



DEGROOTE SCHOOL OF BUSINESS 2017

ANNUAL REPORT



DeGroot
SCHOOL OF BUSINESS
EDUCATION WITH PURPOSE



Leonard Waverman at the Innovation and the Future of Canada Summit

FROM THE DEAN

At the DeGroote School of Business, we're doing more, engaging more people, and reaching further than ever before. Wherever our students and alumni travel in the world, they're able to find others who believe in our mission of transforming business and society.

We're known as innovators and collaborators. A business education should provide insight into history, art, politics, and culture. It helps people apply talents that could range from software coding to healthcare innovation. Business permeates every facet of our society, which is why the DeGroote School of Business has such a strong interdisciplinary focus.

To best capture the School's milestones and achievements from the past year, our 2017 Annual Report has been structured around five priority areas – **Education with Purpose, Research, Teaching & Learning, Student Successes, and Knowledge Transfer & Outreach**. When considered in relation to our day-to-day efforts, these priority areas allow us to remain focused on DeGroote's Strategic Plan: 2015-2020, as well as the overall strategic vision of McMaster University.

Together, we're striving to create a brighter world. I invite you to not only reflect on our work to date, but to consider the ways you can engage DeGroote students, faculty, staff, and alumni in the near future.

Warm regards,



Leonard Waverman
Dean, DeGroote School of Business

EDUCATION

WITH

PURPOSE

As DeGroote grows, so does its reputation. The School continues to play a key role in advancing McMaster's annual global standing, and 2017 was no different. McMaster University is now ranked 66th in the world and third in Canada by the Academic Ranking of World Universities. This is up from 83rd in the world in 2016 and 96th in the world in 2015. The University also sits at 78th on the Times Higher Education's World University Rankings, up from 113th in 2016. The latter represents the biggest improvement of any institution in the global top 100.

"DeGroote trains and develops students to become future leaders, but the world is evolving at an unprecedented rate. This means we must prepare students for jobs that currently do not even exist. Going back to basics, our students must be equipped with key skills to survive and excel in changing times. We strive to cultivate and nurture an environment of critical thinking, problem solving, innovation, adaptability, and communication. DeGroote students at all levels are well prepared to tackle the challenges of tomorrow."

Sue McCracken, Associate Dean, Academic

"With changing times, DeGroote has proudly embraced its role as catalyst for innovation and a co-creator of knowledge. As we draw on our existing strengths of research excellence and transformational student experiences, we strive to extend our impact on businesses and society through unique partnerships across industry and educational disciplines. Our exceptional faculty is DeGroote's most significant asset, in terms of fostering collaboration with other disciplines. Together, we're driving new business developments at the intersection of academia and practice."

Anna Danielova, Associate Dean, Faculty Affairs & Accreditation

"Our researchers are recognized as world-class experts thanks to their ongoing funding successes, public recognition, and expanded international and domestic collaborations. But their work also speaks for itself. The quality of DeGroote's research activities has broad implications for industry, society, government, and other sectors. The School's PhD candidates are also actively contributing to our global research impact, whether in relation to their own thesis or through their participation in faculty-wide research. We're truly making a difference."

Khaled Hassanein, Associate Dean, Graduate Studies and Research

RESEARCH

Transforming business and society begins with great research. In 2017, DeGroote showcased the varied expertise of faculty members as part of McMaster's new Brighter World campaign. Beginning in September, a series of faculty research profiles were published online and promoted via social media. These profiles shine a light on DeGroote's eight distinct Faculty Areas, as well as McMaster's overall push to advance societal health and wellbeing. The School also officially launched the McMaster Digital Transformation Research Centre (MDTRC), augmenting other leading-edge research laboratories based at DeGroote, and researchers submitted nearly 30 proposals attracting more than \$1 million in external funds.

“More and more, technology is having a profound positive and negative impact on how we think, behave, and interact with each other on personal and professional levels. Understanding these impacts is increasingly important.”

Milena Head

Professor, Information Systems,
Wayne C. Fox Chair in Business Innovation



"I feel very fortunate to live in Canada, and to see the difference it makes in people's lives. I'm hoping the research we're doing can impact the community in Hamilton, in Canada, and even globally, as people learn better methods of integrating Syrian immigrants and giving them the resources they need."

