

# INTEGRATED BUSINESS AND HUMANITIES ANNUAL REPORT

2022-2023

DeGroote  
SCHOOL OF BUSINESS  
EDUCATION WITH PURPOSE

McMaster  
University 

# Table of Contents

- 1 INTRODUCTION**
- 2 DIRECTION AND FOCUS**
- 3 YEAR IN REVIEW**
- 4 PROGRAM HIGHLIGHTS**
  - Application and Enrollment
  - Awards and Recognition
  - People of IBH
  - Course Highlights
- 16 ACCOMPLISHMENTS AND FUTURE INITIATIVES**
  - Program Development
  - Student Life
  - Recruitment
  - Alumni Community
  - Feedback and Communication
- 21 CONTACT US**

# INTRODUCTION

IBH espouses four pillars that guide our core values and educational focus:



## COMMUNITY ENGAGEMENT

Emphasizes the importance of actively engaging with the local and global community. As a program, we encourage students to participate in community-based projects and activities which gives direction to their sense of social responsibility, contribute to positive social and economical change, and apply their classroom knowledge to real-world contexts.



## LEADERSHIP

Recognizes the significance of developing strong leadership skills as a foundation for driving change. Classes across all levels cultivate leadership qualities. In the IBH program we empower students to become ethical and innovative leaders who have the ability to make a positive impact in their chosen fields and communities.



## GLOBAL MINDEDNESS

Highlights the importance of embracing a global perspective. In IBH, students are encouraged to explore and appreciate diverse cultures, traditions, and perspectives. Students are prepared to address global challenges with empathy, adaptability, and cultural sensitivity through a fostered understanding of global interconnectedness.



