

Expand Saint John's Business culture

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UNB Saint John's business programs, and its 12-month MBA in particular, are rated among the top 10 best in Canada. It's a record of accomplishment that the new Dean of Business, Fazley Siddiq, intends to build upon.

The new dean says he was drawn to Saint John by its potential. He wants to expand business undergraduate education by partnering with community colleges; expand the recruitment of international students, such as American college graduates; and increase the importance of the business department to the community by acting as an incubator of business culture and a sounding board for small-business start-ups.

This is a positive, promising vision – and in our opinion, just what this city needs in its quest to create a culture of entrepreneurialism and accomplishment.

The business community of Greater Saint played a key role in lobbying for the creation of a satellite university campus here, knowing that access to post-secondary education would shape the city's industrial and commercial development. Today, with all communities in the region having committed to a common growth strategy and local boards of trade considering a merger into a single chamber of commerce, development of the campus' business department is critically important.

Enterprise Saint John, the Saint John Board of Trade and other local business associations should be asking what they can do to facilitate growth in business education, and what spin-offs expanded university programs could generate.

There is a world of commercial opportunity out there, and it will be open to our graduates, if we equip them with the right skills and experience.