

Annual Report 2023-2024

Integrated Business and Humanities



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Introduction

IBH continues to uphold a strong connection to four pillars that guide our core values and educational focus. We've refined the descriptions of all four pillars this year, with the purpose of observing and maintaining fulsome alignment with course and learning objectives.



Community Engagement

Community engagement involves recognizing dynamics of power and privilege within and across community, government, and for-profit sectors guided by McMaster's six principles: relationships, reciprocity, equity, continuity, openness to learning and commitment to action.



Leadership

IBH Leadership emphasizes personal growth, reflective practice, resilience and authenticity. Students learn to lead collaboratively by embracing discomfort, understanding their values and knowing when to lead or cede leadership to others.



Global Mindedness

Global mindedness fosters curiosity about diverse cultures and the practice of active listening and self-reflection. It nurtures empathy, compassion and humility to challenge stereotypes, aiming for a more equitable, just, and sustainable world.



Social Entrepreneurship

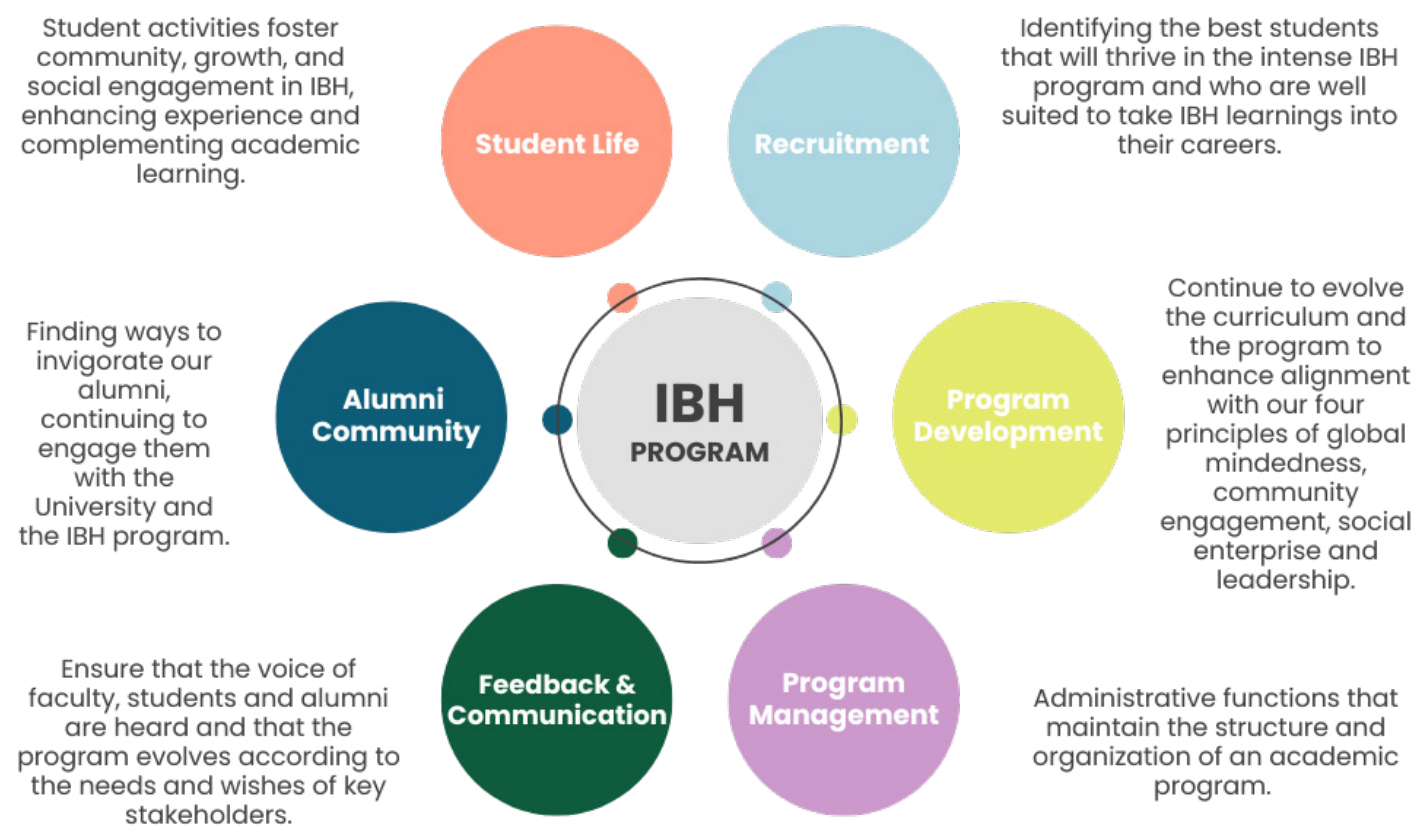
Social entrepreneurship involves an integration of critical business analysis with an openness to new ideas and approaches that drive solutions to local and global economic, social and environmental issues.