Benson Honig

Professor, Human Resources and Management,
Teresa Cascioli Chair in Entrepreneurial Leadership



STUDYING BARRIERS TO RESETTLING SYRIAN IMMIGRANTS

Over the last six years, the conflict in Syria has resulted in what is internationally recognized as the largest refugee and displacement crisis of our time, with 5.1 million Syrians fleeing the country as refugees. Benson Honig's interest in helping Syrian immigrant families is also informing his research. "People are all being treated in the same manner by settlement agencies because they speak the same language. We need to realize the differences – some people are from rural areas, others from urban ones, for example – and offer support and services that fit people's specific needs."

Benson Honig, Professor, Human Resources and Management, Teresa Cascioli Chair in Entrepreneurial Leadership

EXPLORING THE FUTURE OF HUMAN-COMPUTER INTERACTION

Milena Head is fascinated by the potential negative impacts of technology, including identity theft, techno-stress, and cyber-bullying. Since 1993, she's been studying human-computer interaction. It's an area of research whose impact on our professional and personal lives continues to intensify. "At a societal level, technology has great potential to benefit through unprecedented communication, connection, and decision support. However, we need to be mindful of the potential 'dark side' effects of technology."

Milena Head, Professor, Information Systems, Wayne C. Fox Chair in Business Innovation

UNPACKING THE HUMAN TOLL OF CORPORATE BANKRUPTCY

What do Apple, General Motors, Marvel Entertainment, and fast food chain Sbarro have in common? At one point in their existence, all of these companies have gone bankrupt. They've all bounced back, but employees don't always. Enter Jiaping Qiu. "Annual employee earnings deteriorate by 10 per cent when a firm files for bankruptcy. Workers who are affected are likely to leave the firm, industry and even the local labour market. And it turns out those employee earnings remain below pre-bankruptcy earning for at least six years, which is surprising."

Jiaping Qiu, Professor, Finance and Business Economics, and CIBC Chair in Financial Markets

REMAINING FOCUSED IN THE DIGITAL AGE

Nick Bontis realizes productivity has a significant variance, made worse by new devices. Just as many people are openly collaborative and productive as those who get bogged-down with information overload – partaking in a pattern of procrastination and mindless activity. Think social media at its worst. “The amount of work we get done has become a challenge, because information bombardment and the smartphone play significant roles. Some of us risk our lives checking it while driving. That goes to show how critically important access to information is.”

Nick Bontis, Associate Professor and Area Chair, Strategic Management

THE UNION OF INNOVATION AND SUSTAINABILITY

The 1984 Bhopal gas tragedy was one of the defining moments that sparked Devashish Pujari’s interest in environmental issues, which later influenced his main area of research – the intersection of innovation and environmental sustainability in business. “It is now established that human activity is contributing to environmental degradation and climate change. As the intensity of storms, flooding, and fire increases tremendously, it becomes imperative that the intersection of innovation and environmental sustainability brings out solutions.”

Devashish Pujari, Associate Professor, Marketing

HOW PEOPLE ARE EMPLOYED IN A CHANGING ECONOMY

The old adage “change is the only constant” certainly applies to the workplace. Catherine Connelly has made a research career out of studying workplace changes and how employees react, which is increasingly important as we enter a new digital age. “There is a growing recognition that most people will have at least some experience with part-time work, temporary work, contracting, and telecommuting. And if you aren’t doing these things, you are still affected because your co-workers have these arrangements.”

Catherine Connelly, Associate Professor, Organizational Behaviour, Canada Research Chair (Tier 2)



"We're hoarders of information, and we make interesting selections about what we're willing to share with colleagues. When we write emails, how do we choose our words? What do we leave out? The reason for knowledge hiding is the old adage, 'knowledge is power.'"

Nick Bontis

Associate Professor and Area Chair,
Strategic Management

TEACHING & LEARNING

DeGroote is in the business of educating future leaders, and offering innovative programs continues to be a top priority. In September, McMaster welcomed the inaugural cohort of the Integrated Business and Humanities (IBH) program. One month later, the School witnessed the graduation of the first Executive MBA in Digital Transformation (EMBA) cohort. Four new faculty members, Aadil Merali Juma, François Neville, Yan Wang, and Yun Zhou, joined the School in 2017. In addition to teaching and mentoring students at all levels, DeGroote faculty have been actively supporting the School's research efforts and enhancing its reputation on the global stage.



