



Western

DAN Management and
Organizational Studies



An “Evidence-Based Management” Perspective On Business Education

The DAN Program has adapted an Evidence-Based Management (EBM) perspective throughout its curriculum. This is the first and only explicit adaptation of EBM for management or business education in Canada. EBM advocates that managerial decisions and organizational practices should be informed by the combination of best available management research, facts specific to the situation, practitioner experience and judgment, and ethics and values. The key contribution of EBM to management and business education is that when research evidence on a given issue is available, it should be considered. EBM brings a critical focus to our program and graduates from DAN Management and Organizational Studies will be prepared to make meaningful contributions to management decisions and practices in the profit, non-profit, and public service organizations they join.



Western

DAN Management and
Organizational Studies



Director's Welcome

Welcome to DAN Management and Organizational Studies at Western University. Our program offers the most flexible approach to management and business education in Canada. It provides a unique opportunity to combine a strong foundation in one of five core areas of business education with a broader educational perspective from the Social Sciences and other disciplines. This interdisciplinary approach to management and business education offers five major areas or streams of study (Accounting, Commercial Aviation Management, Consumer Behavior, Finance, and Human Resource Management) with three degree options: Honors Specialization, Honors Double Major (combining a DAN major with any other discipline at Western), or a General Specialization. The Bachelor of Management and Organizational Studies (BMOS) degree provides our students with core business skills and the flexibility to pursue broader educational interests, which we believe prepares our students for a rapidly changing global business environment. For more detailed information about our program, please visit our website at dan.uwo.ca



M. Rothstein

Mitch Rothstein, Chair
DAN Management and Organizational Studies



Program Information

DAN Management offers three degree options – Honors Specialization, Specialization, or Honors Double Major – in one of five areas: Accounting, Commercial Aviation Management, Consumer Behavior, Finance and Human Resource Management.

Detailed information regarding these programs can be found on the DAN website, including admission, progression, and graduation requirements as well as full checklists outlining the specific course requirements for each module.

DAN Management provides students with a four-year Bachelor of Management and Organizational Studies (BMOS) degree combining management and social science courses using an evidence-based management approach and drawing on social science methodologies. Evidence-based management stresses the study of managerial decisions and organizational practices informed by the combination of best available management research, facts specific to the situation, practitioner experience and judgment, and ethics and values.

Learn more at dan.uwo.ca

Employment

Ideal preparation for employment in:

- Management
- Human Resources
- Labour Relations
- Financial Services Industry
- Accounting
- Commercial Aviation Industry
- Consumer Behavior
- Financial Functions of any Organization
- Advertising

Provides a solid foundation for Professional Designations such as:

- CPA (formerly CA, CMA and CGA)
- CFA
- CHRP

A stepping stone to:

- MBA Programs
- Law School
- Other Professional Schools

Students may choose between 3 BMOS Degree options:

BMOS Four-Year Honors Degree

1) Honors Specialization In:

- Accounting
- Commercial Aviation Management
- Consumer Behavior
- Finance
- Human Resource Management

OR

2) Honors Double Major In:

- Accounting
- Commercial Aviation Management
- Consumer Behavior
- Finance
- Human Resource Management

(Must include one of these modules in combination with another Major module in a discipline other than Management and Organizational Studies)

BMOS Four-Year Specialization Degree

3) Specialization In:

- Accounting
- Commercial Aviation Management
- Consumer Behavior
- Finance
- Human Resource Management

(Can be combined with a Major or a Minor in another discipline)

Distinguished Faculty

Mark Cleveland, PhD

Mark Cleveland holds PhD, MSc, and BComm degrees from the John Molson School of Business, Concordia University (Montréal). Mark joined DAN Management and Organizational Studies in 2005, where he teaches numerous courses in marketing and consumer behavior. In 2010, he was appointed Dancap Private Equity Professor in Consumer Behavior, and in 2011, granted tenure and promotion to associate professor. Previously, he taught at Concordia University, Université de Montréal, and Kedge Business School (Marseille, France), and was a guest professor at WU Vienna University of Economics and Business. Mark is an associate editor for the International Marketing Review. His research has been published in numerous academic articles and books, and presented at many international conferences. Mark's research topics include globalization and culture, ethnic identity, cosmopolitanism, materialism, advertising, branding, shopping and gift-giving behavior, services, green marketing, and decision-making, among others. He has received numerous awards for his academic achievements.

