

# All About Co-operative / Business Management Education



CO-OPERATIVE  
MANAGEMENT  
EDUCATION

# Agenda

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- Co-operative Business/Management Education
- Framing the need for these programs
- Relevance and Impact
- CoopZone
- Saint Mary's programs
- New Flash Updates
- Questions/discussion

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## Other's to talk to:

- Larry Haiven, Academic Director
- Tom Webb, Co-Founder of Education Programs
- Sonja Novkovic, Associate Academic Director



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# Study: Relevance and Impact of Co-operative Business Education

*Boosting performance by learning  
about the co-operative model*

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UNIVERSITÉ DE  
SHERBROOKE



IRECUS

Institut de recherche et d'éducation  
pour les coopératives et les mutuelles  
de l'Université de Sherbrooke

# Study

## *Relevance and Impact of Co-operative Business Education*

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- Business programs (professional development and university/college) with co-operative model at the core
- Research
  - 311 graduates from 15 programs in 10 countries
  - 62 sector partners from 11 countries
  - 7 focus groups and 11 interviews
  - A case study on The Co-operators (Canada)

# Most of the Programs Engaged

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- Saint Mary's University, Canada
- IRECUS, Universite de Sherbrooke, Canada
- University of Saskatchewan, Canada
- York University, Canada
- Cipriani College of Labour and Co-operative Studies, Trinidad and Tobago
- The Co-op College, UK
- University of Winnipeg, Canada
- Euricse, Italy
- Sheffield Hallam University, UK
- University of Bologna, Italy
- University of Mondragon, Spain
- University of Helsinki, Finland
- University of Gloucestershire, UK
- Pontifica Universidad Catolica do Parana, Brazil
- Université de Bretagne Occidentale
- University of Havana, Cuba
- Universidad Autonoma de Queretaro, Mexico
- University of Sydney, Australia
- Ciescoop, Universidad de Santiago, Chile
- Universidad Tecnologica Equinoccial, Ecuador
- Ambo University, Ethiopia

# Principle #5: Education, Training, and Information

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A fundamental element of the international Co-operative Identity, Values, and Principles statement.

*Principle #5 - Education, Training and Information: co-operatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their co-operatives. They inform the general public - particularly young people and opinion leaders - about the nature and benefits of co-operation.*

***Are we living up to these expectations?***

# Principle #5: Education, Training, and Information

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**Fact:** Co-operatives would benefit from more people understanding and embracing the co-operative model – both within and outside the co-operative sector.

**Co-operatives** need to maintain and strengthen their unique identity while building successful co-operative enterprises.

***Business education geared to the co-operative business model is part of the answer.***

# Do existing programs address these challenges?

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*Co-op education must be integrated into the education continuum*

## Co-operative Business Education Context.....

- Co-operatives are a business model, and are virtually absent from business school programs
- Many other business models are taught, rarely co-operatives
  - e.g. Introductory Business course textbooks
- Limited research on co-operatives
- Universities, associations, federations, and others are showing leadership in this area
- There is interest in more programs and courses



# Co-operative Business Education Consortium – building momentum

**We need to collaborate, coordinate, and build awareness globally:**

- **On-line graduate programs:** Saint Mary's University (Canada)
- **Part-time in-person programs:** University of Havana (Cuba)
- **Full-time in-person programs:** Université de Sherbrooke (Canada), University of Cork (Ireland)
- **Professional Development Programs:** Co-op College (UK), York University (Canada), University of Lucerne (Switzerland)

**Programs along a spectrum: undergraduate, graduate, post-graduate, and ongoing professional development.**

## On-line Training Program by CoopZone Developers' Network Co-operative

Contact: [training@coopzone.coop](mailto:training@coopzone.coop)

Multi-level on-line training program on co-operative development beginning each fall.

Three levels:

- **Introductory Course** - understanding the types and roles of co-ops and the basic co-op development process but who will not be active developers
- **Foundations Program** - for individuals who are in the position of advising groups interested in exploring the creation of a co-operative enterprise.
- **Advanced Program** - for people who seek to provide full development services to co-operatives.

# Co-operative Management Education

*Master of Management, Co-operatives and Credit Unions*

*Graduate Diploma in Co-operative Management*

*Bilingual Certificate in Co-operative Management (French/English)*



offered by



One University. One World. Yours.