Direction and focus in 2023–2024

Evaluating and refining existing structures and processes has been a priority in 2023–2024 using the guidance of our previously developed areas of focus: program development, recruiting, student life, feedback and communication, and alumni connections.

Adding a sixth area, program management, allows us to implement better maintenance mechanisms to ensure our we are administering a high quality program, year after year.

The chart below shows the program pictograph, updated to reflect the sixth area of focus: program management.



Brent McKnight
IBH Program Director
Associate Professor,
Strategic Management



Heather Walton
IBH Program Administrator

As we look forward to Fall of 2024, we always like to reflect on the past academic year. What a tremendous year it was.

The IBH program added 50 new alumni this year; and we started a new tradition with an annual IBH pinning ceremony. Past IBH alumni came out in numbers to participate, joining the 50 graduating IBH students. IBH faculty pinned past IBH alumni, while IBH alumni pinned the newly graduating IBH students. We saw great representation from every cohort and after met at BATL Hamilton for some axe throwing and socializing. We look forward to future celebrations with IBH alum and graduating students during this annual tradition.

This year, we welcomed a new cohort of 47 IBH students to our program in the Fall of 2023. They came together at Altitude, a ropes course on McMaster's campus, for a team building activity followed by an IBH social at the Oval featuring lawn games.

The program continues to evolve. This Fall, led by Lisa Lorentz, we will complete the rollout of our LD0 leadership development programming when the full year 3LD0 Leadership Development course launches. This will continue the leadership development that IBH students began with 1LD0 and 2LD0. These courses feature engaging workshops, guests and coaching to help students develop their personal leadership. The key to this leadership program is the leadership development plan which will continue to be featured prominently.

We have also begun to tighten the connection across courses and cohorts. This past year we held three integrative events that brought all four cohorts together. Karen Hanna, a leadership coach and graduate of the Humanities program, shared advice on leadership gained through a long career spanning many companies and continents. We screened "We Feed People," a documentary about the World Central Kitchen and their work to lift up communities following disasters. Finally, we welcomed Terry Cooke, the outgoing CEO at the Hamilton Community Foundation, for a fireside chat. Upper year IBH students interviewed him about his life and legacy. We look forward to continuing these events this year while also adding a student-run debate!

In the pages that follow you will see a lot more detail about the 2023–2024 academic year. Enjoy!

Program Highlights

Awards and Recognition

PROGRAM HIGHLIGHTS

People of IBH

Course Highlights

Course Offerings and Instructors

Fall 2023

First Year

- **Financial Accounting (1AA3)**
Emad Mohammad
- **Organizational Behaviour (1BA3)**
Teal McAteer
- **Insight and Inquiry: Questions to Change the World (1BB3)**
Alpha Abebe
- **Fundamentals of Ethics (1BC3)**
Kerry O'Neill
- **Leadership Development (1LD0A)**
Sheena Jary

Second Year

- **Introduction to Marketing (2AA3)**
Chris Ling
- **Critical Thinking (2AE3)**
Megan Stotts
- **Global Business Experience (2AF3)**
Benson Honig
- **Introduction to Finance (2BB3)**
Anwar Husain
- **History of Capitalism (2BF3)**
John Charles Weaver
- **Leadership Development: Leadership Emergence (2LD0A)**
Sheena Jary

Third Year

- **Relationship Management (3AA3)**
Alpha Abebe
- **Applied Marketing Management (3AB3)**
Marvin Ryder
- **Corporate Finance (3AC3)**
Jason Tome
- **Understanding Entrepreneurship (3BA3)**
Trish Ruebottom

Fourth Year

- **Communicating through Visual Literacy (4AA3)**
Sabine Noack Haley
- **Social Entrepreneurship Capstone (4AB6A)**
Trish Ruebottom

Winter 2024

First Year

- **Perspectives on Canadian Business (1AB3)**
Rita Cossa
- **Introduction to Language and Society (1AC3)**
Nik Penner
- **IBH in the Community (1AD3)**
Shamim Ahmed
- **Introduction to Peace Studies for IBH (1BD3)**
Nancy Doubleday
- **Leadership Development: Self Awareness (1LD0B)**
Sheena Jary

Third Year

- **Cross-Cultural Communication (3AD3)**
Wendy D'Angelo
- **Poverty, Privilege, and Protest in Canadian History (3BC3)**
Ken Cruikshank
- **Interpersonal Communication (3BD3)**
Sheena Jary
- **Operations Management (3BE3)**
Renata Lissa Soares da Silva Guidi