MBA candidates during onboarding activities at the Ron Joyce Centre



DeGroot students in class at the Ron Joyce Centre

BY THE NUMBERS: STUDENT BODY

The cohort joining the MBA program in September 2017 saw significant growth in diversity. The number of international students grew from 43 (2016) to 58 (2017), and now represents 34.5 per cent of the total cohort. The School also witnessed a sharp increase in the number of women joining the MBA Co-op stream, up from 39 per cent (2016) to 47 per cent (2017).

BCOM

First-year enrolment: 919
IBH first-year enrolment: 50
BCom Internship Program participants: 183
Graduates: 554

MBA

First-year enrolment: 161
Full-time / Accelerated graduates: 69
Part-time graduates: 28
Co-op graduates: 100
Job secure rate: 96 per cent

PHD

First-year enrolment: 21
Second-year enrolment: 14
Third-year enrolment: 9
Fourth-year enrolment: 11
Registered at term 13 or above: 30

DEGROOTE PROGRAMS

BCom Program
MBA Program
PhD Program
Integrated Business and Humanities (IBH)
Executive MBA in Digital Transformation (EMBA)
Master of Finance (MFin)
Graduate Diploma in Professional Accountancy
Executive Education
The Directors College
Health Policy PhD
MSc in eHealth
MSc in Global Health
Master of Health Management

INTEGRATED BUSINESS AND HUMANITIES (IBH)

Launched in 2017, IBH was conceived to produce the country's next generation of business leaders. It was co-developed by the DeGroote School of Business and the Faculty of Humanities, and the inaugural cohort of 50 was selected based on academic standing, leadership qualities, extracurricular activities, volunteerism, and community engagement. The IBH unveil received extensive news coverage, including a feature in *The Atlantic* in September. "Students are very much participants in the learning process. They're highly engaged, as far as lectures go. We always have in-class debates, and they ask probing questions and initiate discussion. They don't need much encouragement to get involved, believe me. In my class, for example, the format is very interactive. That's a key component of the program."

Emad Mohammad, IBH Director, Associate Professor, Accounting and Financial Management Services

EXECUTIVE MBA IN DIGITAL TRANSFORMATION (EMBA)

The 20 graduating students from the inaugural EMBA cohort, who began their studies in 2016, are already well-positioned players in their fields. They possessed an average age of 42 and average work experience of 12 years. Nearly a quarter of the inaugural cohort was international, with students traveling to DeGroote from as far afield as Hong Kong, Finland, Germany, and India. "The DeGroote EMBA gave me a comprehensive set of tools, as well as opportunities to test those tools in practice in a truly international context. The people in my cohort are now part of my extended network. I am confident that whenever I need professional advice, I can turn to my fellow EMBA graduates from around the world."

Miikka Saarteinen, EMBA '17, Deputy Director, Information Resources and Development, Finland State Treasury

DEGROOTE MBA PROGRAM

A strong network of employer partners. A progressive curriculum. Easy access to major highways and public transit. A sleek and modern educational facility. These were just a few of the advantages working in the DeGroote School of Business' favour, when it came to attracting strong MBA candidates in 2017. "This is far from a one-dimensional MBA program, and it offers a real path to success. Less than a third of the MBA candidates we attract have an undergraduate degree in business, too. We admit students with backgrounds in engineering, science, health sciences, the humanities, and several other disciplines. They come here because they know DeGroote will help them achieve their career goals."

Willi Wiesner, Director, MBA Program, Associate Professor, Human Resources and Management



EMBA candidate Mike Hakoun at Google in Mountain View, California



McMaster students at the Health Leadership Academy (HLA)

HEALTH LEADERSHIP ACADEMY (HLA)

Jointly overseen by the faculties of Business and Health Sciences, the HLA continues to educate future leaders, actively support research, and host engaging events. The first Innovation by Design class opened in January, with a class of 29 students from across all faculties at McMaster. A second class with 26 students began later in the year. In May, 30 students attended the second-annual Emerging Health Leaders program. This residential two-week course equips students with the skills to change the health landscape in Canada. “What we try and do with our programs is build in a heavy action learning component. The courses we offer are very much learn-by-doing, in terms of how they’re structured. We want students to roll up their sleeves and gain practical knowledge through experience.”

