



ANNUAL REPORT

2015

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Greetings from the Dean

The DeGroote School of Business is committed to positively transforming business and society. This sense of purpose is instilled in all of our students, faculty and staff. An intensive assessment of our strengths, the evolving business landscape, and the needs of society, led to the collaborative creation of our 2015-2020 strategic plan. I'm proud to report that our collective efforts have resulted in significant progress towards the ambitious mandate we tasked ourselves with.

Throughout the year, we produced world-class research and delivered groundbreaking academic programs. Our students travelled and competed far and wide; the achievements of our alumni in industry highlighted DeGroote's role as a platform for success; and we shared knowledge with the community through purposeful, inspiring events. The DeGroote Network has never been stronger.

This annual report summarizes our key accomplishments during 2015 and looks towards our bright future. As you read it, I hope you find inspiration and excitement in our ambition, and I invite your deeper participation. I also want to thank you - your support and efforts are what make our vision a reality.

Sincerely,



Len Waverman
Dean, DeGroote
School of Business





The DeGroote School of Business

Education with Purpose

Our value and responsibility to business and society is to foster new knowledge that is significant to today and tomorrow. Education with Purpose is more than a tagline; it is a reflection of our mission, vision and values. Purpose is how we do business, and how we do business transforms the world.

Mission

To foster interdisciplinary thinking and evidence-based management to transform business and society.

Vision

To be ranked among the top-tier business schools in Canada, and to be globally recognized as a leader in research, teaching, and community-building - especially in healthcare management and the management of digital innovation - by 2020.

Values

We support a culture that embraces bold, interdisciplinary thinking; drives the creation and application of evidence-based knowledge; and expects collegial activity undertaken with integrity.



“Companies are being digitally disrupted all the time and there is a lack of understanding of how to cope with that. We are excited to partner with DeGroote to impact how modern businesses work.”

John Levy, Founder and CEO, theScore

Innovation in Teaching and Learning

Executive MBA in Digital Transformation

DeGroote’s new Executive MBA in Digital Transformation was formally unveiled in October 2015. The program will launch in September 2016 and is comprised of four residential modules in Ontario and Silicon Valley, California. It’s the first EMBA in the world in which students focus on learning how to manage digital systems and how to use those systems to make data-driven decisions, lead complex and diverse teams in digital environments, and recruit exciting new talent. Students will benefit from the tutelage of expert faculty and partnerships with industry leaders CIBC, IBM, theScore and SAS.

The Michael G. DeGroote Health Leadership Academy

Jointly offered by the DeGroote School of Business and McMaster’s Faculty of Health Sciences, the HLA recognizes the need to develop a new type of leader – those who are able to balance cost constraints, increased demand for services, digital innovations and stakeholder expectations with ease. Developed in 2015 from the support of a foundational gift from Michael DeGroote, the HLA is launching in May 2016 and offers certificate, diploma and executive education courses.



Bachelor of Commerce, Integrated Business and Humanities

This innovative joint degree was approved by McMaster's University Planning Committee in 2015 and is slated to begin in 2017. Students will be exposed to a variety of learning opportunities via coursework and co-curricular activities, with an emphasis on responsible leadership and management tactics for our changing global economy. The program also encourages community engagement and sustainable business practices.

Executive Education Growth

Executive Education offers impactful and targeted programs for professionals seeking ongoing professional development. In 2015, enrolment targets for the Executive Management Program were exceeded, with the majority of courses offered selling out. Our Executive Education department also delivered Disney Institute partnership programs to hundreds of participants in Calgary, Niagara and Burlington, and completed a three-year leadership development program with the City of Burlington, which involved more than 200 participants. In 2016, Executive Education will introduce a slate of new programming, highlighting healthcare management, digital transformation, and the small business sector.

We announced a number of innovative programs in 2015 that will undoubtedly have a great impact on student success at DeGroote. Preparing our graduates to adapt and excel in emerging global industries remains a top priority.”

- Emad Mohammad
Associate Dean (Academic)





Research Excellence

DeGroote faculty were awarded close to **\$4 million in external research funding** in 2015. Faculty continue to successfully attract new funding to support their respective programs of research with an increasing focus on multidisciplinary partnerships.



Brian Detlor leads a multidisciplinary team that is partnering with local library and municipal cultural organizations to further understand the best approaches to utilizing digital storytelling to promote a city or region.