Maria Ferraro, MBA, CGA

Maria holds a HB Com and a MBA from Laurentian University. She is also a Certified General Accountant. Prior to joining DAN Management and Organizational Studies, Maria held a number of positions in different industries in the private sector including manufacturing and hospitality. She was also involved in company policy development, acquisitions and divestitures, and consolidations and external reporting for an international publically traded organization.

Maria has been on the Teacher Honor Roll at Western numerous times, co-authored a managerial accounting textbook and was awarded the CGA Professorship in Accounting. Maria teaches courses in accounting, finance and fraud examination.

Shahbaz Sheikh, PhD

Shahbaz Sheikh received his PhD in International Economics and Finance from the International Business School, Brandeis University, USA. He also holds a MSc and a MPhil in Economics and a Diploma in Banking. Prior to joining DAN Management and Organizational Studies in 2005, Shahbaz was an adjunct professor in the Department of Economics at the International Business School, Brandeis University. At Western, Shahbaz was granted tenure and promoted to the position of associate professor in 2011. He currently teaches the Corporate Finance and Derivatives courses in the Finance stream. His research is in the area of corporate finance with a particular focus on executive compensation, CEO turnover, firm innovation and corporate governance. He has published numerous articles in scholarly finance journals like the Journal of Corporate Finance, Financial Review and Journal of Economics and Business. Shahbaz has also received various awards in recognition of his teaching and research excellence.

Suzanne Kearns, PhD

Suzanne Kearns holds a PhD in Education, specializing in Instructional Design for Online Learning. She also holds Master's and BSc degrees in Human Factors and Systems Engineering and Aeronautical Science from Embry-Riddle Aeronautical University. Suzanne has been a faculty member in DAN Management and Organizational Studies since 2004. Before joining the DAN Program, she earned commercial airplane and helicopter pilot licenses. Her research explores methods of improving aviation safety skills in pilots through electronic and mobile learning. She has several scholarly articles in international aviation journals and has strong connections within the aviation industry. Suzanne teaches within the Commercial Aviation Management stream.



Mark Cleveland

Maria Ferraro

Shahbaz Sheikh

Suzanne Kearns



Areas of Specialization

The Accounting modules offer all 51 credit hours required by the Institute of Chartered Accountants of Ontario (CA designation). All courses are fully accredited by the Certified General Accountants of Ontario (CGA designation) and the Certified Management Accountants of Ontario (CMA designation). All courses will be accredited by the new CPA designation as it comes on stream.

Commercial Aviation Management (CAM) provides students the opportunity to earn a Transport Canada approved Integrated Commercial Pilot's License while attaining a BMOS Degree. Students in CAM pursue courses in human factors in aviation, aviation law, airport planning and management. This specialization may be taken with or without the flight option.

Consumer Behavior is for students interested in understanding the multiplicity of factors that determine what the consumer buys, when and where they buy, and more importantly, why they buy. These factors include information use and decision making, personality and lifestyle, perception, learning, self-concept, attitudes and values, demographics, and society and culture. This knowledge is combined with the various techniques employed to attract and serve customers, thus forming the basis for strategic marketing decisions.

Finance provides students with the qualitative and quantitative skills for understanding how financial decisions are made in private and public sector organizations. Students are provided with a thorough understanding of the workings of the economy, financial markets, and financial products and instruments. Students learn valuable core skills necessary to assist businesses in their financial decisions, and prepares them for successful careers in financial sector firms and the finance function of any organization.

