

Tony Bell, CPA, CA, MBA

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EDUCATION

- MBA, Thompson Rivers University, 2006
- CA, Institute of Chartered Accountants of British Columbia, 2003
- BBA, Simon Fraser University, 2001

ACADEMIC AND PROFESSIONAL POSITIONS

2006 – Present

Senior Lecturer

Thompson Rivers University

- Earned tenure and promotion to the rank of senior lecturer in 2014
- Received university-wide Teaching Excellence award in 2013
- Maintained high standard while teaching heavy overloads
- Facilitated multiple online courses
- Developed graduate-level course for online and face-to-face delivery

2003 –2005

Assistant Language Teacher (Japan)

JET Programme

- Learned how to communicate effectively across language and cultural barriers
- Demonstrated strong organizational skills teaching 20 different classes across three age groups
- Gained confidence speaking in front of others
- Required to be creative and self-motivated in preparing lesson plans

2001 – 2003

Staff Accountant

BDO

- Thrived under strict time and quality constraints
- Gained understanding of all major accounting software packages
- Gave presentations to both co-workers and clients
- Balanced a strenuous schedule involving extensive travel requirements
- Budgeted time effectively dealing with multiple clients

CLASSROOM TEACHING

Teaching Philosophy

I chose this career first and foremost because I love teaching in the classroom. It is incredibly satisfying to see students understand a concept or topic and successfully apply their knowledge to practical situations. In my teaching I have adapted to try to use real world examples, scenarios and cases. My dedication to delivering an excellent product in the classroom is reflected in my student evaluations. The following table summarizes the evaluations I have received in my career:

Term	Course	Overall Score /5.00
Winter 2007	ACCT 100 - Introduction to Financial Accounting	4.83
Winter 2007	ACCT 101 - Introduction to Managerial Accounting	4.54
Summer 2007	BBUS 221-01 - Introduction to Financial Accounting	4.78
Summer 2007	BBUS 221-02 - Introduction to Financial Accounting	4.80
Fall 2007	ACCT 101 - Introduction to Managerial Accounting	4.92
Fall 2007	BBUS 221 - Introduction to Financial Accounting	4.73
Summer 2008	BBUS 221 - Introduction to Financial Accounting	4.87
Summer 2008	BBUS 254 - Introduction to Managerial Accounting	4.77
Fall 2008	ACCT 121 - Introduction to Financial Accounting	4.79
Winter 2009	BBUS 321 - Intermediate Financial Accounting	4.63
Fall 2009	ACCT 101-01 - Introduction to Managerial Accounting	4.86
Fall 2009	ACCT 101-02 - Introduction to Managerial Accounting	4.78
Fall 2009	ACCT 121 - Introduction to Financial Accounting	4.80
Winter 2010	BBUS 221 - Introduction to Financial Accounting	4.69
Fall 2010	BBUS 2540 - Introduction to Managerial Accounting	4.83
Winter 2011	ACCT 1000 - Introduction to Financial Accounting	4.96
Winter 2011	ACCT 1010 - Introduction to Managerial Accounting	4.73
Winter 2011	BBUS 2210 - Introduction to Financial Accounting	4.79
Fall 2011	ACCT 1010 - Introduction to Managerial Accounting	4.92
Fall 2011	BBUS 2210 - Introduction to Financial Accounting	4.79
Fall 2011	BBUS 2540 - Introduction to Managerial Accounting	4.83
Winter 2012	ACCT 1000 - Introduction to Financial Accounting	4.54
Winter 2012	ACCT 1010 - Introduction to Managerial Accounting	4.86
Summer 2012	BBUS 2210-01 - Introduction to Financial Accounting	4.81
Summer 2012	BBUS 2210-02 - Introduction to Financial Accounting	4.83
Fall 2012	BBUS 2540 - Introduction to Managerial Accounting	4.88
Fall 2012	BBUS 4250 - Advanced Managerial Accounting	4.50
Fall 2012	GBUS 5000 - MBA Financial Reporting and Analysis	4.89
Winter 2013	BBUS 2540 - Introduction to Managerial Accounting	4.84
Winter 2013	BBUS 4250 - Advanced Managerial Accounting	4.53
Winter 2015	ACCT 2250 - Introduction to Managerial Accounting	4.90
Winter 2015	ACCT 4250 - Advanced Managerial Accounting	4.52
Fall 2015	ACCT 4230 - Assurance	4.86
Fall 2015	ACCT 2210 - Introduction to Financial Accounting	4.93
Fall 2015	ACCT 2210 - Introduction to Financial Accounting	4.86
Fall 2015	BUSN 5020 - Graduate Financial Accounting	4.89