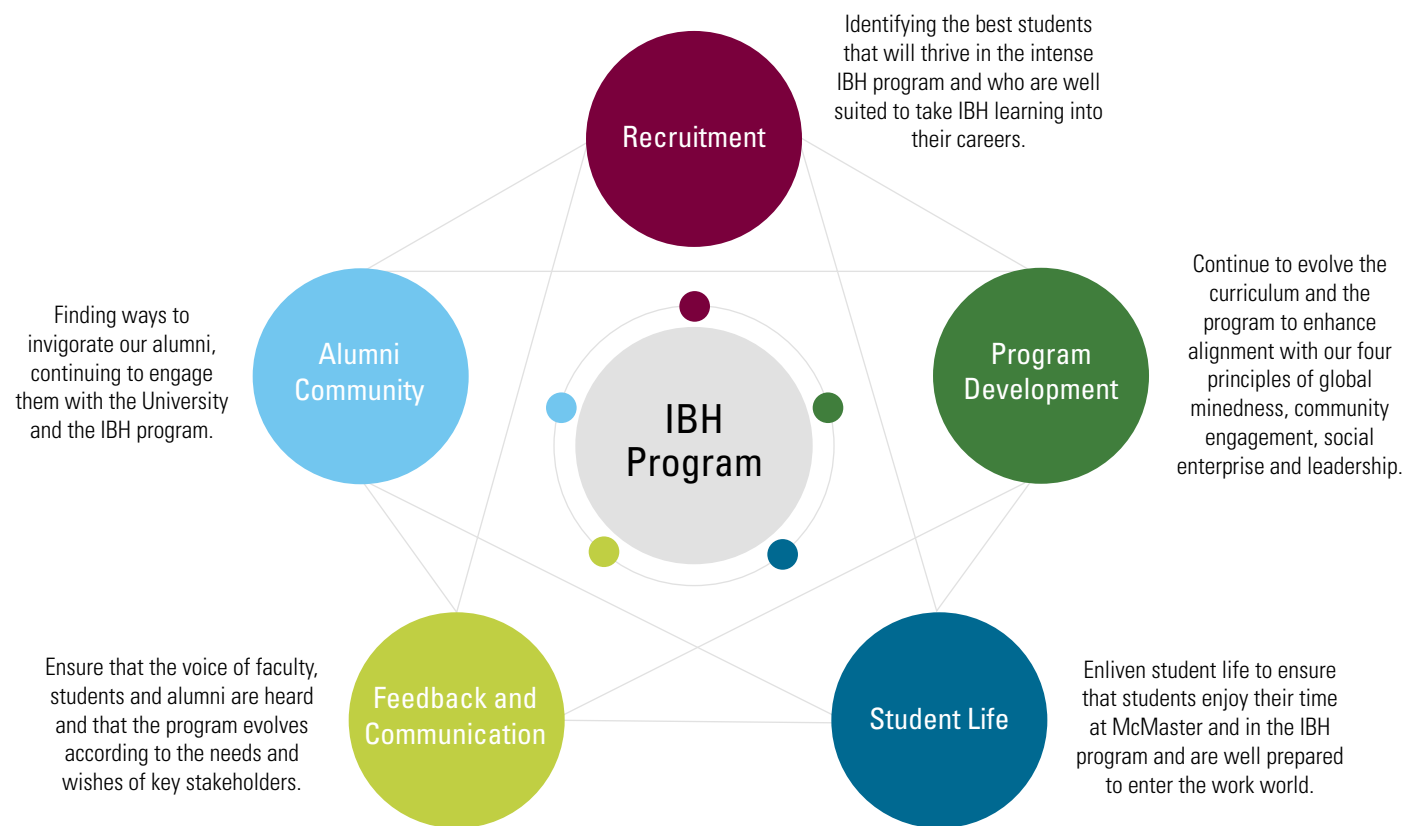
## SOCIAL ENTREPRENEURSHIP

Emphasizes the integration of traditional business principles with innovative thinking to address social, environmental, and cultural issues. In IBH, students are equipped with the knowledge and skills to develop sustainable business models that recognize social impact alongside economic viability.

# Direction and focus in 2022-2023

Creating structured processes has been a priority over the past year which has resulted in 5 distinct areas of focus: program development, student life, recruitment, alumni community, and feedback and communication.

**Within each area of focus** are annual deliverables that support sustainable progress within the program. The chart below has been presented to students and faculty at various feedback and communication events over the past year.



# A YEAR IN REVIEW

## WHAT A YEAR 2022/2023 HAS BEEN.

**Now in its 6th year,** the IBH program has delivered on its impressive foundation, more than doubling IBH graduates to 124 students. These students have gone on to pursue exciting careers in financial institutions, telecommunications, technology firms, consulting, consumer goods, government, non-profit organizations, and municipalities. Still others have started businesses and commenced on graduate degrees in sustainability, global affairs, and law at top universities in Canada, the United States, and Europe. We are so proud of each and every one of you and looking forward to following your lives and careers in the coming months and years.

The start of the 2022 academic year saw another big change in the IBH program. We were sad to see Dr. Emad Mohammad move on from his instrumental role as the first IBH program director. For Dr. Mohammad, the IBH program has been a labour of love that few of the IBH community can fully appreciate. He has provided 150% of himself to this program over the last 6-7 years. And it shows. The IBH program owes much to Dr. Mohammad's vision, diligence, and energy. He will be missed, but he has not gone far. He will still teach first year accounting and I continue to enjoy our regular talks and walks to discuss all things IBH. Thank you Emad, for your leadership and commitment.

On the curriculum front there is much change. Most notably we continue to evolve the leadership development programming. IBH 1LD0 ran for the first time this past year, and 2LD0 is being developed for this upcoming Fall. In support of leadership programming in general we have constituted the IBH Leadership Curriculum Committee to shape and guide this work.

We have also begun to tighten the connection across courses and cohorts. Increasingly Humanities and Business professors are finding ways to better integrate their courses. Notable examples include a 2nd year integrated project, a 3rd year collaboration between Operations Management and Interpersonal Communications, and next year there will be connections between the 4th year course on Critical Seeing and 1st and 2nd year courses on Organizational Behaviour and Marketing respectively. We will kick-off four integrative events including panels/debates, speakers, and documentary screenings all intended to provide forum to better discuss the integration of business and humanities in all its various facets.

