



JERRY PAUL SHEPPARD, Ph.D.

BEEDIE SCHOOL OF BUSINESS

Simon Fraser University

8888 University Drive WMC 4387
Burnaby, BC V5A 1S6 CANADA
Phone 778-953-0322

emails: profjpsheppard@gmail.com

online: <https://www.jpsheppard.ca>

February 2026 Update

TEACHING

TEACHING INTERESTS

I tell my students that there are two things one can get from university: education and schooling. Education is a theoretical testable background. Schooling is the practical tools one can use in their lives. I try to focus on the schooling. This does not mean my students do not get exposed to theory, but I get them to apply the theory. With casework, I endeavour to get them to arrive at logical ways to address underlying problems an organization faces, rather than surface symptoms. I also, of course, look at finding alternative problem solutions. In general, my teaching interests fall into the following categories:

- Business Ethics and Corporate Social Responsibility
- Business Policy, Strategic Management.
- Business, Government and Society.
- Research Methods.

TEACHING EXPERIENCE

- January 2011 - Present Associate Professor of Business Administration, Simon Fraser University, Beedie School of Business, Burnaby BC. Teaching third year Social Issues and fourth year Strategy.
- Sept. 1997 - January 2011 Associate Professor of Business Administration, Simon Fraser University, Faculty of Business Administration, Burnaby BC. Teaching fourth year and graduate level Strategy and Administrative Policy, and third- and fourth-year level Business & Society classes as well as averaging two undergraduate directed studies students per year.
- Sept. 2004 - Dec. 2004 Instructor, University College of the Fraser Valley, Faculty of Business Administration, Abbotsford BC. Teaching first- and second-year Introductory Accounting.
- Sept. 1989 - Aug. 1997 Assistant Professor of Business Administration, Simon Fraser University, Faculty of Business Administration, Burnaby BC. Teaching fourth year and graduate level Administrative Policy, third- and fourth-year level Business & Society classes.
- Oct. 1987 - Dec. 1987 Central Washington University, Lynnwood WA. Extension Center. Taught senior level Marketing Research.
- Oct. 1984 - June 1989 Univ. of Washington, School of Business Admin., Seattle, WA. Taught junior / senior level Organization & Environment and Business and Society classes.
- Aug. 1983 - May 1984 Indiana University, School of Business Administration, Bloomington, IN. Instructed Introductory Financial Accounting classes.

TEACHING AT SIMON FREASER UNIVERSITY

Taught the following courses (a total of more than 4500 students):

- Bus. 303 - 3 credit Undergraduate course in Business, society, and ethics
- Bus. 452 - 3 credit Undergraduate course in Seminar in advanced strategic analysis
- Bus. 478 - 3 credit Undergraduate course in Strategy (Previously: Seminar in administrative policy)
- Bus. 498 - 3 credit Undergraduate course in Directed studies
- Bus. 499 - 5 credit Undergraduate course in Directed studies
- Bus. 578 - 4 credit Graduate Course in Strategic management
- Bus. 852 - 5 credit Graduate Course in Researching corporations in Canadian society
- Bus. 897 - 4 credit Graduate Course in Directed studies
- MBA 696 - 5 credit Graduate Course in Applied strategic analysis
- Case Competition coach on two case competition teams.

TEACHING

SENIOR SUPERVISORY DUTIES OF A THESIS OR MAJOR PROJECT

Reader on the following MBA projects:

- Cretelli, D. G. (1999) *A business strategy for an information technology services firm.*
- Cullingworth, R. (1999) *Strategic analysis of a not-for-profit association: differentiate or disappear.*
- Duncan, R. (1999) *Strategic analysis of an in-house engineering group.*
- Gillam, A. (1999) *Strategic analysis of a management system registrar.*
- Katrusiak, R.M.A. (1999) *Strategic analysis of a software company.*
- Kruk, A. R. (1999) *Wireless telecom technology: A strategic analysis of low-earth-orbit satellite systems.*
- Levajac, D. (1999) *Strategy for a fiber optic transmission equipment provider.*
- Lines, R. B. (1999) *A strategic analysis of a global high technology company.*
- McCloskey, J. M. (1999) *A strategic analysis of the western Canadian sales group of an international software firm.*
- Ponich, G. J. (1999) *Strategic analysis of ISM-BC electronic document production services.*
- Sinclair, S. (1999) *Hedging the bet: An organizational strategy for a Canadian insurer.*
- Soregaroli, B. A. (1999) *Strategic analysis of a resource sector software firm.*
- Sorlie, D. J. (1999) *Key success factors and guidelines for implementation for Jewelco.com: An emerging Jewelry e-tail and virtual distribution company.*
- Bell, M. (1997) *A strategic analysis of product and service delivery of a major Canadian financial institution.*
- Dardick, E. (1997) *A strategic analysis for an oxygen leasing company.*
- Erickson, D. L. (1997) *A strategic analysis for a smaller business supplying the forest industry.*
- Fraske, J. (1997) *A strategic analysis of a potential target market for ALI Technologies Inc.*
- Hancock, P. (1997) *Business plan for an East Coast beverage manufacturing operation.*
- Jackson, M. (1997) *A strategic analysis of a furniture designer/manufacturer.*
- Maligiannis, G. (1997) *A feasibility study of establishing a foreign bank subsidiary in Canada.*
- Markle, B. (1997) *Evaluation of the government policy on advertising gambling.*
- Racine, T. (1997) *A review of the Internet banking strategy of a Canadian chartered bank.*
- Susak, W. J. (1997) *Strategic analysis of the Paramedic Academy.*
- Wilson, B. (1997) *Strategic analysis of a mid-sized manufacturer and exporter of agricultural products.*
- Adam, K. L. (1996) *An industry investigation for EAC Systems.*
- Kenney, E. A. (1996) *Feasibility of diversifying a Vancouver-based laundry business.*
- Kuntz, T. D. (1996) *A strategic analysis of a company in the leisure industry.*
- Uhm, M. (1996) *A strategic analysis of a B.C. meat processing company.*
- Chakrabarti, R. J. (1995) *A strategic analysis of a company in the interactive sports industry.*
- Dewar, K. S. (1995) *Feasibility of CFM56 engine maintenance.*
- Kaas, E. (1995) *A strategic analysis of a sound reinforcement company.*
- Murzello, R. D. (1995) *A business plan for a surgical scalpel blade manufacturing facility.*
- Narusis, N. F. F. (1995) *Strategic analysis of a BC company in the service/hospitality industry.*
- Tuck, R. W. (1995) *A strategic analysis of a Vancouver Island engineering firm.*
- Bader, M. (1991) *Foreign direct investment opportunities for telecom equipment manufacturers in Mexico.*