



Welcome message from Carla Ceaser, MBA, CPHR, SHRM-SCP

Director, Executive Programs and
Community Engagement



We are proud to share the inaugural Faculty of Business and Economics (FBE) publication—an exciting milestone marking the collaboration between the School of Economics and the School of Business.

Welcome to our growing network of strategic leaders, united by a shared vision, purpose, and a deep commitment to sustainable and impactful change.

Each upcoming edition will rotate its focus across Business, Economics, and MBA studies, providing insight into the dynamic academic initiatives shaping our faculty.

We are actively reimagining our curriculum through a sustainability lens and participating in external and internal reviews to ensure we are responsive to future challenges and opportunities.

At the Faculty of Business and Economics, strategic community engagement is at the heart of everything we do. Through partnerships, research, and events such as economic development forums, student and alumni engagements, and our signature FBE Dinner - we intentionally foster meaningful connections that lead to local solutions for global impact.

Such engagement bridges academic insight with real-world impact - driving innovation, enhancing student outcomes, and supporting sustainable business and economic development across the communities we serve.

We're excited to have you join us on this journey and look forward to exploring opportunities to collaborate in support of those we aim to uplift and empower.

Message from Dr. Ron Camp II, Ph.D, ICD.D

Dean, Faculty of
Business and Economics



Welcome to the new Faculty of Business and Economics Newsletter!

This is intended to be a thrice-annual space for updating our community on what's new (and sometimes improved) within the Faculty. Future editions will spotlight what's happening within each program (the School of Business, the School of Economics, and the MBA Program), though to kick things off we will update you on what is happening across the Faculty.

Highlights for me include our increasing connections with the community through our Advisory Board to the Dean (FBE), the Economic Development Forum (School of Economics), and the new and improved (or "uutuus" in Finnish) Foundation Week involving Indigenous communities (MBA program). It's also fun to see curriculum changes focused on regional needs.

It's our hope that in sharing these things with you it will deepen our sense of community together.

Faculty of Business and Economics Partners with veritree

What does it mean to be a Faculty within Canada's Green University?

For the Faculty of Business and Economics, over the past four plus years we have been working toward becoming the Canadian university for learning about business as a tool for sustainable communities.

As part of this process, we have made strategic changes in our curriculum, such as adding four courses in sustainability to the BCOMM program, and strategic changes in our approach to faculty recruitment to add sustainability-focused academics such as Dr. Elisabet Garriga Cots, Associate Professor of Sustainable Business.

In Economics, in addition to adding sustainability-oriented faculty members, we have added the Economic Development Forum, a space where we can discuss the role of economic development in sustainable northern communities.

All of these measures are meant to have a long-term impact on supporting the sustainability of economic development in northern BC.



In the short term, we are also taking concrete action by partnering with Veritree Technology Inc. ("veritree") to fund verified tree-planting projects that restore our planet, enhance livelihoods, sequester carbon, and protect ecosystems.

Currently we are investing in one such project in Senegal. As part of this project, students in the FBE will have access to an impact dashboard, showcasing goals, progress, and restoration details. In this way, students will be able to see best in class ESG reporting, not as an ambiguous academic exercise, but as a real project with real-world impacts. Because sustainability is more than environmentalism.

In the UNBC Faculty of business and Economics, sustainability isn't just something we talk about, it is who we are.

Faculty Spotlight



Dr. Muhebullah Karimzada

Join us in welcoming Dr. Karimzada as a new professor of economics in the School of Economics.

Dr. Karimzada's research interests focus on macroeconomic topics such as business cycles and housing market dynamics. He specializes in macroeconomics and teaches a range of courses, including introductory macroeconomics, contemporary economic issues, and international economic relations.

His recent work specifically examines the Canadian housing market, analyzing its structural trends and their implications for economic stability and affordability. His research integrates empirical analysis with policy-oriented insights, contributing to contemporary discussions in macroeconomic policy.

Upcoming Events

Global GovJam is set for Nov 5-6, 2025

The Global GovJam is a 48-hour creative sprint where people from all walks of life come together to co-design and prototype new services and ideas for better government and community experiences.

The Faculty of Business and Economics Dinner

Save the date - join us on **March 6, 2026**, at the Courtyard Marriott. Stay tuned for exciting keynote announcement and ticket sales!

Global Service Design Jam- March 13-15, 2026

This is the world's biggest design jam, bringing people together across 100+ locations to learn, create, and experiment with design-based approaches to change—all within a fast-paced 48-hour challenge.