**Read about these and more in this annual report.**



**Dr. Brent McKnight**  
IBH Program Director  
Associate Professor, Strategic Management

# Program Highlights

Application and Enrollment

Awards and Recognition

People of IBH

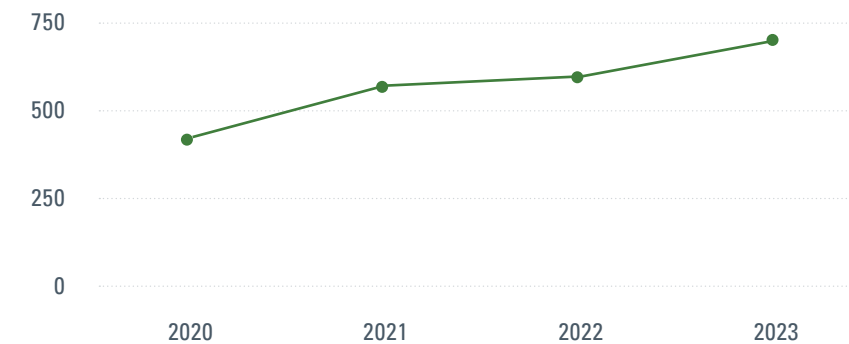
Course Highlights

## Application and Enrollment

One of the unique features of the IBH program is its cohorted structure and small classroom size. This structure is conducive to the conversations and creativity necessary for skill development and workplace preparedness.

The IBH program leadership spend a considerable amount of time and effort identifying the candidates that will be best suited to this type of learning.

NUMBER OF IBH APPLICATIONS FROM 2020-2023



**738**  
Supplemental applications submitted in 2023

As of May 2023, the program has graduated 124 students which has expanded our alumni base by more than 50%. We look forward to having 24 students returning from internship in September 2023 for their final year of classes.

15 students who have recently completed their 3rd year have secured internships for the upcoming academic year.

**50** The number of students who have accepted offers for **Fall 2023**

# Awards and Recognition

BH students have been recognized for their impressive accomplishments over the past year. Here are some students who have received prestigious awards for their contributions:

**ANDY NGUYEN AND ALEXANDRA BOVIE**  
CEOX1Day Award

**MARIA EDISON AND ANGAD GUJRAL**  
The Cansbridge Fellowship

**YUSRA HASSAN**  
Queen's Platinum Jubilee Award

**ALEXANDRA BOVIE, ISABELLA DEMAKOS, AND DIVIYA LEONARD**  
McMaster's Sustainability Development Goals Pitch Competition winners

**WONU ADELUSI**  
John C. Holland Award

**JOSEPH CLINTON**  
Recipient of the RIA Conference Scholarship

We have endeavored to recognize all IBH award winners, but if you are an IBH student and received an award not listed here, please email Heather Walton (waltoh3@mcmaster.ca)

# Course Offerings and Instructors



## FIRST YEAR

- 1AA3 Financial Accounting • Emad Mohammad
- 1BA3 Organizational Behaviour • Mojan Naisani
- 1BB3 Insight and Inquiry • Alpha Abebe
- 1BC3 Fundamentals of Ethics • Kerry O'Neill
- 1LD0A Leadership Development • Lisa Lorentz

## SECOND YEAR

- 2AA3 Introduction to Marketing • Chris Ling
- 2AE3 Critical Thinking • Alex Leferman
- 2AF3 Global Business Experience • Baniyelme Zoogah
- 2BB3 Introduction to Finance • Imran Abdool
- 2BF3 History of Capitalism • John Charles Weaver

## THIRD YEAR

- 3AA3 Relationship Management • Alpha Abebe
- 3AB3 Applied Marketing Management • Vandana Deswal
- 3AC3 Corporate Finance • Lucas Thung
- 3BA3 Understanding Entrepreneurship • Javid Nafari
- 3BB3 Strategy for Organizations • Brent McKnight

## FOURTH YEAR

- 4AA3 Communicating through Visual Literacy • Sabine Noack Haley
- 4AB6A Social Entrepreneurship Capstone • Sulan Kith and Spencer Hewitt

# Course Offerings and Instructors

Winter  
2023

## FIRST YEAR

1AB3 Perspectives in Canadian Business • Rita Cossa  
1AC3 Introduction to Language and Society • Nik Penner  
1AD3 IBH in the Community • Becca Collins-Nelson  
1BD3 Introduction to Peace Studies • Fernando Lennertz  
1LD0B Leadership Development • Lisa Lorentz

## SECOND YEAR

2AB3 Information Systems in Management • Nicole Wagner  
2AC3 Talent Management • Afif Nassif  
2AD3 Statistical Data Analysis • Ramy Abdallah  
2BA3 Managerial Accounting • Khalid Nainar  
2BD3 Moral Issues • Johannes Steizinger

