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# Pilon School of Business Academic Plan

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2018-2022



# Summary Statement

Moving forward to 2022, the Sheridan learning community will invigorate our enviable organizational **character**; maintain and intensify our pursuit of **quality**; and continue to develop, implement and deploy tools that promote individual and organizational **accountability**.

# Academic Priorities

- » Build community by embodying Sheridan's unique character.
- » Advance quality teaching and deep learning through inclusive, learner-focused design and academic support services that embrace the diverse strengths of our students.
- » Cement our commitment to polytechnic education by promoting and supporting scholarship, research and creative activities.
- » Fuel academic and career success by cultivating curiosity, a passion for growth and learning, perseverance, fun and a sense of purpose.
- » Enhance the student experience through programs, services and space design.
- » Develop an operational culture of planning, accountability and continuous improvement.



# Pilon School of Business

## Message from the Dean

Sheridan's Pilon School of Business (PSB) is home to a diverse and innovative cluster of degrees, diplomas, advanced diplomas and post-graduate certificate programs that prepare students for employment in a rapidly changing global economy. A new five-year strategic academic plan has been developed to embody Sheridan's unique character.

It's a plan designed to ensure that students engage with faculty, industry and community partners. It's a creative environment where students benefit from hands-on exposure to real world challenges. The one common thread that emerged in the development of the academic plan is our faculty commitment to student success.

Our Honours Bachelor of Business Administration (BBA) programs include Accounting, Human Resources, Finance, Supply Chain and Marketing. As part of our mandate, we strive to ensure continuous quality improvement to the curriculum, accountability to our stakeholders, and currency given the evolving dynamic 21st century business culture.

PSB offers a creative learning space for students who are actively engaged with industry as part of the college's commitment to experiential learning. With two campuses – Hazel McCallion Campus in Mississauga and the Davis Campus in Brampton – PSB is home to almost 5,000 students from around the world.

## Sandy McKean

Dean, Pilon School of Business

## Land Acknowledgement Statement

Sheridan would like to acknowledge that all of its campuses reside on land that for thousands of years before us was the traditional Territory of the Mississaugas of the Credit First Nation, Anishinaabe Nation, Huron-Wendat and the Haudenosaunee Confederacy. It is our collective responsibility to honour and respect those who have gone before us, those who are here, and those who have yet to come. We are grateful for the opportunity to be working on this land.

## Priority #1

### *Build community by embodying Sheridan's unique character.*

The Pilon School of Business (PSB) is strategically positioned to collaborate and partner with the wider Sheridan academic community because of its diverse suite of business programs and courses that could be delivered across all Faculties. It would result in higher learning for the glass blower who wants to open a studio or the engineer who wants to develop a marketing plan or any discipline that needs to understand the human, operational, financial, and cost impacts of their actions.



### Goals

- » Support an adaptive/learning culture and community within, and external to PSB that recognizes the strengths of students and faculty and defines how these attributes can connect to Sheridan overall.
- » Examine the impact of a mobile workforce on organizational culture, social interactivity and collaboration contributing to student success.
- » Advance community outreach and community support opportunities in the Halton and Peel regions.
- » Develop an advertising and marketing campaign to raise the profile of PSB.

### Actions to achieve this initiative

- » Identify academic and course/program partnerships and faculty collaborations for business curriculum delivery.
- » Deliver, where appropriate, business courses to all Sheridan Faculties.
- » Create a collaborative learning environment by examining the impact of space on culture.
- » Build relationships with professional, government, and not-for-profit organizations to provide business skills through course work/student team projects.
- » Collaborate with external organizations to identify new opportunities for placements, internships and capstone projects.
- » Work with Marketing and Communications and students in our Marketing and Advertising programs to raise the profile of PSB to both domestic and international students.

### Metrics

- » The number of new active course/program-based partnerships, workspace study report completed and data analysis of marketing project.

## Priority #2

*Advance quality teaching and deep learning through inclusive, learner-focused design and academic support services that embrace the diverse strengths of our students.*

PSB is currently undergoing an extensive review of all its diploma, advanced diploma, post-graduate, and the five BBA, five year PEQAB renewals. This undertaking allows PSB to work closely with all academic and service providers to focus on the quality of administrative support and the quality of teaching and learning for a growing and diverse student population. These reviews will be the driving force in shaping the learning and teaching curriculum and pedagogy for the next five years.



### Goals

» Complete a substantive review of all PSB academic offerings and explore possible new offerings for development.

» Develop a first-year student experience program to help students improve their integration into Sheridan's academic and cultural environment.

» Develop classroom strategies to use and embed internationalization into PSB curriculum.