Second Year

- **Information Systems in Management (2AB3)**
Nicole Wagner
- **Talent Management (2AC3)**
Afif Nassif
- **Statistical Data Analysis (2AD3)**
Berk Gorgulu
- **Managerial Accounting (2BA3)**
Khalid Nainar
- **Moral Issues (2BD3)**
Alex Leferman
- **Leadership Development: Leadership Emergence (2LD0B)**
Sheena Jary

Fourth Year

- **Community Engagement Capstone (4AB6B)**
Karen Balcom
- **Building Personal and Organizational Success (4BA3)**
Teal McAteer

People of IBH

IBH Leadership



Brent McKnight
Program Director



Sona Rai
Recruitment and
Admissions Officer



Emad Mohammad
Program Founder



Heather Walton
Program
Administrator



Lisa Lorentz
Leadership
Coordinator



Greg Rombough
Manager,
Undergraduate and
Specialized Graduate
Programs

IBH Student Subcommittee

The IBH Student Subcommittee is a vital connection between IBH Leadership and the student population. Monthly meetings provide students with a platform to voice their opinions, influence decision-making, and take ownership of events/activities within the IBH program. The Subcommittee relies on student engagement and ensures that the diverse needs and concerns of the student body are addressed.

We would like to acknowledge our 2023-2024 IBH Subcommittee members below:

- **Reubin Jessemy**, Level I
- **Wadh-Ha Mutabazi**, Level I
- **Charlotte Jury**, Level II
- **Liam Forbes**, Level II
- **Zara Kanga**, Level III
- **Lama Al-Amodi**, Level III
- **Hala Arafah**, Level IV
- **Chloe Blondin**, Level IV

IBH Mentorship Committee

- **Joseph Clinton**, Level III
- **Ethan Gandy**, Level II

IBH Operating Committee

The IBH Operating Committee is a decision-making body composed of members from both the Business and Humanities departments. This committee is responsible for providing guidance on the program's strategic direction and development. Led by Brent McKnight in 2023-2024, the Committee members included:

- **Karen Balcom**, Faculty of Humanities
- **Teal McAteer**, DeGroote School of Business
- **Khalid Nainar**, DeGroote School of Business
- **Rita Cossa**, DeGroote School of Business
- **Alpha Abebe**, Faculty of Humanities

Student Awards and Recognition

DeGroote Commerce Society Involvement

We would like to recognize all IBH student club leaders and executives who served in 2023-2024. There are many of you! Below are students who served on the DCS executive team, or who had significant impact on ratifying new clubs.

- **Aidan Hussey**, First Year Experience Coordinator 2023-2024
- **Cameron Ecclestone**, DCS CFO 2023-2024
- **Jamie Sharp**, DCS VP of Marketing 2023-2024
- **Wonu Adelusi**, DCS VP of Human Resources 2023-2024
- **Zara Kanga and Victoria Balassone** for their role in creating and ratifying the DeGroote Law Association



- **Henry Laing, Lindsay Humeniuk and Bella Downing** for their role in creating and ratifying the DeGroote Pride Association



Scholarships and Awards

IBH students have been recognized for their impressive accomplishments over the past year. We recognize these students who have received prestigious awards by listing their contributions here:

- **Kiana Mirshahi** (The Futures Fund Award provided by Canada's Outstanding CEO of the Year)
- **Wonu Adelusi**: [Mississauga EDC Scholarship](#)
- **Wonu Adelusi**: The Hedden Hall Residence Scholarship
- **Hala Arafah**: The Patrick Deane Award for Community Engagement
- **Faith Binns**: The University (Senate) Scholarships
- **Alexandra Bovie**: The University (Senate) Scholarships
- **Aidan Hussey**: The Dr. Harry Lyman Hooker Scholarships
- **Antonija Jakova**: The Maria Chan Scholarship for International Studies in Business
- **Aisharni Janathanan**: The Ashbaugh Scholarships
- **Leah Minkovich**: The Kevin A. Lockhart Family Scholarship
- **Chanice Olokesusi**: The Kevin A. Lockhart Family Scholarship
- **Jasmeen Purba**: The City of Hamilton Economic Development Department Scholarships
- **Forrester Sorensen**: The University (Senate) Scholarships
- **Cordelia Tang**: The University (Senate) Scholarships
- **Lidia Tewodros**: The PepsiCo Canada Entrance Award in Business
- **Chanice Olokesusi**: Reverend John C. Holland Awards - Nelson Mandela Social Justice Scholarship
- **Julia Vo**: Grand Challenges Canada Fellowship

Course Highlights

The Business of Persuasion

At DeGroot, Sheena Jary, a postdoctoral fellow in the Office of the Vice Provost, Teaching and Learning, helps students become persuasive communicators. Jary facilitates the Integrated Business and Humanities (IBH) program's Interpersonal Communication course. It teaches students how forging genuine connections with their audience through effective communication is an understated asset, in and out of the boardroom.