Human Resource Management (HRM) is for students interested in learning how organizations manage their human resources to achieve organizational goals and key results. Human resources are an organization's competitive advantage and managing these resources effectively is critical to success. Students pursue courses in the major responsibilities of the HRM function in an organization (e.g., Recruitment and Selection, Training and Development, Health and Safety, Compensation and Benefits, etc.) as well as courses in best practices for the effective management of employees. All courses required for the professional HR designation (CHRP) are available in the DAN Program.



"As a DAN student, my internship at Celestica is helping me narrow down my career goals. I have been able to relate and understand what I am learning in classes with hands-on experiences on the job. Overall, it has been a great experience and will lead me in the right direction when I begin my job search."

Steve Simone
Celestica Internship



Internships

DAN Management and Organizational Studies offers an Industry Internship Program (IIP) for those students interested in gaining career-related experience in industry. In this program, students spend eight to 16 months working in industry between their third and fourth year of their Bachelor of Management and Organizational Studies (BMOS) degree.

Any DAN student who is completing third year, has at least a 70% average in second year, and is permitted to work in Canada, may enrol in the program.

Companies recruit students in the Industry Internship Program by posting job opportunities through Career Central at Western during the November to July period. These jobs are reserved only for students enrolled in the IIP. Each company selects and interviews its candidates on campus and then makes job offers to the students through the Student Success Centre in mid-February. These positions must involve degree-related work experience.

Many employers find our IIP superior to traditional co-op programs as IIP gives employers a longer time to assess the students, and the students are able to work on advanced projects from beginning to end. The IIP provides students with valuable work experience and important industry contacts. It is a win-win situation for students and employers alike.

Recent Employers

- IBM
- GM
- Celestica
- Petro-Canada
- BlackBerry
- CAA
- Munich Re
- Siemens Canada
- OEI Inc.
- Canadian Tire
- Canada Revenue Agency
- Libro Financial Group
- Hydro One Corporation
- Ontario Power Generation Corporation
- Formet Industries

Types of Positions

- Purchasing and Buyer Support
- Planning and Control Analyst
- Sales Specialist
- Financial Analyst
- Marketing and Customer Service Coordinator
- Accountant
- Human Resource Coordinator

“The DAN Program helped me develop skills in all functions of business and provided me with the tools to make decisions with confidence. As part of my placement at BlackBerry, I have gained practical, professional experience, which will allow me to distinguish myself from other graduates. I will also have the opportunity to increase my global knowledge by participating in the exchange program in Hong Kong after I complete my internship.”

Kelly Kross
Junior Financial Analyst
BlackBerry



A Word from Aubrey Dan

"My Western degree in Management and Organizational Studies provided a critical foundation for success as an entrepreneur. The program's unique focus on Evidence-Based Management gives graduates both the intellect and confidence to make significant contributions to corporations around the world."



Alumni Profiles



"The DAN Program prepared me well for the world of accounting and finance with its outstanding faculty and curriculum. The proximity of the buildings facilitated participation in school events and social activities and ensured that there was never a dull moment outside of classes."

Heidi Tsang
Senior Staff Accountant
Deloitte & Touche LLP



"The DAN Program helped me establish a strong foundation before heading into the field of law in New York City. It exposed me to a variety of important courses that equipped me with a strong background and work ethic to pursue a graduate degree in Law. The pleasant atmosphere, beautiful campus, and approachable teaching staff made for an extremely enjoyable four years. I recommend the DAN Program without hesitation."

Armen Khajetoorian
Legal Associate
Borah, Goldstein, Altschuler, Nahins & Goidel, P.C.



Western
DAN Management and
Organizational Studies

Social Science Centre, Room 4330

t: 519.661.2051

f: 519.850.2386

dan@uwo.ca

dan.uwo.ca