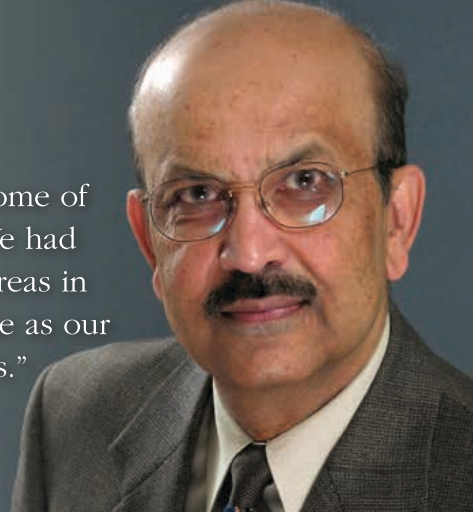


Kai Huang and his colleagues are working with a leading humanitarian organization to assess how data along with advancements in technology can be harnessed to evaluate and enhance tools utilized in humanitarian aid operations.



Gillian Mulvale and her team have developed myEXP, an online tool utilized by young people and their families to provide input regarding their navigation through mental health services.

“DeGroote continues to attract and support some of the most talented researchers in the world. We had great success in several innovative research areas in 2015, and I expect these successes to continue as our strategic plan unfolds over the next four years.”



Naresh Agarwal, Associate Dean, Graduate Studies and Research

DeGroote’s ability to positively influence business and society will be enhanced through our recent success in establishing new research laboratories at both our Hamilton and Burlington campuses.



Elkafi Hassini and Sourav Ray will focus on how big data and analytics can address supply chain and marketing challenges through their MiSCAN (Marketing and Supply Chain Analytics) lab. Opening this fall, the lab will be based at Burlington’s Ron Joyce Centre.



Khaled Hassanein and Milena Head, along with colleagues, will be utilizing leading edge technologies to address matters related to human computer interaction and evidence-based decision making in the context of big data through the Digital Transformation Research Centre.



Catherine Connelly will be using her lab to study employee related stress. Her research focuses on the attitudes, behaviours, and experiences of non-standard workers. In addition to her research success, Connelly is a past winner and frequent teaching award nominee for her teaching in the MBA program.

Associate Professor, Human Resources and Management
Canada Research Chair (Tier II) in Organizational Behaviour

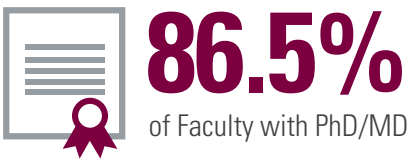
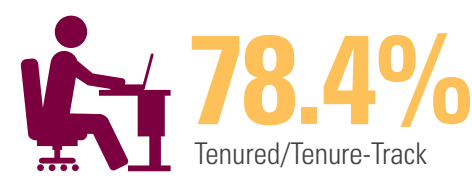
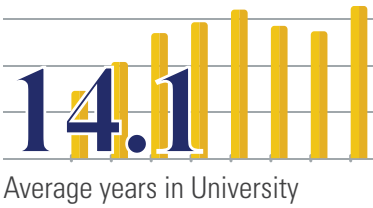
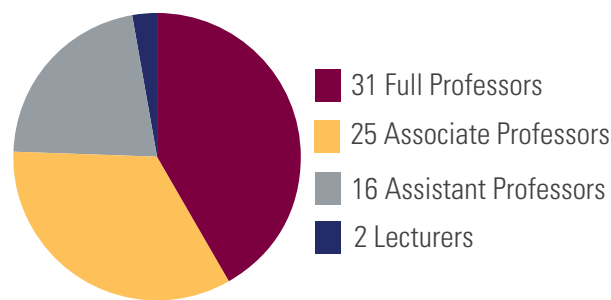
Academic Achievement

Programs

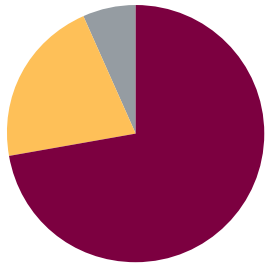
DeGroote’s comprehensive approach to education begins in the classroom. Here, students at all levels learn the fundamental concepts of business. Students are then challenged to apply their knowledge to practical business situations, and emerge with an understanding how the ideas of today will impact the world of tomorrow. Academic programs offered at DeGroote include:

- Bachelor of Commerce (4 years)
- Co-op MBA (28 months with 3 paid work terms)
- Full-time MBA (16 months; 8-month accelerated MBA for those with an undergraduate business degree)
- Executive MBA in Digital Transformation (15 months over 4 residential modules)
- PhD Program (Given a highly-positive assessment in recent 7-year cyclical IQAP Review)
- Graduate Diploma in Professional Accountancy (14 weeks during the summer)
- Master of Finance (12 months)
- Interdisciplinary programs (Bachelor of Engineering Management; MSc in Global Health; MSc in e-Health; PhD in Health)
- Executive Education leadership and customized programs
- Chartered Directors Diploma, Directors College (joint program with Conference Board of Canada)