## THIRD YEAR

3AD3 Cross Cultural Communication • Magda Stroinska  
3BC3 Poverty, Privilege, and Protest in Canadian History • Ken Cruickshank  
3DB3 Interpersonal Communication • Sheena Jary  
3BE3 Operations Management • Manaf Zargoush

## FOURTH YEAR

4BA3 Building Personal and Organizational Success • Afif Nassif  
4AB6B Community Engagement Capstone • Emily Scherzinger

# IBH PROGRAM LEADERSHIP



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# IBH Student Subcommittee

This year the program developed the IBH Student Subcommittee. Membership of this committee consists of 2 representatives from each year of the program.

**The Subcommittee met twice per term** and cohort representatives were tasked with the essential duties of program feedback, event planning, and sharing opportunities for engagement with their cohorts. The purpose of the Subcommittee is to create a regular communication between the students and the program leadership with the common goal of development and improvement.

We would like to acknowledge the **2022-2023 Cohort Representatives:**

## FINAL YEAR

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Lauren Reny  
Devan Flaming

## THIRD YEAR

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Joseph Clinton  
Ardena Basic

## SECOND YEAR

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Yusra Hassan  
Andrew Yang

## FIRST YEAR

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Liam Forbes  
Charlotte Jury



# IBH Operating Committee

The IBH Operating Committee is a board of decision-making members from both Business and Humanities departments, responsible for overseeing the strategic direction and development of the program.

In **2022-2023**, led by Program Director, Dr. Brent McKnight, the Committee faculty members included:

## FACULTY OF HUMANITIES

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Alpha Abebe

## DEGROOTE SCHOOL OF BUSINESS

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Rita Cossa

## DEGROOTE SCHOOL OF BUSINESS

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Aaron Schat

## DEGROOTE SCHOOL OF BUSINESS

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Teal McAteer

## FACULTY OF HUMANITIES

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Karen Balcom



# LEADERSHIP WORKSHOP

1st year students completed a workshop in which they were tasked to solve teamwork problems based on real-world case studies. They learned about how motivations and assumptions can affect group dynamics and were able to reflect on their own leadership skills.

Allison Preyra  
IBH Level I

"This project helped me understand my leadership style in ways that I had not before."

Serena Sooknanan  
IBH Level I

"Good leadership to me means making a positive impact on your peers and the people around you."

# THEORY OF CHANGE

3rd year students worked with community partners to create a strategic roadmap for non-profit or social-purpose driven organizations. The students gained real-world perspectives on how these organizations operate and the challenges they face.

"We can learn about business but how are we going to be able to help other people, the community around us—that's important"

Bobby Fobih, Rhea Sandhu, Natalie Thomas  
IBH Level III

"There was a lot of value in being able to liase and consult with actual nonprofit organizations to help solve their problems. It was really close to what we could expect in the real world."

Rathoosha Balaranjan, Julie Hong, Isabella Demakos, Alexandea Bovie, Andy Nguyen  
IBH Level III



# LEADERSHIP WORKSHOP

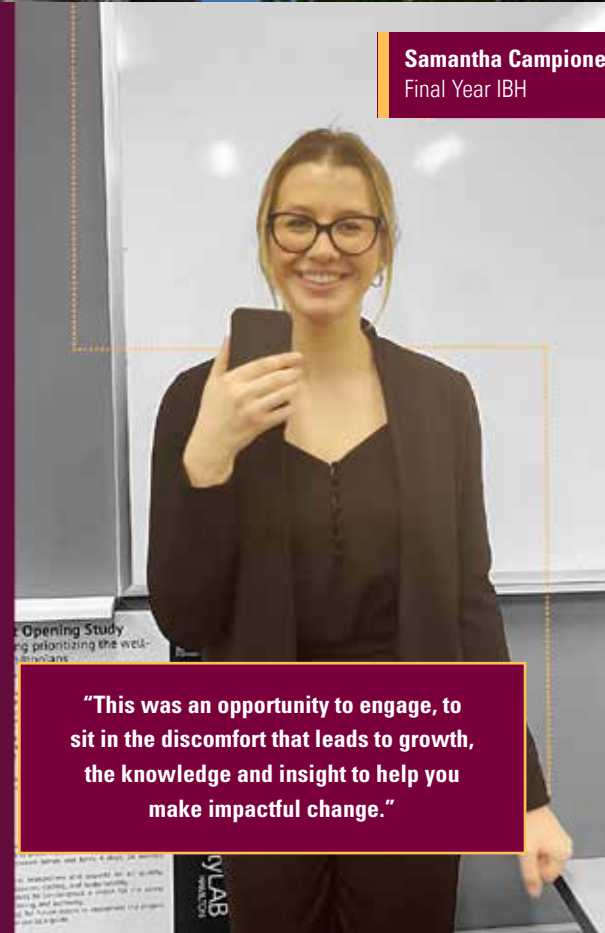
Through this capstone course, final year students worked closely with local community organizations to devise and promote solutions to local problems related to housing and environmental issues. This is a capstone experience for IBH students, building on their understanding of organizations as well as principles of community engagement.