Michael Hartmann, Co-Director, Health Leadership Academy

EXECUTIVE EDUCATION

DeGroote Executive Education continued to serve the professional development needs of many communities in 2017. The Digital Innovation and Leadership program was officially launched in the spring, and three new courses were developed in the Executive Management Program. In May, Executive Education partnered with McMaster’s Health Leadership Academy (HLA) on the Emerging Health Leaders program for a second consecutive year. “The Executive Education program remains committed to the sharing of knowledge between academics, practitioners, and those who lead and manage in their organizations. Our new Advisory Committee, composed of past participants and community partners, is an important symbol of that commitment, and we are excited by the energy and ideas they have already generated.”


Chris Anstead, Director, Executive Programs

STUDENT SUCCESSSES

Learning outside the classroom is an essential component of the DeGroote student experience. Students at all levels are encouraged to challenge themselves in an effort to build confidence and a strong resume. In 2017, DeGroote students found success in a number of on and off-campus pursuits, including student clubs, case competitions, volunteering, and service learning. They also found gainful employment with some of the world's top employers. In many cases, the School's desire to produce future leaders in health, technology, and business was on full display.



BCom students at the annual Student Leader Awards in the University Club

A woman with short blonde hair and glasses is speaking at a podium. She is wearing a dark blazer over a light-colored top and a gold necklace. A name tag is pinned to her blazer. A microphone is positioned in front of her. The background is a plain, light-colored wall.

“Here at DeGroote, our students are our strength – and these days our strength is growing. With more students and more initiatives and programs to support them, our team is focused on providing a better student experience every day. We are dedicated to delivering a memorable student experience and fostering a collaborative community, or what we like to call our DeGroote Family.”

Jennifer McCleary, Director, Student Experience

CANADIAN TIRE COMES ON BOARD FOR CANADA'S NEXT TOP AD EXEC

With a focus on increasing customer loyalty among millennials, the latest Canada's Next Top Ad Exec (CNTAE) competition features a partnership with Canadian Tire on a new type of loyalty initiative – the Crimson Affinity Program. With a simulated \$1.5 million budget, student participants have been asked to create a comprehensive launch strategy. Crimson will combine both Canadian Tire Money, now offered in a digital format, and Canadian Tire Options MasterCard points, in order to transform the company's traditional loyalty and credit card programs. "Canada's Next Top Ad Exec always looks to partner with organizations that have the best interests of students at heart. Partnering with clients who are passionate about experiential learning, developing real-world skills, and enhancing the value of learning outcomes for students is crucial."

Mandeep Malik, Assistant Professor, Marketing, Founder, Canada's Next Top Ad Exec

TECH GIANT DYSON LOOKS TO DEGROOTE STUDENTS

Rebecca Snary, while in her third and fourth years of the School's BCom program, benefited from a 12-month internship at Dyson Canada. A leading global technology company headquartered in Wiltshire, England, Dyson is world-renowned for its invention and innovation. In recent years, Dyson has made a habit of hiring students from DeGroote for their business insights, practical skills, and fresh thinking on various issues. "Working in Dyson's collaborative environment allowed me to gain insight into product launches, assist in brand management, analyze company share data, and refine my reporting and presentation skills. I was also able to make international connections, as the role involved heavy communication with UK and US contacts."

Rebecca Snary, B.Com. '17, Assistant Brand Manager, Dyson

HEALTHIM SOFTWARE RECEIVES \$500K FROM ONTARIO GOVERNMENT

McMaster eHealth student Daniel Pearson Hirdes, along with co-founder Daniel MacKenzie, created HealthIM to help bridge the gap between police, healthcare providers, and people in crisis. The software was designed to facilitate assessment, risk appraisal, and case management of individuals with serious mental disorders. In 2017, the team received a \$498,000 grant from the Health Technologies Fund by Ontario's Ministry of Health and Long-Term Care. "My motivation is twofold. It is extremely important for me as the CEO of HealthIM to learn the newest technologies in the healthcare system and to have the opportunity to implement advanced analytics because of the Health Technologies Fund."