74 TOTAL FACULTY



Students



- Commerce 2015 First Year Enrollment: 753
- MBA 2015 First Year Enrollment: 221
- PhD 2015 Enrollment: 67

Commerce



199

Internship Program Participants



464

Graduates in 2015

MBA Students

44

FT and Accelerated Graduates



\$62,500

Average Starting Salary

108

Co-op Graduates



\$68,982

Average Starting Salary

PhD Students

12

Graduates in 2015



Fields of Study:



Accounting



Finance



Information Systems



Human Resources



Marketing



Management Science



Management of Organizational Behaviour



Enhancing the Student Experience

DeGroote students are part of a vibrant network of supporters and platforms that are integral to their success on campus, and along their career paths. DeGroote's challenging academic programs are enhanced by a diverse array of experiential learning opportunities, including MBA Games, MARS Apprentice, the DeGroote Case Competition, Canada's Next Top Ad Exec, 8 MBA student clubs and 9 Bachelor of Commerce student clubs.

What you do outside the classroom matters. DeGroote students gain experience through student leadership activities, BizX (our exchange program), co-op work terms, summer jobs and internships. We are amazed with how our students transform during their time at DeGroote.

Our participation in case competitions and activities such as DeGroote Days, Five Days for the Homeless and the DeGroote Business Challenge builds professional skills, instills pride in the School, and highlights the importance of giving back to the community."

- Jennifer McCleary, Director, Student Experience



MBA Games

In January 2015, DeGroote once again hosted the annual MBA Games, with roughly 700 MBA students from 22 universities across Canada descending upon Hamilton and Burlington to compete in academic, athletic and spirit challenges. Following the success of hosting the 2015 event, DeGroote won the 2016 MBA Games in Toronto, for the 4th time in 10 years.



DeGroote Leadership Development Program and Learning Groups

The DeGroote Leadership Development Program recruited our most accomplished senior MBA students to act as leaders and mentors to the 2015 incoming class. These DeGroote leaders were assigned a learning group of approximately 8-10 students to guide and mentor.



Canada's Next Top Ad Exec

Launched at DeGroote, Canada's Next Top Ad Exec is the country's largest advertising and marketing experiential program. Not only does CNTAE give students an opportunity to take their learning beyond the classroom, it allows them to enhance and refine their skills by applying them to real-world problems. In 2015, CNTAE organizers began planning the year-long celebration of the series' 10th anniversary in 2016.



Community and Alumni Contributions

Gifts from donors are meaningful investments in DeGroote's capacity to achieve its mission. 706 DeGroote alumni and friends supported the school financially in 2015. Contributions came from 9 Canadian provinces and 20 American states.



42.4%

Supported Student Financial Aid (Bursaries & Scholarships)



23.1%

Supported Capital Projects and Operational Initiatives



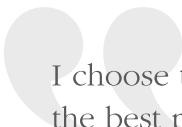
22.3%

Supported Academic Program and Student Experiential Learning



12.2%

Supported other areas: Athletics, Libraries, Research



I choose to give to DeGroote because I want to ensure students have the best possible educational experience during their time on campus, just like I did. Every gift, no matter the size, has the potential to make a big difference.”

- Marc Marzotto, Honours BCom 2000
Associate Portfolio Manager, Gryphon Investment Counsel Inc.



The DeGroote Experience Fund supported 116 students across 16 different events, with an investment surpassing **\$75,000**. The fund helps DeGroote students learn through experiential opportunities such as conferences, competitions and other events.