Students in this course had the opportunity to put what they've learned in their course into action – crafting mock products and pitches for an in-class Dragons' Den featuring guest Dragons from the DeGroot community.

[Read more](#)

“

We've been working on rhetorical devices the entire semester, so being able to implement a total of 37 of them into the presentation was fun.”

– Yusra Hassan, Level IV

“

A lot of our ideas came from personal experience. That's what's beautiful about IBH, you share one person's experience, connect with it, find that support and community to build something that is personal but realistic and relatable.”

– Tavleen Hans, Level IV



Course Highlights

4 Pillar Event Series

Our co-curricular events enhance academic learning by applying classroom theories to real-world scenarios. The 4 Pillar Event Series focuses on global mindedness, community engagement, leadership and social entrepreneurship. In 2023-2024, we hosted events for 3 of the 4 pillars, all of which were well attended, promoting cross-cohort social engagement.

Leadership

17 Ideas for Exceptional Leadership, presented by Karen Hanna

On October 4, 2023, leadership expert Karen Hanna delivered her lecture "17 Ideas for Exceptional Leadership" to the IBH program. With over 20 years of experience coaching executives, entrepreneurs, professionals, not for profit leaders, and early career high potential individuals, she shared powerful leadership lessons. Students engaged by asking questions and writing reflections in their IBH 1LD0 and 2LD0 classes.



Social Entrepreneurship

We Feed People Film Screening

Directed by Ron Howard, this documentary highlights chef Jose Andres and his nonprofit, World Central Kitchen, which provides meals in response to humanitarian, climate, and community crises. We screened the film on November 3, 2023, to support coursework on social enterprise. Students in IBH 3BA3 and 4AB6A wrote reflection papers identifying issues and proposing solutions to enhance social impact.

Community Engagement

Fireside Chat with Terry Cooke, CEO of the Hamilton Community Foundation

On March 1, 2024, we hosted a fireside chat with Terry Cooke, CEO of the Hamilton Community Foundation. He discussed his approach to impact investing, community leadership and Hamilton's growth potential, sharing personal anecdotes and experiences. The event featured insightful questions from student moderators and attendees. Students in IAD3 and 4AB6B wrote reflexive essays based on the discussion.

“

To lead an impactful career, one must marry an insatiable curiosity with the relentless pursuit of purpose.”

– Terry Cooke



ACHIEVEMENTS IN THE IBH PROGRAM

Program Development

Student Life

Program Development

Experiential Learning in IBH 4AA3 – Leadership: Fostering Effective Communication through Visual Literacy

In Fall 2023, Sabine Noack Haley's final year course, IBH 4AA3, focused on visual literacy, teaching students to evaluate and produce visual messages in various socio-cultural settings. The course incorporated experiential learning through field research, linking classroom concepts to real-life applications. Students progressed from a macro understanding of visual communication to a micro focus on immediate environments, with an emphasis on marketing.

This approach aligns with the program's four pillars and the overarching strategic direction at DeGroote.