**Carrie LeClaire**  
Climate Action Coordinator,  
Ward 3, Hamilton



"The value in collaborating with students is going on the learning journey with them and seeing an initiative through their eyes, with their lived experience."

**Samantha Campione**  
Final Year IBH



"This was an opportunity to engage, to sit in the discomfort that leads to growth, the knowledge and insight to help you make impactful change."

## Accomplishments and Future Initiatives

Program Development

Student Life

Recruitment

Alumni Community

# Program Development

The process of program development involves examining and evolving the curriculum to better align with our four pillars of leadership, social enterprise, global mindedness, and community engagement.

## Accomplishments

Successes in 2022-2023

- Introduced the LDO experiential learning course series including 1:1 coaching and small group workshops on leadership topics.
- 3rd year Operations Management final presentations were assessed in coordination with their Interpersonal Communications course
- 1st year students participated in 4th year Community Engagement interim presentations

## Future Initiatives

Projects in development for 2023-2024

- 4th year visual literacy course (4AA3) redesign to include experiential project
- 2nd year global business experience (2AF3) includes summer reading (Long Walk to Freedom) and workshop on South African context
- Newly appointed Leadership Curriculum Committee consists of leadership experts and practitioners. Will drive leadership curriculum.
- 4th year leadership effectiveness (4BA3) course adopting personal transformation approach
- Introduce 4 all-IBH co-curricular events (speakers, panels, films) aligned with IBH pillars.
- IBH 4AB6 being split into 4SE3 (social entrepreneurship) and 4CE3 (community engagement)

# Student Life

The purpose of the student life development area is to enhance the student experience and ensure that students enjoy their time at McMaster and within the IBH program. Some of these events focus on preparing students to enter the working world.

These extracurricular activities are designed to solidify closeness within and between cohorts, to strengthen the bond within the IBH program, and create a sense of anticipation and excitement among students as they look forward to upcoming social events.

## Accomplishments

Successes in 2022-2023

- IBH social events were back after COVID put them on hold. Fall welcome social and Spring celebration social.
- IBH Subcommittee planned cohort-specific socials; designed to strengthen the bond between classmates at casual social activities.
- Created a Whatsapp group for incoming students so they can get to know each other before classes begin in the Fall.

## Future Initiatives

Projects in development for 2023-2024

- Creating an IBH-specific mentorship program in which lower level students are mentored 1:1 by upper level students, and upper level students are mentored by alumni. This program will also incorporate meetings between larger groups of lower- and upper-year students to share knowledge about IBH related aspects such as pursuing minors, job hunting, exchange, balancing work, and more.

# Recruitment

Recruitment involves identifying and attracting exceptional students that will excel in the rigorous IBH program and can effectively apply their education to their future careers.

Recruitment is an important element that ensures the longevity of the program. Our accomplishments in recruiting this year have been substantial.

## Accomplishments

Successes in 2022-2023

- Redeveloped recruitment Kira questions; these are now assessed by alumni and upper year students.
- Replaced one-on-one interview with optional meeting with director and student.
- Strengthen capacity to tell the IBH story in print and online by recording what happens in IBH courses.
- Hosted students from Beyond Borders to promote the IBH program. This program strongly aligns with IBH in terms of sustainability, leadership, and global outlook.

