



Mr. Richard Denys Walter
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Academic Rank

Lecturer

Qualifications

Academic Background

- **M.B.A.** Baker College, Michigan, 2009
- **B.Sc. (Honors)** University of Waterloo, Waterloo, Ontario, Canada, Biology/Environmental Studies, 1985

Certifications

- **Instructor Development Program Certificate**, 2021: Canadian College of Educators, Ontario, Canada
- **Digital Marketing Certificate**, 2018: Columbia University/Emeritus (New York, U.S.A.)
- **TEFL Certificate**, 2005: English International, Texas, U.S.A.
- **APMR** (Accredited Pharmaceutical Manufacturers' Representative), 1985: Toronto, Ontario.

Research field(s)

- Entrepreneurship
- Education

Publications *(Last five years)*

- A New Approach to Business Course Assessments: A Response to Student Use of Artificial Intelligence (Richard Walter – Ajman University, Hilda Freimuth – Thompson Rivers University), Paper to be presented at the 7th International Conference on Advanced Research in Education, Teaching, and Learning, March 17-19, 2023, Berlin, Germany



- Using the Human Skills Matrix for Course Evaluation: A Comparative Study (Hilda Freimuth-Thompson Rivers University, Richard Walter-Ajman University), Paper Presented at the 5th International Conference on Trends in Teaching and Education, September 16-18, 2022, Barcelona, Spain

Courses Taught *(Last five years)*

- Innovation and Entrepreneurship, Ajman University
- Digital Marketing, Sprott Shaw College
- Marketing, Sprott Shaw College
- Introduction to Accounting, Sprott Shaw College
- Selling Skills, Sprott Shaw College

Professional Experience

Academic Experience

Lecturer of Innovation and Entrepreneurship: College of Business Administration, Ajman University, Ajman, United Arab Emirates (AU) August 2021-Present. Teaching Innovation and Entrepreneurship classes across multiple faculties.

Business Instructor: Sprott Shaw College, Kamloops, B.C. (SSC) September 2019-August 2021. Teaching marketing courses, including Introduction to Marketing, Digital Marketing, and Social Media Marketing. Responsibilities include materials development and online/blended/in class delivery and assessment.

Business Instructor: Gastown Business College, Vancouver, B.C. (GBC) 2018-2019. Taught courses in International Marketing, Business Development and Business Fundamentals. Responsibilities included materials development and in class delivery.

Instructor of Entrepreneurship: United Arab Emirates University (UAEU) (January 2012 – August 2016), Al Ain, United Arab Emirates. Teaching entrepreneurship, management, and marketing courses at the undergraduate level. Teaching entrepreneurship at the M.B.A. level.

Business Faculty: Higher Colleges of Technology - Al Ain Men's College (HCT) (September 2009 – January 2012), Al Ain, United Arab Emirates. Teaching a variety of business courses within the undergraduate and diploma programs.

Adjunct Faculty: British University in Dubai (BUID) September 2008 – May 2009, Dubai, United Arab Emirates. Delivery of pre-masters corporate finance program for non-financial managers.

English Faculty: Higher Colleges of Technology- (HCT-CERT division) September 2005 – September 2009, Al Ain, United Arab Emirates. Teaching English to UAE nationals including the Abu Dhabi Police, UAE Royal Guard, and UAE military.

Non-Academic Experience

Associate Director: Sprott Shaw College, Kamloops, B.C. (January 2021-August 2021):

Responsible for campus scheduling, student screening and placement, and handling student complaints.

Director: Terra Nova Institute, Richmond, Canada (December 2017-Present): Health-care advocacy program design, business education program development, and planning and execution of a digital marketing campaign for a private educational institution.

General Manager: Walter Agency, Germany (August 2016 – November 2017), Performance of market surveys and feasibility studies for a Canadian and a Chinese manufacturer with a view towards product introduction into the German and British markets.

Executive Vice President: New Business Development, Elias Miock of Canada Ltd. (September 2003 – August 2005), Al Ain, United Arab Emirates. Performing a market research study and brokering a distribution contract between Brazilian pharmaceutical manufacturer and an Omani distributor.

General Manager: ESL International Training Centre (March 1996 – September 2003), Vancouver, Canada. General Management of a private post-secondary educational institution specializing in teacher training in the field of Teaching English as a Second Language (TESL).

Product Manager: Hoffmann La Roche (January 1989 – December 1994), Toronto, Canada. Marketing Manager for Canada in the areas of oncology, virology, and psychiatry.

Sales Representative: Hoffmann La Roche (August 1985 – January 1989), Regina, Canada. Pharmaceutical Sales coverage for Southern Saskatchewan.

Committees Work

- AU Entrepreneurship Committee (2022-2023)
- AU Internationalization Committee (Effective Spring 2023)
- AU Faculty & Staff Affairs Committee (2022-23)
- UAEU-Curriculum Committee (2014-2016)
- UAEU-Textbook Committee (2012-2013)
- UAEU- Curriculum Committee (2014-2015)

Other Contributions and Achievements

Other Teaching Activities

- Actualizing Youth Mobility (AYM) program- part of the U.S. Steven's Initiative: currently facilitating (AU in conjunction with a U.S. faculty member) a full-term Innovation and Entrepreneurship course coiled between an American Institution and AU. Students from each institution mix and collaborate online to complete the course project.
- Spearheaded the design and delivery of an AU Entrepreneurship bootcamp for high school students. Over 50 students attended the 3 -day workshop. 9 teams were guided through the design thinking process and participated in a 'pitch' competition in front of a distinguished panel if judges from Academia and Industry.
- Delivery of the 2010 DU Tamayaz corporate training program to management trainees in Al Ain, UAE. Company: Du Telecommunications, Dubai, UAE.

