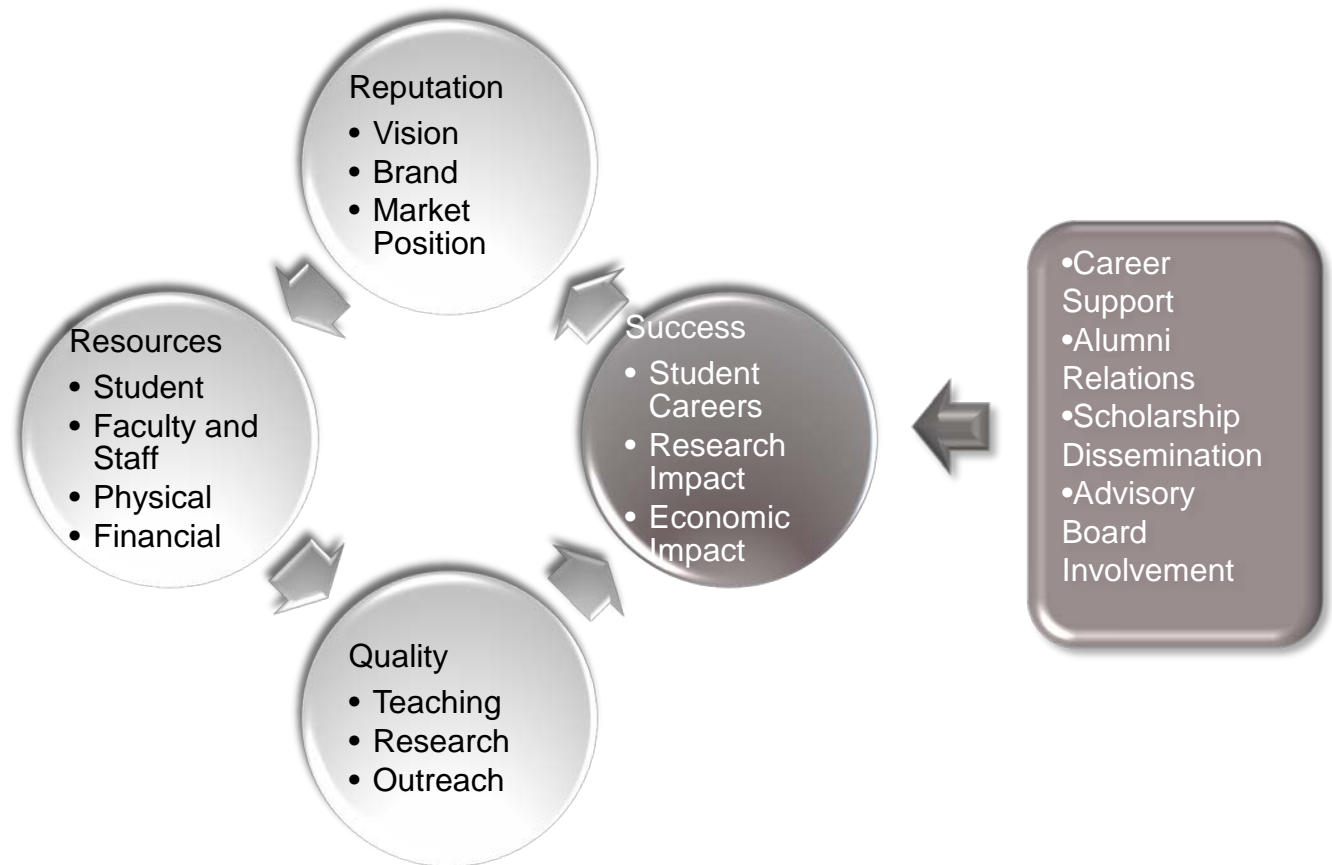
And more specifically:



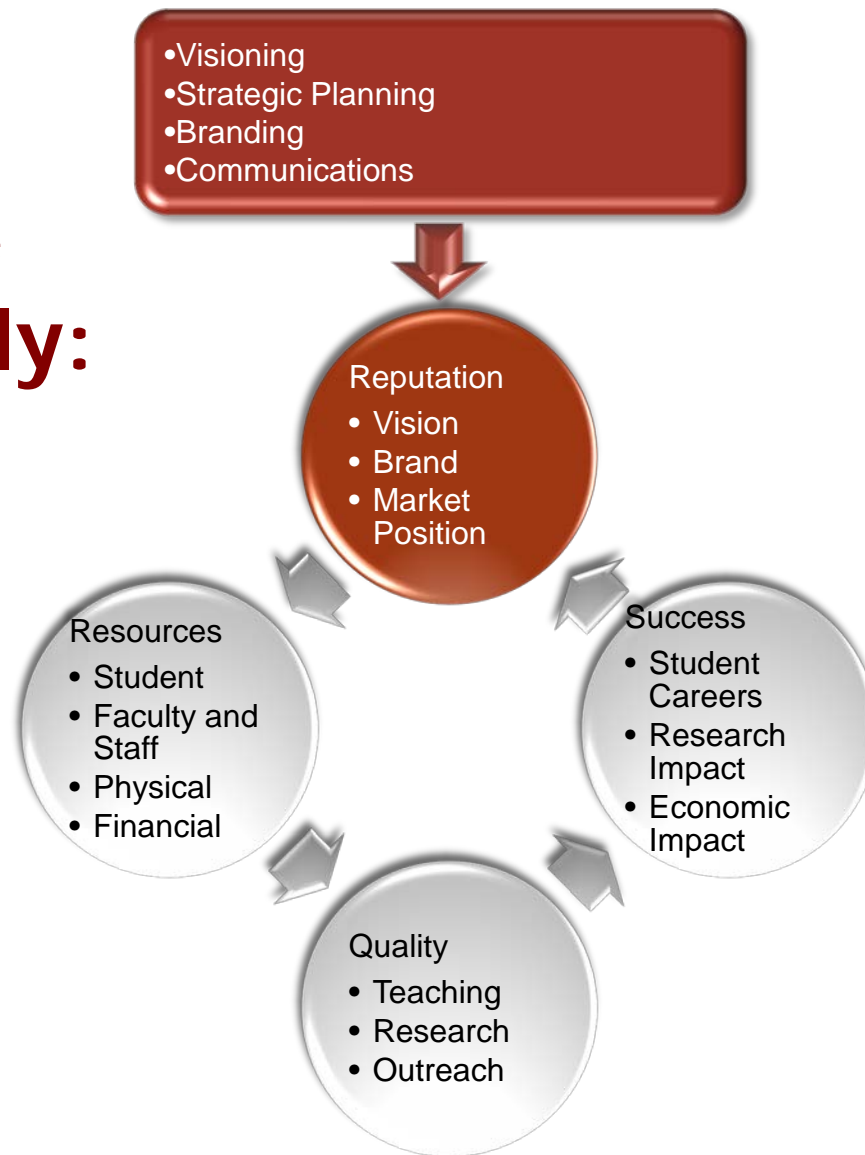
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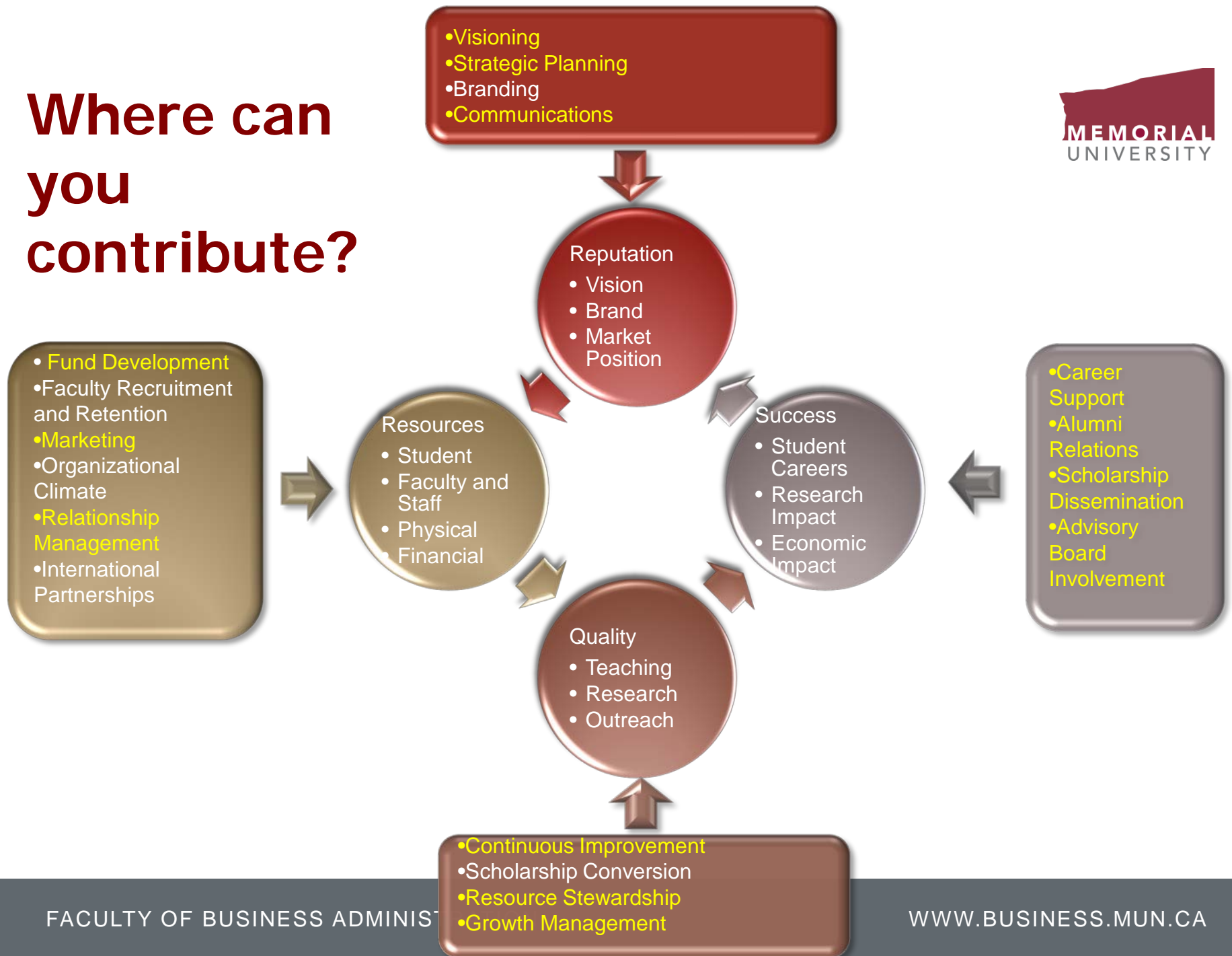