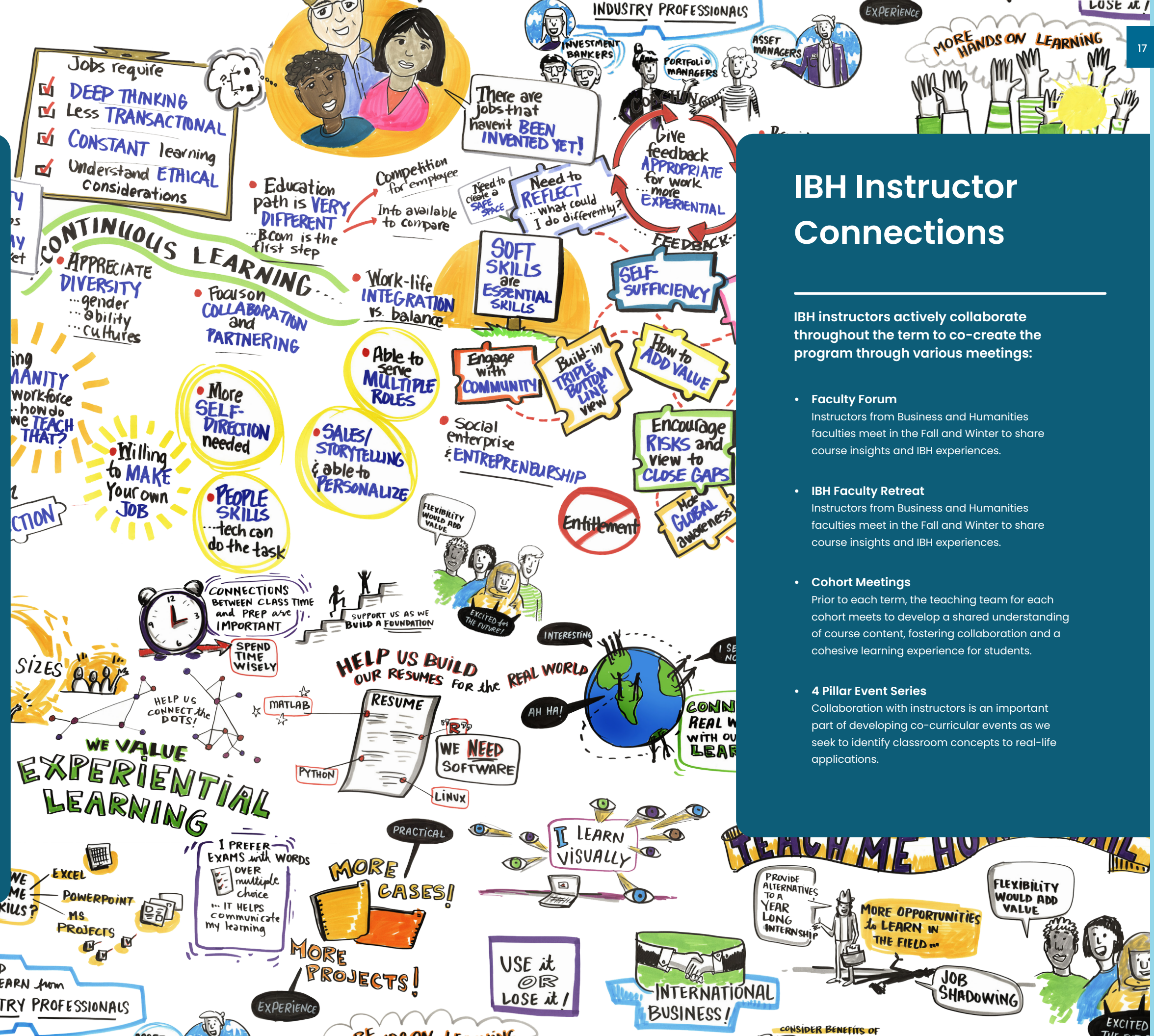
IBH 2AF3 Global Business Experience

The IBH team, in collaboration with Benson Honig and the University of Cape Town (UCT), has further developed an experiential learning project for IBH 2AF3. In this project, IBH and UCT students collaborate to devise solutions for challenges faced by South African non-profits and social enterprises. We continue to gather feedback through focus groups with students from both institutions.

IBH Instructor Connections

IBH instructors actively collaborate throughout the term to co-create the program through various meetings:

- **Faculty Forum**
Instructors from Business and Humanities faculties meet in the Fall and Winter to share course insights and IBH experiences.
- **IBH Faculty Retreat**
Instructors from Business and Humanities faculties meet in the Fall and Winter to share course insights and IBH experiences.
- **Cohort Meetings**
Prior to each term, the teaching team for each cohort meets to develop a shared understanding of course content, fostering collaboration and a cohesive learning experience for students.
- **4 Pillar Event Series**
Collaboration with instructors is an important part of developing co-curricular events as we seek to identify classroom concepts to real-life applications.



Student Life

The student life development area enhances the McMaster and IBH student experience. Co-curricular events apply classroom learning to real-world examples, while extracurricular activities strengthen bonds within and between cohorts.

IBH Welcome Social and First Year Team Building

Creating frequent connection opportunities strengthens the bond within the IBH community. In 2022-2023, students expressed a desire for more informal social events.

In September 2023, we hosted our First Year Team Building event at the Altitude Facility on Main Campus. The goal was to have Level I students engage in team-building activities to foster teamwork and create a positive experience. Participation was high, with most students attending.

Following the team building, we had the IBH Welcome Social. This featured outdoor lawn games, pizza, speeches and conversation. Over 100 guests, including current students, staff and faculty, attended this event.



IBH Community BIPOC Event

In April 2024, students and faculty proposed a networking event for IBH community members who identify as Black, Indigenous, or persons of colour. The program enthusiastically supported this community-building initiative.

The event was hosted at the Office of Community Engagement at 8 Mayfair Street. Despite being close to final exams, it was well attended, with approximately 20 guests. We look forward to making this an annual event.