### Actions to achieve this initiative

» In collaboration with the Centre for Teaching and Learning (CTL) complete all program reviews in progress and scheduled over the next five years.

» Consent renewals for the five BBA degrees.

» Identify at least two new diploma/certificate/degree offerings to be developed over the next four years.

» Partner with Student Services to implement the First-Year Experience Strategy program across all Faculties.

» Partner with the International Office and CTL to identify and implement new academic strategies to better prepare students for the global marketplace.

### Metrics

» Retention across programs and implementation of action plans for program reviews.

## Priority #3

*Cement our commitment to polytechnic education by promoting and supporting scholarship, research and creative activities.*

PSB is committed to meeting the challenges of rapidly changing technologies and innovations in learning, teaching and research that will provide students with state-of-the-art tools to work in the local, Canadian and global environments. PSB currently partners with FAAD on a new degree and a post-graduate certificate for the creative industries, and with FAST on an environmental initiative with the provincial government.



### Goals

- » Promote interdisciplinary creative and research projects.
- » Increase industry engagement activities where students/faculty can partner on specific research projects/applications.
- » Explore opportunities for memberships, accreditation and certifications with professional organizations to add value to the programs.

### Actions to achieve this initiative

- » Build on the relationship with Scholarship, Research and Creative Activities (SRCA) to provide cross-discipline research opportunities for PSB faculty.
- » Launch The PSB Research and Partnerships subcommittee of LAC brown bag monthly series, “Research in the Classroom.”
- » Support research opportunities and grant writing to fulfill accreditation opportunities, along with greater outreach to industry accreditation bodies.

### Metrics

- » Number of successful PSB EOI applications approved by the Office of Research.
- » Number of active research projects, new industry partners/certifications and new internal partners.

## Priority #4

*Fuel academic and career success by cultivating curiosity, a passion for growth and learning, perseverance, fun and a sense of purpose.*

PSB will meet this priority by focusing on creating an open, transparent and respectful working environment that promotes a collaborative learning space for faculty, students and administrators.

### Goals

» Expand opportunities for faculty, support staff and administrators to learn, grow and develop in the service of the student population.

» Recognize exceptional teaching initiatives, awards for faculty, staff and students.

» Open new pathway opportunities for students, from diplomas to degrees.

### Actions to achieve this initiative

» Explore opportunities for a “Common Hour” where faculty can come together on a regular basis to build relationships and connections across programs.

» Encourage support staff and administrators to participate in training opportunities offered through the Centre for People and Organizational Development.

» Explore new and innovative ways to recognize achievements of PSB faculty, staff and students.

» Develop a PSB plan based on the findings of the Foundation Year and Pathways projects.

### Metrics

- » Faculty participation in Common Hour pilot.
- » Number of students enrolled in pathways.
- » Number of employees involved in training programs.



## Priority #5

### *Enhance the student experience through programs, services and space design.*

PSB is ideally positioned to enhance the student experience through its current student leadership and engagement programs. These activities include academic advising, a series of clubs and competitions at the provincial and national levels and special events related to student success.



### *Goals*

» Enable faculty to mentor extra-curricular student activities and provide the intersection of classroom theory and real life/work experiences for students.

» Engage faculty, industry and students to identify post-graduation courses for skills upgrading.

### *Actions to achieve this initiative*

» Make better use of a variety of creative and innovative campus spaces to expand learning opportunities for students.

» Explore with CAPS, industry and other Faculties, opportunities to develop business courses for those wanting to return to school to upgrade their skills.

» Design and pilot a Budget and Planning workshop that could be delivered by BBA students to small business operators.

### *Metrics*

» Number of small business operators attending workshops and field trips.

## Priority #6

### *Develop an operational culture of planning, accountability and continuous improvement.*

PSB has a number of academic programs that are recognized through membership, certification and accreditation with professional industry associations in the fields of HR, Accounting, Supply Chain, Marketing and Finance. These memberships support a culture of planning and accountability within Sheridan and with the business community. Building on those relationships and exploring new ones continues to be a priority for PSB.

#### Goals

- » Submit applications to various associations and Councils for Business Schools for PSB accreditation.
- » Provide administrative and support staff with training on new technologies and software, policies, budgeting and collective bargaining requirements.
- » Identify new revenue-generating opportunities.

#### Actions to achieve this initiative

- » Complete data gathering and analytics for program and school accreditations.
- » Engage with the Centre for People and Organizational Development on identifying training and development for staff.
- » Explore mutual opportunities to work with CAPS and the International Office on the development and delivery of curriculum and training modules that generate revenue.

#### Metrics

- » Submit accreditation application.
- » Number of training courses and attendees.
- » Revenue generated from new projects.



**GET IN TOUCH**

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