The **UNBC FBE** holds a number of events throughout the year - follow up on social media to keep to date! To view events happening at UNBC please visit our event lineup [here](#) to register.



Dr. Karima Fredj PhD

Chair, School of Economics



These grants fuel high-level theoretical work and applied, student-centered projects; advancing our commitment to academic excellence and real-world impact.

We also take pride in our students, whose academic and leadership achievements, research involvement, and transitions to graduate studies and professional roles continue to inspire.

This past year also saw the revival of our student association and new partnerships through Economic Development Forums that connect our classrooms with community impact.

Looking ahead, we remain committed to fostering an inclusive, vibrant space where students, faculty, and partners work together to understand and improve the world around us.

We invite you to stay connected, whether you are alumni, prospective student, or community partner interested in learning more about our programs.

Now in my second year as Chair, I'm proud to reflect on a period of momentum and renewal in the School of Economics at UNBC.

We've welcomed three outstanding new faculty members whose diverse expertise and energy have brought fresh perspectives to our teaching, research, and service.

Together, we're building a collaborative environment grounded in analytical rigor, relevance, and community engagement. Our faculty lead research that is both locally grounded and globally relevant, supported by competitive funding from SSHRC and Mitacs.

Dr. Kafui Monu PhD

Chair,
School of
Business



Welcome to the School of Business! This academic year marks a pivotal moment for us, as we make changes to our School that reflect our focus on sustainability and community.

Over the years, we have strengthened our ties to the broader community, fostered a sense of belonging within our School, and developed incorporated sustainability thinking into our curriculum. Now we make these changes even more Change is never easy, but it is essential.

At the School of Business, we equip our students with the skills and tools needed to navigate change. One event that exemplifies navigating change is the GovJam, which takes place this November. GovJam is a dynamic two-day workshop where participants gain an introduction to service design, a powerful way to improve organizations. Participants will choose a topic, conduct research, design innovative solutions, and test their ideas in real time. Registration is now open through Continuing Studies.

Please join us and learn how to thrive through change.

Fostering Community Partnerships for Transformative Learning

A key driver of excellence in our learning outcomes is the strength of the partnerships we cultivate with community members across the region. Together, we embody the principle of local solutions for global impact.

This year's **MBA Foundation Week** was a tremendous success, made possible by the generous support and active engagement of our community partners. We extend our sincere thanks to FPX Nickel, Nechako White Sturgeon Conservation Centre, the City of Quesnel, West Fraser Timber, and Barkerville Historic Town & Park for helping to create enriching and impactful student experiences.

We also gratefully acknowledge our community panel contributors, including the Prince George Chamber of Commerce, Community Futures, Lheidli T'enneh, and the City of Prince George. These dialogues offered invaluable insights and helped our students—true champions of curiosity—explore innovative, sustainable approaches to business and economic development.

A special thank-you goes to our Indigenous community partners, Yekooche and Binche Whut'en, for their openness in sharing their perspectives and challenges. These meaningful engagements allowed our students to deepen their understanding and offer thoughtful, informed contributions in return.

These collective efforts culminated in our **MBA Community Connect** evening—an inspiring event that brought together current students, alumni, faculty, and community members. This celebratory gathering offered a valuable opportunity for networking and connection, and the exceptional turnout stands as a testament to the commitment of our faculty, staff, and students who actively engage with, and give back to the community.

Rooted in our place and purpose, we are proud to say: we are *in the North, for the North*—and it is through these strong, regional partnerships that we continue to thrive and create lasting impact.

Alumni Spotlight



Holt Humphrey (MBA 2024)

Current Role: Vice President of Business Development, Stringham Law

Why UNBC? Holt chose the UNBC MBA Program because it offered the flexibility to continue working full-time while pursuing his studies.

Impact of the MBA: Completing the MBA allowed Holt to move into an executive leadership role and broaden his professional scope beyond marketing. The program opened new doors, strengthened his skillset, and helped him confidently take on greater responsibilities

Recent accomplishment: Holt recently won the Marketing and Business Development MVA Award, powered by Lawbroker.

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CANADA'S GREEN UNIVERSITY
LEADING A SUSTAINABLE FUTURE

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Traditional Territory Acknowledgement

For thousands of years, Indigenous Peoples have walked gently on the diverse traditional territories where the University of Northern British Columbia community is grateful to live, work, learn, and play. We are committed to building and nurturing relationships with Indigenous peoples and we acknowledge their traditional lands. The Prince George campus is situated on the unceded traditional territory of the Lheidli T'enneh First Nation, part of the Dakelh (Carrier) peoples' territory.