IBH Mentorship Program

In September 2023, we launched our first Mentorship Program. The program fosters 1:1 long-term connections within the IBH community, pairing Level I and Level II students with upper year students, who are mentored by IBH alumni. In 2023-2024, we saw 110 successful pairings, thanks to the efforts of Mentorship Committee members Joseph Clinton, Level III, and Ethan Gandy, Level II.

The program also included an event where students shared knowledge about IBH activities, such as pursuing minors, balancing work and alumni career mentorship. The Mentorship Marketplace will be further developed to offer more guidance and knowledge-sharing opportunities.

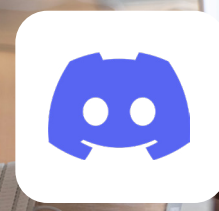
See ["Feedback and Communication"](#) for more information about Mentorship Marketplace.



Discord

This year, we implemented a private Discord group for incoming first-year students who accepted their offer to the IBH program. This initiative helps create a sense of community among new students.

The group is student-run. Special thanks to Charlotte Jury and Kellie Stevenson for managing it over the summer of 2024.



Cohort events

Our IBH Student Subcommittee was tasked with hosting at least one student event over the academic year.

- **Level I:** Board game night in The Hub (February)
- **Level II:** Lazer Tag (April)
- **Level III:** Lazer Tag (April)
- **Level IV:** Picnic in Bayfront Park (April)



IBH Spring Social

The IBH Spring Social, held at Radius in Downtown Hamilton, celebrates student and program achievements at the end of the academic year. Students network, reflect on the year's successes, listen to speeches and connect with faculty members.

Student Competitions and Volunteering

- JDCC Co-VP of Community Engagement, Kellie Stevenson, and her team of dedicated students volunteered over 2,400 hours with local and global organizations including: Letters Against Isolation, SPCA, Hamilton Road2Hope Marathon, and Terry Fox Run.
- Students also represented IBH and DeGroot at the Innovation North Competition and JDCC, ultimately bringing home 17 trophies including "JDCC School of the Year"



Recruitment Initiatives

RECRUITMENT

Application and Enrollment

Recruitment Initiatives

IBH Showcase: Fall Preview & May@Mac

No one understands the in-course IBH experience better than our current students. The IBH Showcase at McMaster open houses allows current students to proudly demonstrate their projects and discuss the connection between teaching and learning in the program. Projects are rooted in the four program pillars: global mindedness, community engagement, leadership and social entrepreneurship, highlighting achievements in research and subject matter expertise.



IBH Website Refresh

We recently unveiled a new website design as part of a larger DeGroote School of Business refresh. The new site enhances user experience with a mobile-friendly interface and streamlined navigation, making it easier for prospective students to find information.

A key feature is our new [Integrated Business and Humanities YouTube channel](#), which highlights current students and alumni through interviews, project showcases, and "Day in the Life" videos. These videos help us better tell the IBH story, a program development goal for 2023-2024



Welcomed Beyond Borders to DeGroote

In December 2023, we welcomed high school students from Beyond Borders, a program offering course equivalencies for community-minded grade 12 students focused on business, math, global development, and sustainability. We are fortunate to continue developing a connection with this program based on shared values.



IBH Luncheon

In 2024, we reintroduced a luncheon for offer-holders and their families at the annual May@Mac open house. Held at The Phoenix on McMaster's Main Campus, the event featured speeches from the Dean, Director of Student Experience, current students and IBH alumni. This event fostered meaningful connections as prospective students learned about the program through conversations with current students, alumni and faculty.

KIRA Talent Supplementary Interview

We introduced new and revised KIRA Talent supplementary interview questions to encourage more in-depth assessments of IBH applicants. Special thanks to our Review Committee, which includes upper-level students, alumni and faculty, for supporting our recruitment efforts.

Digital Brochure

To better meet the needs of our incoming students, we've developed a [digital version](#) of our undergraduate recruitment material. This mobile friendly asset allows us to tell deeper stories about the IBH experience with prospective students.