Daniel Pearson Hirdes, Second-Year eHealth

BCOM CLUBS

The main student body representing BCom students is the DeGroot Commerce Society (DCS) – an independent student group that works closely with the Associate Dean, Academic, and Director, Student Experience. The DCS consists of an executive team of 10 students and oversees nine committees, including: Commerce Formal, Welcome Week (McMaster's Orientation Program), and DeGroot Impact. BCom student clubs include:

- DeGroot Accounting Association (DAA)
- DeGroot Finance Association (DFA)
- DeGroot Marketing Association (DMA)
- DeGroot HR Association (DHRA)
- DeGroot's Women in Business (DWIB)
- McMaster Investment Council (MACIC)
- DeGroot Operations Association (DOA)
- Association of Information Systems (AIS)

MBA CLUBS

Graduate student life at DeGroot is enhanced by a number of active clubs, which host more than 30 events per year. These popular events often focus on the sharing of information, boosting student knowledge, and aiding in career development. The DeGroot MBA Association (MBAA) consists of an executive of nine students and oversees the following clubs and student interest groups:

- MBA Finance Association (MBAFA)
- DeGroot MBA Marketing Association (DMMA)
- Health Services Management Association (HSMa)
- Women in Management Association (WMA)
- DeGroot MBAs for Impact (DMI)
- Entrepreneurs at DeGroot
- DeGroot Consulting Association (DCA)
- MBA Operations Management Club (MBAOM)



Geensuit student representatives during McMaster's Welcome Week



**BY THE NUMBERS:
DEGROOTE EXPERIENCE FUND**

BCOM

Support to students: \$38,304
Participants: 99
Events: 15
Case Competitions: 8
Conferences: 6

MBA

Support to students: \$35,401
Participants: 67
Events: 16
Case Competitions: 12
Conferences: 4
Other: 1

MFIN

Support to students: \$1,714
Participants: 4
Events: 1
Case Competitions: 1

DEGROOTE EXPERIENCE FUND (DEF)

Each year, the DeGroote Experience Fund (DEF) is used to help DeGroote students learn through experience. Thanks to the ongoing support of donors, including prominent DeGroote alumni, funding is available to students or student teams for national and international competitions, conferences, leadership workshops, and a wide variety of events at home and abroad. “As a student, I think broadening one’s scope of the world is important because it changes the way we learn and view things. I keep in touch with several friends I met at the Junior Achievement Americas conference in Brazil, and I hear stories about their lifestyles and what it’s like to live in their countries. Consequently, I find myself looking at the things I learn in class through different perspectives.”

Maduvmita Nagulesan, First-Year B.Com.

CAREER AND PROFESSIONAL DEVELOPMENT (CPD)

DeGroote’s Career and Professional Development (CPD) team is a dedicated group of professionals focused on providing excellent career development services to students and employer partners. CPD offers comprehensive career development services to BCom, MBA, MFin, and eHealth students. The aim is to help students gain valuable real-world experiences and prepare them to succeed in the workforce. To that end, employers are true partners in the School’s academic programs. CPD staff work hand-in-hand with employer partners to facilitate on-campus recruitment in a variety of industries, including: finance, government, healthcare, technology, and the not-for-profit sector. “We know how important it is for students to gain work experience and build their networks before entering the workforce. That’s what we’re here to facilitate. Professional development is a crucial aspect of a DeGroote education.”

Cynthia Bishop, Manager, Career and Professional Development

OUTREACH

The DeGroot network extends far beyond campus. In 2017, the School continued to expand its reach in Toronto and further afield, and liaise with key stakeholders from a number of industries and sectors. Alumni Affinity Networking Programs focused on providing opportunities for alumni and students to connect in industry-relevant contexts. Accounting and health-focused receptions were among the events that attracted a large number of alumni guests, and created valuable opportunities for students to interface with industry professionals. The depth and scope of Knowledge @ DeGroot and DeGroot Women's Professional Network events attracted a significant number of students, alumni, community members, senior business leaders, and donors such as Michael G. DeGroot, Wayne C. Fox, Paul Allison, and Teresa Cascioli. In addition, events were supported and attended by a number of provincial and federal ministers, as well as academic partners from across the country.

DeGroot Women's
PROFESSIONAL NETWORK

PRESENTED BY

RAYMOND JAMES



DeGroot Women's
PROFESSIONAL NETWORK

PRESENTED BY

RAYMOND JAMES

DeGroot
WOMEN'S PROFESSIONAL NETWORK



A photograph of three men in suits engaged in conversation at a formal event. The man in the center is balding with a light complexion, wearing a blue blazer over a light blue patterned shirt. He is looking towards the man on his left. The man on the left has white hair and is wearing a dark suit and a patterned tie. The man on the right is partially visible, wearing a dark suit. They are standing in front of a green patterned chair. The background is blurred, showing other people and lights.