So what does all this mean?



- It means that the new Dean of Business will be very busy working on all the elements of that virtuous cycle.
- It also means that there is an opportunity for you to contribute to the increased success of the FBA.

Where can you contribute?



How can you invest in the FBA?

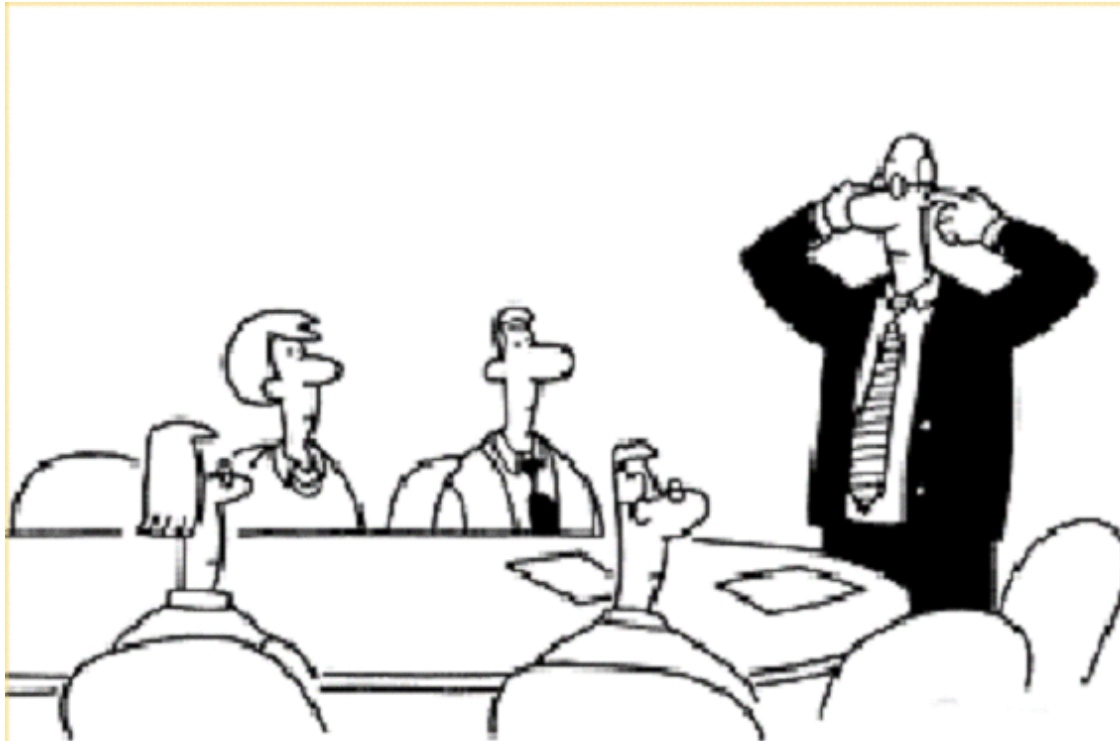


- You can inform.
- You can advocate.
- You can supervise.
- You can hire.
- You can buy.
- You can use.
- You can donate.

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Thank you...



“Are there any questions?”