Mentoring Activities:

- AU 2022-2023: Entrepreneurship Advisor: Acted as mentor for the student activities, including a high school entrepreneurship competition, on campus vendor sales and other sales events.
- UAEU 2012-2016: Entrepreneurship Club Advisor: Acted as mentor for the Entrepreneurship Club. This club worked towards creating an 'Entrepreneurship Day' event each year. Activities included guest speakers from the local and international community, contests, and displays by UAEU students.
- Emirates Center for Innovation and Entrepreneurship 2012-2013: Facilitator for business planning workshops.
- Junior Achievement (INJAZ UAE) 2013-2015: Mentor for teams entering nationwide business competitions. Teams awarded best marketing and best social enterprise awards. Mentored in business planning and market testing.
- Business Pitch Judge/Assessor 2012-2016: Acted as judge in several business start-up pitch competitions.



Institutional Service Activities:

- 2022-2023- Stevens Initiative- Coiled Course with College of Lake County, Illinois
- 2022-2023: AU Academic Advisor to Management Major Students
- 2012-2016: UAEU Academic Advisor to Entrepreneurship Major Students
- 2014-2015: UAEU Panel Organizer-International Conference on Small Business World Conference 2015
- 2014-2015: Panelist - UAEU Career Guidance Forum
- 2011: Session Moderator: HCT Education Without Borders Conference, Dubai, UAE.
- 2012-2016: UAEU Academic Advisor to Entrepreneurship Major Students

Faculty Development

Conferences

2011: Conference, HCT Dubai, United Arab Emirates. "Entrepreneurship in MENA"

2010: Conference, HCT Dubai, United Arab Emirates. "Managing Student Communications Workshop".

Other Professional Development

March 2022: Qedex- Problem Solving Tools and Techniques (Part 1&2)

February 2022: Qedex: Creating Service-Learning Opportunities for Students

February 2022: AU TLC Best Exam Invigilation Practices Workshop

1999: Training, Vancouver, Canada-British Columbia. Successful Consulting and Contracting Program. (SCC-Vancouver, Canada)

1998: Training, San Diego, California. American Business Law (credit course) (SDGA, San Diego, CA).

1994: Training, Mississauga, Canada-Ontario. Financial Management for the Pharmaceutical Executive (Hoffmann-La Roche, Basel Switzerland)

1994: Training, Mississauga, Canada-Ontario. Interviewing Skills (DDI Training, Toronto, Ontario)

1993: Training, Mississauga, Canada-Ontario. Strategic and Tactical Planning (Tandem Corporate Training, Toronto, Canada)



1992: Training, London, United Kingdom. Product Management II-Advanced Product Management (Hoffmann La Roche Ltd. Corporate Training)

1991: Training, Mississauga, Canada-Ontario. Business Portfolio Management and Competitive Intelligence (Hoffmann-La Roche, Basel, Switzerland)

1990: Training, Basel, Switzerland. Marketing Management Training I

1989: Training, Princeton, New Jersey. Product Management in the Pharmaceutical Industry: Answers and Insights.

1985: Training, Winnipeg, Canada-Manitoba. XEROX PSSIII, Xerox Professional Selling Skills course.

Professional Seminars / Workshops

2014: Assessment of Learning Outcomes at the CBE, Al Ain, United Arab Emirates. The workshop stressed the importance of the outcomes assessment process and covered basic definitions including learning goals, objectives and outcomes and the link to program, college and university mission. It also elaborated on different issues such as assessment measures and criteria for students' performance at both the college and the department levels. Attendees had the chance to raise questions and present suggestions and other issues of concern.

2012: 3rd Global Entrepreneurship Summit, Dubai, United Arab Emirates. A 2-Day Global Entrepreneurship Summit. Events included education in entrepreneurship, creating entrepreneurial ecosystems, angel and venture capital funding, women in entrepreneurship, incubation and innovation, and a pitch competition.

2011: Workshop, Abu Dhabi, United Arab Emirates. Branding in motor sport workshop. Flash Productions.

2010: Workshop, Dubai, United Arab Emirates. Dubai Financial Markets workshop: Introduction to DFM.

Technology/Education Related Training

March 2023: AU TLC Gamification in Education

January 2023: AU TLC Converting F2F courses to online

March 2022: AU TLC Designing, Developing and Delivering Engaging Online Courses

November 2021: AU TLC Plan-Ahead (Academic Advising)

April 2016: Advanced Blackboard Techniques (CETL-UAEU).

May 2014: Mobile Learning Training, Al Ain, United Arab Emirates.

Session 1: iPad Delivery

Session 2: New Pedagogies, Technologies, and Realities Session

Session 3: Customized for CBOE