BY THE NUMBERS: ENGAGEMENT

Events: 23

Alumni Affinity Networking

Programs: 7

Student and Donor events: 5

Knowledge @ DeGroote events: 5

DeGroote Women's Professional

Network events: 4

Summits: 2

Alumni speakers: 16

Faculty speakers: 6

Business community speakers: 5

CORPORATE PARTNERS

BEDC

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Deloitte

Foyston, Gordon, and Payne Inc.

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Raymond James

SAS

TechPlace

TMX

YourTV

Michael G. DeGroote, LL.D '92, recipient of the 2017 Wayne C. Fox Distinguished Alumni Award

EVENING OF ACCOLADES

In recognition of a remarkable life and career, Michael G. DeGroot was presented with the 2017 Wayne C. Fox Distinguished Alumni Award – one of the University's highest honours. The award was presented during the annual Evening of Accolades gala, which took place in September at the Fairmont Royal York. A number of senior McMaster leaders were on hand during the gala, including: President and Vice-Chancellor Patrick Deane, Chancellor Suzanne Labarge, and DeGroot Dean Leonard Waverman. "Over the last quarter century, Michael G. DeGroot and McMaster University have developed a partnership that is likely unsurpassed in the Canadian university sector. That partnership has elevated the DeGroot School of Business, the Faculty of Health Sciences, and our student experience to a degree that the University as a whole is now reaping the benefits."

Patrick Deane, President and Vice-Chancellor, McMaster University

DIGITAL LEADERSHIP SUMMIT

DeGroot, in partnership with SAS Canada, hosted the third-annual Digital Leadership Summit at Toronto's One King West Hotel & Residence. The September event attracted nearly 200 guests, who were able to listen to 19 industry and academic experts discuss the need to remain resilient through change, as well as having the foresight to make strategic decisions 10 years into the future and beyond. "There is no doubt that we are already experiencing significant changes on every front when we think about work and the future of work. It's also clear that these changes are going to exponentially accelerate in the next five years as we experience the increased use of technology – artificial intelligence, cognitive computing, and robotics."

Kathy Woods, Partner and National Lead, Deloitte Leadership

DEGROOTE INSIGHT LECTURES

In May, DeGroot welcomed renowned economist and academic Glenn Hubbard for the School's spring Insight Lecture, held at the Fairmont Royal York. The event was hosted in partnership with Columbia Business School, and supported by Adam Felesky, BA & B.Eng. '99. Five months later, famed economist, McMaster alumnus, and Nobel Laureate Myron Scholes delivered the fall Insight Lecture, once again at the Fairmont. Scholes, who graduated from the Faculty of Social Sciences in 1962, was co-recipient of the 1997 Nobel Memorial Prize in Economic Sciences. "I think there's a great connection between data and technology. Technology allows one to do things faster and more individualized. It allows people to do things more flexibly, and that's what business is. Investment management is the same."

Myron Scholes, Frank E. Buck Professor of Finance, Emeritus, Stanford University Graduate School of Business

INNOVATION AND THE FUTURE OF CANADA SUMMIT

As Canada's 150th anniversary year drew to a close, there was no time like the present to debate the country's future. DeGroot returned to the Fairmont in November to co-host the Innovation and the Future of Canada Summit, in partnership with seven other business schools from coast to coast. The event welcomed senior executives, entrepreneurs, scientists, politicians, engineers, and academics to Toronto for a full day of knowledge-sharing and networking.

The Summit, which attracted nearly 200 delegates, focused on topics such as the major technological trends changing our world, supporting and funding scientific excellence, balancing inclusive growth and sustainability, China's strategy for innovation leadership, and cultivating the next generation of innovators. Delegates reunited at the end of the Summit to discuss how to best support innovation, entrepreneurship, and inclusive growth across Canada and beyond in the years ahead.

