



ASSOCIATION OF ATLANTIC UNIVERSITIES
ASSOCIATION DES UNIVERSITÉS DE L'ATLANTIQUE

Award for Excellence in Teaching
2019
Distinguished Teaching Award

DR. MARTIN WIELEMAKER

Dr. Martin Wielemaker joined the Faculty of Business at the University of New Brunswick in 2002. Today, as the University defines how best to excel in active and experiential learning, it looks to the example set by Dr. Wielemaker. Not content with simply crafting lectures his students would enjoy, Dr. Wielemaker delved into the literature on active learning and redesigned his courses to ensure experiences that foster deep and lasting learning. A colleague describes him as “a serial innovator and, by necessity, a perpetual learner.”

Dr. Wielemaker adapts team-based learning and problem-based learning in an approach he calls “TBL-Guided-PBL.” In this approach, which requires a focus on process, he provides guidance about the business process students should follow and encourages them to apply the tools and techniques of design methodology. Students work in teams to develop a solid theoretical foundation then apply theory to well-structured group application exercises and complex “real-world” problems. Throughout the process students develop creative and critical thinking skills, hone skills related to working with others, and gain confidence in their ability to make a positive difference in the world around them. Many of the activities in which his students are engaged have them apply their knowledge or showcase their skills outside the University in authentic settings for local entrepreneurs and investors. One student wrote: “The time and effort that professor Wielemaker puts into his class and his students show the passion he has for what he is teaching. He not only wants to share his knowledge, but he wants to make sure we learn from what he is teaching and that we are able to use it in our life to be successful.”

UNB is recognized as one of the Most Entrepreneurial Universities in Canada due in large part to the Activator program, an initiative of Dr. Wielemaker which pairs teams of business students in four courses with anyone who has an innovative business idea and wants help to set up their venture. As the chair of the Bachelor of Business Administration Program Redesign Committee, Dr. Wielemaker led a strategic visioning exercise and, consequently, a shift to an experiential curriculum approach for the program. He also generously shares his active and experiential learning strategies with colleagues in the Faculty of Business, the University community, and beyond through mentorship, presentations, workshops, and publications.

Former student Sara Taaffe, wrote the following in support of Dr. Wielemaker’s nomination, “We need more innovative approaches to solving the societal problems we’re facing today, and this is made possible through recognizing and celebrating the engaging, collaborative and innovative professors of today.” The Association of Atlantic Universities concurs with Sara and recognizes Dr. Martin Wielemaker with its 2019 Distinguished Teaching Award.