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[www.ManagementStudies.coop](http://www.ManagementStudies.coop)

# Co-operative Management Education

*International management education designed to develop exceptional management skills among current and future co-operative sector leaders.*

Part-time

Online

Executive Style

Multi-sector

## Program options:

*Master's Program (3 years)*

*Graduate Diploma (20 months)*

*Bilingual (Fr/Eng) Certificate (10 months) with Université de Sherbrooke*

## Part-time, executive style learning

- Face-to-face orientation at the start of the program
- Courses are delivered using an Online Learning Platform
- Use your co-operative as a case study throughout the program
- **Master's degree includes a study tour to Italy or Spain**



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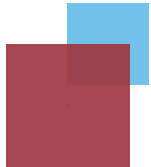
# Scope of Learning: Business Curriculum

To enhance business skills and management effectiveness

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**All curriculum is developed for the co-operative business model**

- Philosophical origins and evolution
- Global economy and society
- Strategy and innovation
- Leadership and governance
- Accounting and finance
- Marketing
- Personnel management
- Technology and communication
- Community and environment
- **Field research: study tour to Italy or Spain (Master's program)**
- Master's or Diploma final research paper – catered to your interests



# How do worker co-ops fit in?

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- Yes, worker co-operatives are important to us!
- 10% of graduate from worker co-operatives.
- Multi-sector and international approach

*“The Saint Mary’s University program has been a real skill building and door opening experience. I went in hoping to learn a little more about the wider co-operative world, and I walked away with a rich understanding of the broader co-operative movement, along with knowledge that has real life application: from marketing the co-operative difference to a deeper understanding of co-operative governance. To say that this program has prepared me to take on my new role as a board member of Equal Exchange would be an understatement.”*



Aaron Dawson  
Master’s Graduate  
Customer Service Manager & Board Member



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# What the Study Told Us

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## ***Co-operative Business Education impacts co-operative performance***

- Highly recommended (95%) and valued by those involved.
- Graduates demonstrate an ability to transfer knowledge and skills to improve co-operative managerial practices.
- High levels of learning (satisfaction, learning, behaviour, and results) are achieved.
- Programs receive limited recognition and support from the co-operative sector as a whole.

# What the Study Told Us

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## GRADUATES AND SECTOR PARTNERS

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### LEARNING

**Three most important areas of knowledge: co-operative identity, co-operative strategy and member engagement**

Builds the relationship between co-operative identity and strong business performance

### SATISFACTION

95% of graduates would recommend a CBE program

78% of sector partners would recommend CBE over a MBA

**90% state that CBE has had a significant or a moderately significant impact on their career development.**

**Reasons: belief in co-operatives, its values and principles, a better understanding of the model**

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# Results

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## GRADUATES AND SECTOR PARTNERS

### RESULTS

65% feel that they have a significant or moderately significant impact on their co-operative's performance

**CBE has greatest impact on governance, strategic thinking and planning, member engagement**

### BEHAVIOUR

**Bring about changes in attitudes towards colleagues and transfer theory to the daily activities and management practices (90%)**

Sector partners: CBE can enhance co-operative management practices and a co-operative culture 60%

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# News Flash!

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- Italy
- Spain
- Cuba
- Job Opening



# Join Us! Italy and Spain Study Tours

- 10 day study tour is a component of one of our Master's degree courses
- Emilia-Romagna, Italy – June 2 to 11, 2015
- Mondragon, Spain – early June 2016

**Spots available for non-students!**







# WISH YOU WERE HERE?

Join us for a tour of Cuba's Co-operatives - February 14-21, 2015



## We're going to Cuba!

And you are invited to join us to

**Explore the Emerging  
Co-operative Economy in Cuba**  
February 14-21, 2015.

*If you are interested, please contact Cathy Mason—  
1-902-491-6257 or email: [cathy.mason@smu.ca](mailto:cathy.mason@smu.ca)*

Can't join us in February? Consider one of our other co-operative study tours:

- Italy, June 2015
- Spain, June 2016

Learn more about our part-time online graduate education programs for co-operative professionals:  
[www.managementstudies.coop](http://www.managementstudies.coop)

# NSAC – Canadian Chapter

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***Are you an accountant working in or for co-operatives?***

- NSAC – National Association of Accountants for Co-operatives
- Development of a Canadian Chapter is in progress. Join in.

**[www.NSAC.coop](http://www.NSAC.coop)**

**CEARC – Daphne Rixon, [Daphne.Rixon@smu.ca](mailto:Daphne.Rixon@smu.ca)**

# Manager of Promotion and Partnership

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**Application Deadline: Sunday, November 23, 2014**

We are hiring a **Manager of Promotion and Partnership** for our programs. Full-time from Feb 2015-March 2016. Possible extension.

A newly created position to cover off some high priority activities while Karen Miner is on leave.

*The successful candidate is a professional who has worked in, or takes a serious interest in, the co-operative sector (including credit unions and mutuels). He/she must have a solid understanding of this sector, an appreciation for the value of the co-operative business model, and familiarity with our graduate programs.*

**For a full job posting and to apply, contact Cathy Mason, Program Administrator ([Cathy.Mason@smu.ca](mailto:Cathy.Mason@smu.ca)).** Phone interviews for successful candidates will take place between December 3-12, 2014. We hope to make a final decision no later than December 23, 2014.



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**Engage in the  
Co-operative Management Education Movement**

**Thank you for your interest:**  
**STAY** in touch (subscribe for eNews)  
**PARTNER** with us  
**PROMOTE** programs





**For more information:**  
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