Government participants included the likes of David McGovern, Associate Deputy Minister, Ministry of Innovation, Science and Economic Development Canada; Lisa Setlakwe, Assistant Deputy Minister of the Strategy and Innovation Policy Sector (SIPS); and John Marshall, Ontario's Assistant Deputy Minister, Commercialization and Scale-Ups. Navdeep Bains, Minister of Innovation, Science, and Economic Development, Member of Parliament, Mississauga—Malton, delivered a video introduction.

DeGroot partnered with the business faculties at Dalhousie University, Université Laval, University of Ottawa, University of Alberta, University of Calgary, Simon Fraser University, and HEC Montréal on the Innovation Summit, with sponsorship from Bennett Jones, Foyston, Gordon, and Payne Inc., Portag3 Ventures, TMX, and Deloitte.

"I often talk about how Canada's success must be built on innovation if we want to maintain our quality of life. Why innovation? Why now? Because Canada is competing in a global innovation race. We're competing for the best ideas, the best people, and the best technologies."

Navdeep Bains, Minister of Innovation, Science, and Economic Development, Member of Parliament, Mississauga—Malton



**BY THE NUMBERS:
DIGITAL**

Unique pageviews: More than 2.1 million on DeGroot websites

Twitter: More than 500,000 impressions and 5,600 engagements (over two accounts)

Facebook: More than 4.6 million impressions and 13,600 engagements

LinkedIn: More than 145,000 impressions and 1,600 engagements

**BY THE NUMBERS:
COMMUNICATIONS**

Media mentions: 1,378

Local: 4.1 per cent

National and international: 95.9 per cent

Outlets: CBC News, The Globe and Mail, National Post, The Atlantic, MSN.ca, Yahoo News, Canadian Business, Maclean's, New York Post, The Toronto Star, Epoch Times, Edmonton Journal, The Hamilton Spectator, India Business Standard, Perspectives Magazine, Biz Magazine, CHCH, 570News, Ming Pao Canada, Benefits Canada, Ottawa Business Journal, MetroMBA, Hamilton Community News

COMMUNITY AND ALUMNI SUPPORT

Transforming business and society is a big undertaking, and one that requires considerable support. To that end, DeGroote alumni and friends continue to bolster the School and McMaster University. The entire DeGroote community is grateful for the opportunity to work with passionate and inspired donors, and to see their philanthropic goals achieved through meaningful engagement.

Support from alumni and friends transcends the walls of the DeGroote School of Business. The impact of their generosity can be seen both inside and outside the classroom, as well as in students from all faculties who are able to benefit from scholarships, bursaries, campus resources, and experiential learning opportunities. For gifts under \$25,000, 623 DeGroote alumni and friends generously supported students at McMaster in 2017, of which:

- 36 per cent supported Student Financial Aid (Bursaries & Scholarships)
- 39 per cent supported Capital Projects and Operational Initiatives
- 18 per cent supported Academic Program and Student Experiential Learning
- 7 per cent supported other areas: Athletics, Libraries, Research



Adam Felesky, BA & B.Eng. '99, President, Portag3 Ventures, at the Adam Felesky MBA Scholarship presentation

EMPLOYER PARTNERS

DeGroote is proud to work with leading Canadian and international employers. Thank you to the following employer partners for providing valuable co-op and internship opportunities to DeGroote students in 2017:

3M Canada
AbCelex Technologies Inc.
Aecon
Agnew Peckham Health Care Planning Consultants
AIC Global Holdings Inc.
AIMA
Alectra
Apotex
ArcelorMittal
Ascensia Diabetes Care
ASL Distribution Services
Association of Family Health Teams of Ontario
AXON Clinical Trails
Bank of America Merrill Lynch
Bard Canada
Bayer
Baylis Medical
BDO Canada LLP
Belden Wire and Cable
Bell Canada
BlackBerry
BMO Financial Group
BMW
BNP Paribas
Bombardier
Brownlow Partners
CACEIS
Canada Revenue Agency
Canadian Hospital Specialties Ltd.
Canadian Tire
Cancer Care Ontario

Celestica
Central West Community Care Access Centre
Centre for Addiction and Mental Health
Centre for eHealth Excellence
CGOV Asset Management
CIBC
Cintas Corporation
City of Hamilton
ClickInsight
CloudDX
Collective Arts Brewing
Cresa Toronto Inc.
Crossey Engineering
Davis Martindale CPA
Deloitte
DF/Net Software ULC
Dyson Canada
Eaton
eHealth Innovation
eHealth Ontario
Element Fleet Management
EllisDon
Enhanced Medical Nutrition
ESIT Advanced Solutions Inc
EY
FACIT Fight Against Cancer Innovation Trust
FedEx Express Canada
Ford Motor Company of Canada Ltd.
Foresters Financial
Fujifilm Canada Inc.
GE Canada