Application and Enrollment

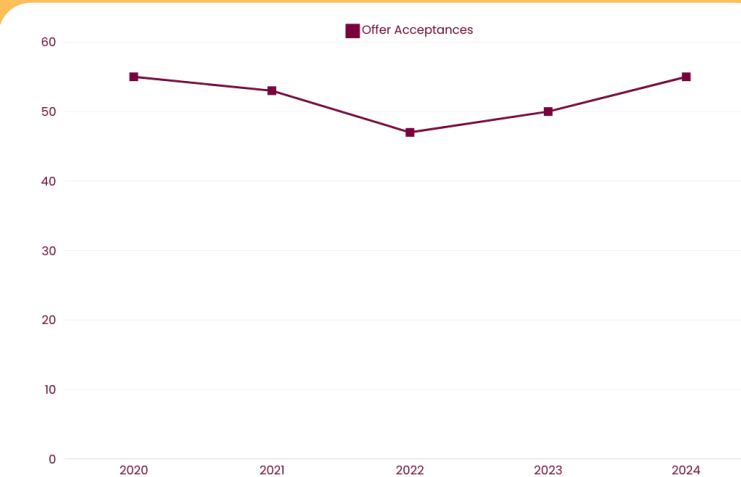
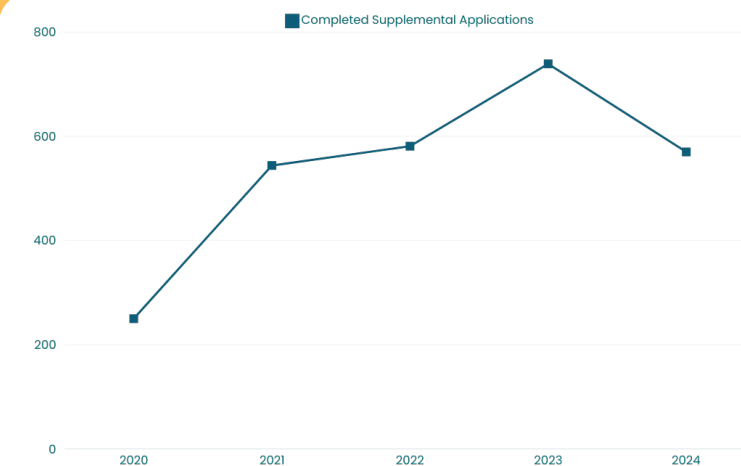
One of the unique features of the IBH program is its cohorted structure and small class sizes. This setup fosters conversations and creativity essential for skill development and workplace preparedness.

Students form close bonds within their cohort, across cohorts and with the alumni community.

570 completed supplemental applications in 2024

55 accepted offers to join the program in September 2024

50 graduates in 2024



ALUMNI COMMUNITY



IBH Pinning Ceremony

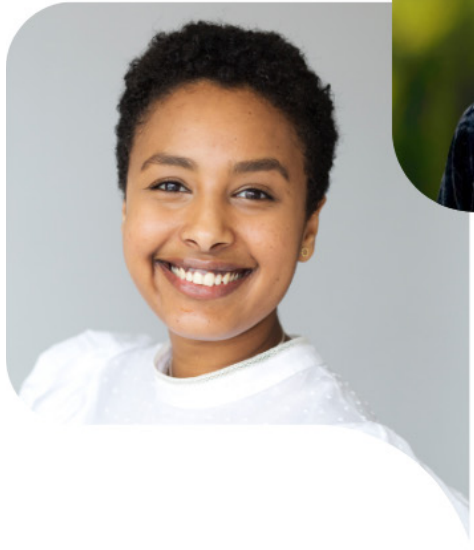
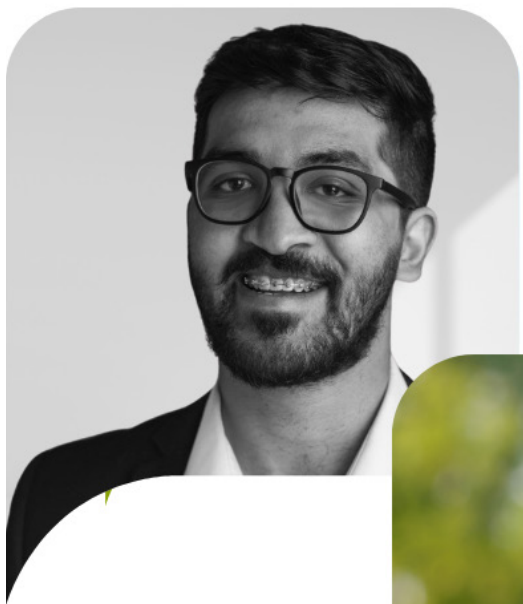
The new annual Pinning Ceremony allows IBH alumni and graduating students to reflect and connect, sharing their deep connection to the program. The pin, worn with pride by alumni, symbolizes their connection to the ideals and vision of the IBH program, DeGroot and McMaster. This event bridges the transition from student to alumni. The ceremony was followed by a social reception at BATL Axe Throwing, providing an opportunity to reconnect with fellow alumni and faculty.

The Pinning Ceremony was a special moment for us, highlighting the uniqueness of our small, tight-knit community. It was meaningful to see the pride of our students and alumni as they gave and received their pins.



IBH Mentorship Program

In 2023-2024, we engaged alumni in the IBH Mentorship Program where they built mentorship connections with upper year students through a formal pairing process. For more on the IBH Mentorship Program, see "Student Life".



Sustainable Practices: Paving the Way to a Greener Future

[Webinar](#)

In collaboration with DeGroot Alumni Relations, we hosted a webinar on leading sustainable practices, moderated by IBH alumnus Hrithik Sharma.

