

# Canada

## Demographics for Canada

Population:	32,805,041 (July 2005 est.)
GDP (by PPP method):	US\$1.023 trillion
Currency (inc code):	Canadian dollar (CAD)
Language(s):	English (official), French (official), others
Internet country code:	.ca

## Overview

Canada is a vast country, second largest in the world, with a population of 31 million people, 20 percent of whom were born outside the country. It is a multi-cultural, diverse society where different origins are respected.

## Primary and secondary education

Education is a provincial jurisdiction in Canada and there are important regional variations in the way education at all levels is organized. It takes about 13 years from the start of primary school (at kindergarten) to the end of a typical four-year secondary school education. Throughout that period, from about age five to 18, student education is publicly funded. There are private school options as well.

## Higher education

Canada has one of the most highly educated workforces in the world. Over half of the active population (24-65 years old) has obtained a post-secondary college or university degree or diploma, the highest of any OECD country, including the USA and Japan. Over 1 million people in Canada under 65 years of age have a Master's or higher level university qualification.

There are around 90 full service universities in Canada, in addition to numerous colleges that offer non-university level post-secondary programs. There are currently over 500,000 students enrolled annually in universities at the undergraduate level.

About 140,000 students obtain undergraduate degrees each year, while another 30,000 receive Master's or Doctoral degrees. Over 50,000 visa students attend Canadian universities each year, with the largest numbers coming from Asia, Europe, the USA, and South America.

All universities receive provincial charters and are accredited by provincial governments. All are public and receive substantial funding from government. There are no private, for-profit universities in Canada.

### **Structure of business and management education**

Over 60 universities have business programs, almost all of whom are members of the Canadian Federation of Business School Deans (CFBSD). Most schools are also affiliated with other organizations, such as AACSB International and efmd.

In addition to university level provincial accreditation, many business schools have obtained international accreditation. At present 15 schools are accredited by AACSB International, three by EQUIS (efmd) and two by AMBA. Many more schools are interested and are in the "accreditation pipeline" of these organizations. A few schools have multiple accreditations.

#### *Business school programs*

All Canadian business schools offer undergraduate degrees. Over 40 offer Master's degrees and about 20 offer Doctoral degrees. There is a very wide variety of disciplines offered, including an increasing number of cross-disciplinary or specialized programs.

The length of a full-time Bachelor's program is typically three or four years, depending on the province, and Master's degree programs vary from one to two years. In addition, many schools offer one-year specialized certificates or diplomas, at both the undergraduate and graduate levels.

Most schools offer a variety of options for program delivery, and these may include full- and part-time, online, video-conference and partnerships with other schools outside of the country. One-third of MBA students are part-time, one-third full-time and one-third in Executive MBA programs. Many schools offer MSc, MA or other specialized Master's degrees.

### *Business school students*

Canadian business schools award about 15,000 undergraduate degrees annually, in addition to over 5,000 at the Master's level and about 100 at the Doctoral level. About 15 percent of all degrees awarded in Canada are in business related disciplines.

About 10 percent of students enrolled in all disciplines at the Bachelor's and Master's level are from abroad. In business schools, nine percent of students enrolled at the undergraduate level are on student visas, while the proportion at the Master's level is 14 percent and 30 percent for doctorates. A total of 13 percent of all full-time students at universities are in business.

### *Business school faculty*

There are over 3,000 full-time faculty in Canadian business schools, 80 percent of who hold doctoral degrees. Virtually all newly hired tenure-track faculty have doctorates. Over 40 percent of faculty members were born outside Canada. The average number of full-time faculty in a school is 52, although there is a large range from the smallest with 12 to the largest with over 200.

In addition to full-time faculty, schools employ a significant number of part-time teaching staff, who deliver about 25 percent of all course credits. Canada, like the USA, Europe and elsewhere, is experiencing a shortage of faculty in most areas of management education and business schools have been increasingly called upon to develop innovative ways of dealing with this issue.

Research is an important activity for faculty and graduate students, who receive support from numerous national and provincial funding agencies in various forms, including fellowships, scholarships, research grants and Chairs. Of university-based research, 67 percent is funded by government, 17 percent by industry and 16 percent comes from other sources.

As a country, Canada ranks fifth in the world in terms of spending per capita on basic research and eighth in terms of research and development. Canadian universities, including business schools, play an important role in this regard.

### *Business school finances*

Funding for schools comes from public grants, as well as outside sources and student tuition fees. The public portion represents the major source of revenue for universities, although all faculties, including business schools, are relying increasingly on alternate funding, such as Chairs, corporate and alumni gifts and endowments. Almost 30 percent of business schools are named.

Canadian citizens pay an average of CAD\$4,000 per year in fees at the undergraduate level, while students on visas pay an average of CAD\$9,000. Canadian MBA students pay an average of CAD\$20,000 to complete their program, but there is a wide variance across schools. There is considerable variation in fees by province, especially at the graduate level and for visa students. Some, but not all, tuition fees are regulated by provincial governments, to ensure accessibility to higher education.

### *Globalization*

All schools offer programs taught in either English or French, and sometimes both. In addition, a number of schools offer courses taught in other languages, such as Spanish and Chinese.

Globalization is an important aspect of Canadian society and this is reflected in higher education. Virtually all Canadian universities and business schools have student exchange programs with countries all around the globe, and many schools offer the student considerable choice (as many as 40 or more locations). Strategic alliances, partnerships for programs and research are an important and growing part of the activities of Canadian business schools, who work with partners from all corners of the world.

### **Most important issues facing business schools in the country**

Just as Canadian business schools vary substantially in size, offerings and mission, their major issues differ as well. Some common concerns, however, include:

1. *Drive to source alternative funding.* In a climate of declining government funding, business schools are offering more revenue-generating, non-degree executive education; increasing tuition for degree programs (where allowed by provincial governments); recruiting more full-fee paying visa students and seeking more private donations.
2. *Challenge of hiring and retaining faculty.* Similar to business schools around the world, there are not enough PhDs graduating to fill demand for professors in business schools. Approximately 100 PhDs graduate each year in Canada, but only 50 percent pursue academic careers. In 2002 there were 346 faculty vacancies in the country's business schools.

Compounding the problem is the weaker Canadian dollar compared to the USA: top Canadian PhDs are offered higher salaries at the major US schools. To be competitive, Canadian business schools are often compelled to pay salaries to new faculty that are comparable or even higher than for current faculty, causing salary compression and inversions.

3. *Emphasis on growing international reach.* With the market for business education becoming increasingly global, many Canadian schools are focused on building their international reach to grow, or simply to remain competitive. Partnering with international business schools, opening campuses abroad and growing international exchange programs are just a few of the strategies being undertaken.

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**Sources**

AACSB International.

AUCC.

Canadian Federation of Business School Deans.

EFMD.

Statistics Canada.

