An Evidence-Based Management Perspective On Business Education

The DAN Program has adapted an Evidence-Based Management (EBM) perspective throughout its curriculum. EBM advocates that managerial decisions and organizational practices should be informed by the combination of the 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.
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 six 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 six major areas or streams of study (Accounting, Commercial Aviation Management, Consumer Behavior, Finance, Human Resource Management and Public Administration) 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

Mitch Rothstein, Chair
DAN Management and Organizational Studies
DAN Management offers three degree options – Honors Specialization, Specialization, or Honors Double Major – in one of six areas: Accounting, Commercial Aviation Management, Consumer Behavior, Finance, Human Resource Management and Public Administration.

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 the best available management research, facts specific to the situation, practitioner experience and judgment, and ethics and values.

Learn more at dan.uwo.ca

### Students may choose between three BMOS degree options:

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<tr>
<th>BMOS Four-Year Honors Degree</th>
<th>BMOS Four-Year Specialization Degree</th>
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<tbody>
<tr>
<td>1) Honors Specialization In:</td>
<td>2) Honors Double Major In:</td>
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<tr>
<td>• Accounting</td>
<td>• Accounting</td>
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<tr>
<td>• Commercial Aviation</td>
<td>• Commercial Aviation</td>
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<tr>
<td>Management</td>
<td>Management</td>
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<td>• Consumer Behavior</td>
<td>• Consumer Behavior</td>
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<td>• Finance</td>
<td>• Finance</td>
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<tr>
<td>• Human Resource Management</td>
<td>• Human Resource Management</td>
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<tr>
<td>• Public Administration</td>
<td>(Must include one of these modules in combination with another Major module in a discipline other than Management and Organizational Studies)</td>
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OR

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<th>3) Specialization In:</th>
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<tbody>
<tr>
<td>• Accounting</td>
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<tr>
<td>• Commercial Aviation Management</td>
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<td>• Public Administration</td>
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(Can be combined with a Major or a Minor in another discipline)

### 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
- CFA
- CHRP

**A stepping stone to:**
- MBA Programs
- Law School
- Other Professional Schools
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.

**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.

**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 publicly 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.

**Ann Bigelow, CPA, CA**

Ann Bigelow is a CPA, CA with more than 30 years of experience as an accountant and 15 years of experience as an accounting instructor. Ann also has a Master’s in Public Administration (MPA) from Western. She has worked in public accounting and in various levels of government and the non-profit sector prior to coming to Western as a full-time instructor. Ann has been a faculty member in DAN Management and Organizational Studies since 2000. She has been on the Teaching Honor Roll at Western many times and was the recipient of the Edward G. Pleva Award for Excellence in Teaching in 2016. Ann believes that to be able to succeed as an accountant after graduation, students must practice accounting in a safe and fun classroom environment. She focuses on using active learning methods in her Taxation and Accounting classes ensuring that students spend their time working in class, rather than sitting back and listening to a lecture.

Dan.uwo.ca
Areas of Specialization

The Accounting program offers all courses required for students to enter the Chartered Professional Accountants – Professional Education Program. Students will take courses in Canadian Accounting, Audit and Taxation to prepare for employment in the Accounting field.

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.

Public Administration, introduced in 2014, pairs DAN Management courses with Political Science to create a program to ready students for careers in a number of areas such as health care, employment, public works, economic development and public relations. It is available in both Specialization and Honors Specialization.

“The DAN Management Internship Program was a fantastic opportunity to apply the theory I learned in the classrooms at Western to real-world situations. Participating in a 12-month Human Resource internship at 3M Canada allowed me to broaden my understanding of the industry by developing both hard and soft skills. The DAN Management Internship Program was the highlight of my undergraduate degree and launched me into my first industry-related job. I highly recommend the program for anyone who is looking to gain practical experience as well as a competitive edge in the working world.”

Anuja Sinha
3M Canada
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
- 3M Canada
- Blackberry
- BROSE
- CAA
- CRA
- Celestica
- CIBC
- Formet Industries
- Hydro One
- IBM
- Labatt
- Munich Re
- OES
- Sanofi
- Siemens Canada
- Toronto Hydro
- TransForm
- Shared Service Organization

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 Management Internship Program provides you with a truly unique experience which separates you from the rest of the crowd. Partnered organizations provide you with an opportunity to develop new skills and groom your area of expertise while also giving you support, or autonomy, to be well equipped for full-time employment.

During my 16-month internship at Magna International (Formet Industries) I was fortunate to experience various aspects of the manufacturing industry. As a member of the Business Development team I had the opportunity to travel, pitch/proposal new ideas to executives and lead inter-departmental teams to implement new programs and projects.”

Pashv Shah
Formet Industries
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.