“Sustainability is not just a buzzword but a pressing need. As businesses, communities, and individuals, we are faced with the urgent task of adopting sustainable practices. This webinar aims to dive into the complex aspects of sustainability, explore its significance, challenges and practical solutions. This webinar will inspire, educate, and empower you whether you are familiar with the concept of sustainability or new to the topic.”

FEEDBACK AND COMMUNICATION

Feedback and Communication

Feedback and communication ensure that the voices of faculty, students and alumni are heard, allowing the program to evolve according to their needs and wishes. By providing multiple opportunities for feedback and communication, we keep stakeholders informed about program updates, events and opportunities, enhancing their engagement and collaboration within the program.

Mentorship Marketplace

In October 2023, the IBH Mentorship Committee presented Mentorship Marketplace, a fair-style event featuring booths on various topics. Booths included alumni career mentorship, the IBH Student Subcommittee, Program Director guidance and minor information and the Keepin' It Kind Club, which promotes wellness and self-care.

We look forward to expanding the scope of this event in future years.

Implementation of IBH Instructor Teams Channel

The IBH Instructor Teams Channel was created to improve access to resources and communications across instructors in the program. This is crucial in an interdisciplinary program where instructors from different faculties come together.

The channel includes university and program-specific resources, calendars of deliverables by cohort, and a collaboration channel.

Implementation of IBH Student Teams Channel

The IBH Student Teams Channel was created to improve access to resources and communications within the program. Students reported that lengthy or frequent emails were getting lost in their inboxes or were difficult to prioritize.

The channel includes a general channel for program-wide communications, individual cohort channels, a resources channel, a space for non-IBH communications, and a minors and courses of interest channel. The latter was created based on student feedback requesting more information about minors and courses available to IBH students.

Student Survey

Understanding our students is crucial for a healthy program. We aim to learn who our students are including EDI data, their backgrounds, motivations and experiences in the program. Most importantly, we want to understand how these aspects are interconnected to identify gaps in our programming. In January 2024, we launched the first IBH program-specific survey.

Participation was voluntary, with 37% engagement from current students. We will release this survey annually. Tracking data year-over-year will help us better understand trends in the program and student responses to initiatives.

IBH Student Subcommittee Email Address and Anonymous Feedback Form

In 2022-2023, the IBH Student Subcommittee identified the need for an anonymous or student-led feedback space. While IBH Leadership had created multiple opportunities for student-to-program level feedback, the Subcommittee recognized that not all students felt comfortable sharing feedback directly with higher-level leadership.

In 2023, the IBH Student Subcommittee launched an email address monitored by Committee members and created an anonymous form that sends results directly to this email without identifying the sender. The goal is to ensure all students can share their feedback in the way they feel most comfortable.

FUTURE INITIATIVES

Future Initiatives

- The 3LD0 course is being launched for Level III IBH students, completing the build out of the leadership program within the IBH program
- Drawing in stronger alumni presence in the IBH mentorship program
- More cohort events; providing support for these events
- Adding a fourth event to the 4 Pillar Event Series, a student-run debate



Message from the Deans



Khaled Hassanein
Dean,
DeGroote School of Business

What makes the Integrated Business and Humanities community so unique is that all members – faculty, staff, students and alumni – are driven by a collective vision. Together, they strive to open minds, transform lives, build sustainable communities and contribute to positive change in business and society.

In today's rapidly evolving world, we face a range of complex challenges that demand innovative and interdisciplinary solutions. Climate change threatens our environment, social and economic inequalities are widening and technological advancements bring both benefits and ethical concerns.

Addressing these issues requires a holistic approach that integrates diverse perspectives and fosters collaboration across disciplines.

Business education provides students with the skills to navigate the economic landscape, drive innovation and lead organizations effectively. However, it is through the humanities that students gain a deeper understanding of the human experience, cultural contexts and ethical frameworks.

This combination fosters leaders who are not only proficient in their fields but also empathetic, socially conscious and committed to making a difference in this world.

The impact of this interdisciplinary education is already evident in the achievements of our students and alumni. They are making meaningful contributions across various sectors, from community development and public policy to corporate leadership and entrepreneurship.

Their work exemplifies the positive change that can be achieved when a business skillset is paired with a deep understanding of human values and societal needs.

As we continue to advance this partnership between the DeGroote School of Business and the Faculty of Humanities, we remain committed to fostering an environment where students are encouraged to think critically, act ethically and lead with compassion.

Together, we are creating a brighter world for Canada and beyond.



Pamela Swett
Dean,
Faculty of Humanities

Contact Us

If you have any questions about the information in this annual report, please email

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