General Motors Canada
Genworth Financial Canada
Government of Ontario
Grand River Hospital
Gravitas Financial Inc.
Gravitas Securities Inc.
Halton Healthcare
Hamilton Health Sciences
Hamilton Port Authority
Hamilton-Wentworth Catholic District School Board
Health Quality Ontario
Hewlett Packard Enterprises
Hitachi
HITS eHealth Office
HUB International
Humber River Hospital
Hydro One
iA Financial Group
IBM
Inkblot Technologies
Intercept Pharma Canada Inc.
IQVIA
Jaguar Land Rover Canada
Johnson & Johnson Inc.
Joseph Brant Hospital
KPMG
Labatt Brewing Company Ltd.
LBC Capital
LEVEL5 Strategy Group
LifeLabs
Continued on next page



WORLD

HEAD SCHOOL

ABROAD

FIRST YEAR

FILL UP
HERE

<p>"Do I have enough money to even think about investing?"</p>	<p>"What is credit history, why do I need it, and how do I get it?"</p>	<p>"I want to go travelling after graduation. Can I swing it with the money I have saved?"</p>
<p>"How much does owning a car actually cost?"</p>	<p>BRING US YOUR QUESTIONS</p> <p>WE'LL GET YOU TO AN ANSWER</p>	<p>"What's the best way to tackle my student debt?"</p>
<p>"Should I be opening a TFSA or an RRRSP? What's the difference?"</p>	<p>"What's the difference between good debt and bad debt? Which one do I have?"</p>	<p>"How do I deal with unanticipated expenses?"</p>

Jeff Ollinger, Senior Manager, Personal and Commercial Banking, RBC (far left) meeting prospective candidates at a RBC information session.

LoyaltyOne
Mackenzie Health
Magna International Inc.
Manulife Financial
Mastronardi Produce
McMaster University
McMaster University - Department of Family Medicine
McMaster University - Health Information Research Unit
McMaster University - Medical Imaging Informatics Research
Centre
Medisystem Pharmacy
Meducom Health Inc.
Metro
Mevotech
Michael Garron Hospital
Microsoft
Ministry of Economic Development and Growth
Ministry of Finance
Ministry of Health and Long-Term Care
MNP LLP
Mohawk mHealth & eHealth Development and Innovation
Centre
Mount Sinai Services
Munich Reinsurance Company
NCR Corporation
Nestlé Canada
New Balance
Niagara Health System
Niagara Public Health
Nissan Canada
NTG Clarity Networks

Office of the Superintendent of Financial Institutions
Ontario Pension Board
Ontario Renal Network
Ontario Teachers' Pension Plan
Orillia Soldiers' Memorial Hospital
Parker Hannifin Canada
PepsiCo Canada
PetSmart Inc.
Pfizer Canada Inc.
Plexxus
Polar Asset Management Partners
Portland Investment Counsel
Prophix Software Inc.
Pulse Info Frame
PwC
RBC Royal Bank
Region of Peel
Ricoh Canada
Rogers Communications
Samuel and Sons
Sanofi Genzyme
Sanofi Pasteur
SC Johnson
Scotiabank
Shared Services West
Shire
Spark44
St. Joseph's Health Centre Toronto
St. Joseph's Healthcare Hamilton
St. Michael's Hospital
Stackpole International

State Street Canada Inc.
Stillwater Capital
Sunset Grown
TD Bank Group
TELUS
Teva Canada
Thales Group
The Great-West Life Assurance Company
The Hershey Company
The Hospital for Sick Children
The Poirier Group
The StressCrete Group
TJX Canada
Toronto Central Local Health Integration Network (LHIN)
Toronto Hydro
Tracery Ophthalmics Inc.
Trillium Health Partners
Turkstra Lumber Company Ltd.
Vancouver Coastal Health
Venture Steel
Vidyard
Virtualward
Volkswagen Group Canada
Volvo
Wells Fargo
Whirlpool Canada
William Osler Health System
Williams & Partners
Wolseley Canada
Xerox Canada

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