116
students



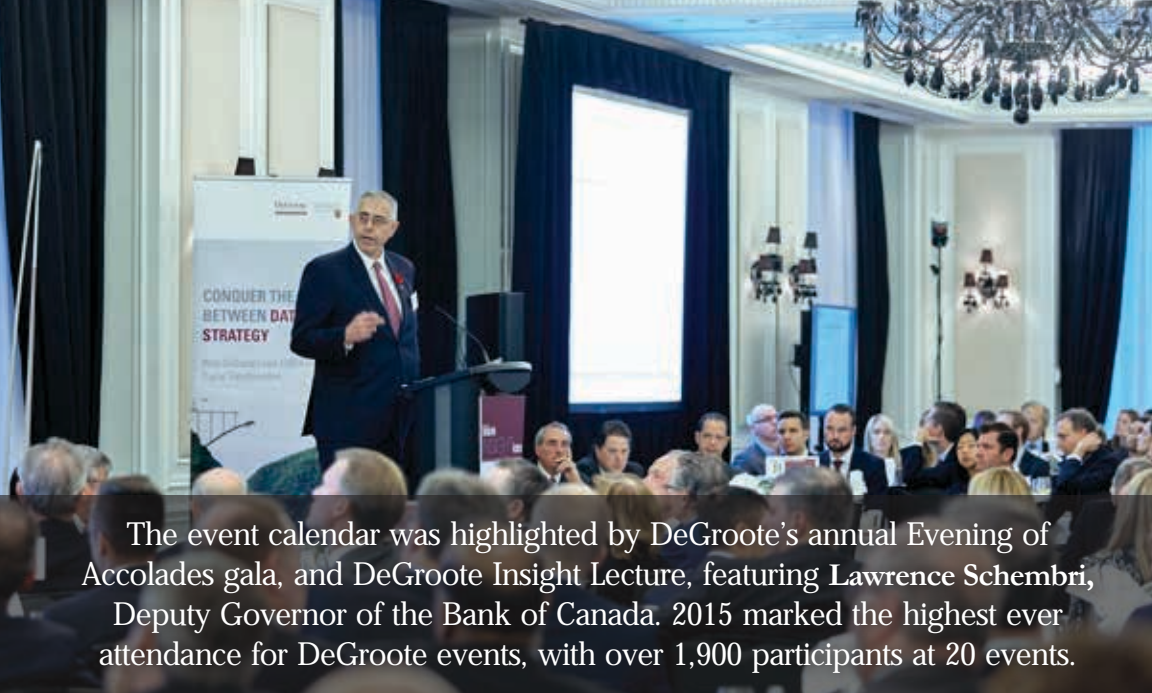


Adam Felesky with Zain Allauddin, winner of the 2015 Adam Felesky MBA Scholarship

The Adam Felesky MBA Scholarship, valued at \$30,000, is an invitation-only competition that was created to award a DeGroote MBA scholarship to one outstanding, newly admitted MBA student each year. The award is supported by Adam Felesky, a proud McMaster alumnus.

The students who have won this annual scholarship have been exceptional - both at DeGroote and as graduates. I was proud to renew my commitment to this award in 2015.”

- Adam Felesky, Chairman, First Marketplace Group



The event calendar was highlighted by DeGroote's annual Evening of Accolades gala, and DeGroote Insight Lecture, featuring **Lawrence Schembri**, Deputy Governor of the Bank of Canada. 2015 marked the highest ever attendance for DeGroote events, with over 1,900 participants at 20 events.

Knowledge Transfer and Outreach

DeGroote hosts a dynamic series of public events that connect industry and academia to advance important business and social themes. Topics presented under the Knowledge @ DeGroote umbrella in 2015 included: Gender Diversity and Leadership; Linking How You Work to How You Lead; Generational Diversity; Global, Local, Personal: Delivering Your Networked Brand; and Leveraged ETFs: Pricing Efficiency, Tracking Errors and Trading Strategies.

Supporters

- First MarketPlace Group
- Burlington Economic Development Corporation
- Burlington Community Foundation
- The Directors College
- Cogeco

The Burlington Economic Development Corporation was pleased to join the Knowledge @ DeGroote series as a sponsor in 2015. The events bring together the greater Burlington business community and are a great platform for networking and professional development.”

- Frank McKeown, Executive Director, BEDC

On January 16, 2016, a year of planning culminated in the launch of the DeGroote Women's Professional Network at a standing-room-only event at Burlington's Ron Joyce Centre. The Network is committed to the advancement of women in business and society through continuing learning and professional development, networking opportunities, mentorship platforms, and philanthropic initiatives.



It's always so inspiring to see women in leadership positions who are so well spoken and articulate. I'm looking forward to see what events the Knowledge @ DeGroote series hosts next."

- Laura Bourne, Director, Human Resources,
Conservation Halton



Gino Scapillati, a 1981 BCom graduate, received the 2015 Wayne C. Fox Distinguished Alumni Award at DeGroote's annual Evening of Accolades in April. Scapillati is Vice-Chair at PwC Canada.





INNOVATION

Think big, explore new possibilities, be curious

COLLABORATION

Be collegial, act with integrity, embrace change

GENEROSITY

Give willingly, inspire others, go above and beyond

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