## Future Initiatives

Projects in development for 2023-2024

- Providing more opportunities for applicants to share equity, diversity, and inclusion information with the program during the application process.
- Working with Marketing and Community Engagement in a website redesign project to further tell the IBH story.
- Look to host new youth communities at McMaster such as Beyond Borders and Seeds of Leadership
- Secure additional scholarships for incoming students.

# Alumni Community

Building the IBH alumni community involves finding ways to invigorate our alumni, continuing to engage them with the University and the IBH program. This is crucial to maintain our sense of community, but also provides valuable networking opportunities for current students.

By maintaining connections with alumni, students can gain insights into various career paths and industries. We also value the feedback that alumni can give us about the program, helping to improve the educational experience for future students.

## Accomplishments

Successes in 2022-2023

- Engaged alumni in our recruitment efforts. Alumni reviewed applications submitted by prospective students.
- Created a closed IBH-community LinkedIn group in which students, alumni, and faculty can share content and connect related to the four pillars of IBH. **Join if you haven't already!!**



## Future Initiatives

Projects in development for 2023-2024

- Engage alumni in the IBH Mentorship Program in which they will mentor an upper year IBH student looking towards next steps after graduation.
- Enhance virtual and physical engagement such as through LinkedIn and live in-person discussions.

# Feedback and Communication

Feedback and communication ensures that the voices of faculty, students and alumni are heard and that the program evolves according to the needs and wishes of key stakeholders.

By creating multiple opportunities for feedback and communication, we ensure that stakeholders are aware of program updates, events, and opportunities which contribute to their engagement and collaboration within the program.

## Accomplishments

### Successes in 2022-2023

- Created IBH Student Subcommittee tasked with obtaining feedback, planning social events, and sharing opportunities with their classmates.
- Instituted two regular feedback events: Donuts with the Director and an all-IBH Town Hall forum. Both are designed to allow students to provide feedback openly and respectfully.
- Developed an administrative calendar including key activities and events within the program.
- Designed annual reports to be shared with key stakeholders.
- Held faculty sessions in which instructors meet with each other to discuss their IBH courses with one another.

## Future Initiatives

### Projects in development for 2023-2024

- Re-evaluate IBH Subcommittee roles and responsibilities to better utilize our cohort representatives.
- Develop an all-IBH Teams channel which will allow leaders to share news and events easily with students in the program.
- Develop an anonymous student feedback form, monitored by the cohort reps, allowing students to share concerns and ideas anonymously.

# DEANS MESSAGE

**AT MCMASTER WE BELIEVE THAT THE SUCCESS OF OUR EDUCATIONAL PROGRAMS MUST BE MEASURED BY THE IMPACT THAT OUR ALUMNI HAVE ON SOCIETY AND ITS WELL-BEING.**

### How do we define this version of impact?

One way we define it is in terms of how learning influences students' perceptions of their world and the roles they can adopt. For educators and students alike, it involves asking "what world are you striving to create?"

Education can provide a path towards a more sustainable and equitable future, and the Integrated Business and Humanities program is an example of the required university programming needed to meet that future.

Our world requires interdisciplinary approaches that challenge students and faculty to think differently with a mindset toward doing better.

Importantly, universities require students who are excited about this learning; who are energized to tackle small, medium, and large problems; who leave the classroom and enter the world not satisfied with the status quo; who are ready to have meaningful impact on business and society.

Our world demands thinkers and innovators with a social conscience -- those who seek to empower communities and evolve current economic standards to fulfill the needs of all.

Our local, national, and global societies need individuals who are excited to collaborate on challenges such as climate change, housing and affordability, socio-economic inequities, and policies surrounding technology.

The Integrated Business and Humanities program between the DeGroote School of Business and the Faculty of Humanities represents the best of what happens when two faculties come together with a shared purpose: creating and recreating the best learning experience possible for students.

Our students and alumni demonstrate this legacy through their participation in community initiatives, their volunteer work, and their pursuit of further education beyond their undergraduate experience.

We look forward to continuing to strengthen this partnership.

**Thank you.**



**Dr. Khaled Hassanein**



**Dr. Pamela Swett**

# INTEGRATED BUSINESS AND HUMANITIES

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A comprehensive version of this report is available to internal stakeholders.  
Please email [waltho3@mcmaster.ca](mailto:waltho3@mcmaster.ca) if you would like access.



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