

NEW BRUNSWICK TEACHERS GET HARVARD EDUCATION

Saint John, April 20th/09. On May 1st, entrepreneurship teachers in New Brunswick will get a taste of a Harvard Business School education. In a first of its kind event, entrepreneurs, teachers, and MBA professors will come together at the University of Moncton campus for what promises to be a transformational learning experience.

In the fall of 2007, Francis McGuire donated his chairmanship salary from NB Power to the Wallace McCain Institute at UNB. The donation was targeted to fund the creation of business cases on NB companies by MBA students across the province. These cases cover icons such as Moosehead, Ganong Brothers, and Major Drilling.



Pictured from left: John McLaughlin, President of UNB, Francis McGuire, President and CEO of Major Drilling, Yvon Fontaine, President, University of Moncton.

Case Day intends to bring together a cross-section of delegates from professors and teachers to entrepreneurs and local business icons to generate ideas on how these cases can be used in classrooms. To add to the richness of this collaboration, the Institute referred to the pioneer in case based learning, the Harvard School of Business. Dr. Robert D. Austin, a Harvard professor whose research focuses on management of innovative and knowledge intensive activities, will be its key facilitator. “Everyone will walk away from the event having learned something”, said Dr. Mathis, executive director of the G. Wallace F. McCain Institute for Business Leadership at UNB.

Dr. Austin, author of *Adventures of an IT Leader* (<http://www.amazon.com/Adventures-Leader-Robert-D-Austin/dp/142214660X>) says, “I am thrilled to have NB entrepreneurship teachers participate in this type of high quality collaboration. The case method can add tremendous value to classroom teaching and when facilitated through local business success stories, students will recognize that great opportunity exists in New Brunswick.”

About the HBS case method

From its inception a century ago, the School established two important pedagogical principles. First, it would use cases as teaching vehicles and not rely on lectures and readings. Second, it would engage the students in the learning process by getting them to teach themselves and each other. Today, although we also make use of lectures, simulations, fieldwork, and other forms of teaching as appropriate, more than 80 percent of HBS classes are built on the case method.

About The G. Wallace F. McCain Institute for Business Leadership

The focus of the G. Wallace F. McCain Institute at the University of New Brunswick is to support the next generation of senior business leaders in the province to meet the complex challenges facing New Brunswick. The program is a catalyst for shifting the business culture of the province and advancing the values of entrepreneurship and innovation. The development and deepening of relationships and networks is fundamental to how the Institute delivers on its mandate.



For more information, see www.wallacemccaininstitute.com or contact Nancy Mathis, Executive Director, at nancy.mathis@wallacemccaininstitute.com.