Survey Changed - Now Scored with a Maximum Score of 3.0		
Winter 2016	ACCT 4230 - Assurance	2.70
Winter 2016	ACCT 2250 - Introduction to Managerial Accounting	2.50
Winter 2016	ACCT 2250 - Introduction to Managerial Accounting	2.50
Winter 2016	BUSN 5020 - Graduate Financial Accounting	2.90
Summer 2016	BUSN 5020 - Graduate Financial Accounting	3.00

CLASSROOM TEACHING - CONTINUED

Courses Taught:

1. Introduction to Financial Accounting
2. Introduction to Management Accounting
3. Intermediate Financial Accounting 1
4. Intermediate Financial Accounting 2
5. Computerized Accounting Systems
6. Advanced Management Accounting
7. Assurance (Developed online version)
8. MBA Financial Planning and Control
9. MBA Financial Statement Analysis
10. Graduate-level Financial Accounting (Developed both face-to-face and online versions)

TEACHING OUTSIDE THE CLASSROOM

Although I am dedicated to delivering an excellent product inside the classroom, my preferred service activities are involve teaching contributions outside of class:

Youtube Lecture Project

2012-Present

Inspired by Salman Khan (Khan Academy), I developed an online lecture series on the basics of accounting in order to support my introduction to financial accounting classes. The videos cover the majority of topics covered in a first-year financial and managerial accounting, and were very well received by my students.

An interesting and surprising finding of the project is that the videos have received over 3,000,000 views, with more than two-thirds of the views coming from outside of Canada. Thus far the videos have received over 10,000 “Likes” and over 18,000 subscribers. I am encouraged by the comments and email messages that I have received and am thrilled that my lectures are finding a wide audience of learners not only here in Kamloops, but also around the country and the globe.

CPA Case Competition –Coach

2011-Present

Since 2011 I have served as the head coach of TRU’s CPA Case competition team. Students are required to prepare presentations on accounting cases. Between case selection, preparation, evaluation, travel and coaching, work on this competition takes me over 100 hours each year. The 2015 team won the competition and the 2012 team made the final round.

MBA Case Competition – Assistant Coach

2009-2011

Along with head coach, Andrew Fergus, I helped to coach TRU’s MBA Case Competition team in the prestigious John Molson MBA Case Competition. The preparation process is rigorous: weekly meetings where cases are selected, prepared and feedback is given. All told, each team received well over one hundred hours of coaching and support. Our teams had a moderate amount of success in the competition, making the semi-final round in 2010.

RESEARCH

Refereed Journal Publications

- Bell, T., & Fergus, A. (2015). Mouat's Trading Company. Journal of Case Research and Inquiry. Volume 1, 2015.
(Awarded - Best Case in Journal of Case Research and Inquiry 2015.)
- Bell, T., & Fergus, A. Cat & Joe's Pig Rig: Should We Stay or Should We Go? (2014) IMA Educational Case Journal. Volume 7, Issue 3, September.
- Big Shoes to Fill - Booster Juice. Fergus, A., & Bell, T. The CASE Journal. (Accepted, Forthcoming.)

Conference Presentations (Peer Reviewed)

- ASK Wellness: Streets, to Homes, to Health, to Education & Employment – Now what??. Fergus A. & Bell, T. Presented at the *Western Case Writers Association Conference*, Portland, Oregon, March 9th – 12th, 2016.
- Blackfish & SeaWorld. Fergus A. & Bell, T. Presented at the Western Case Writers Association Conference, Kauai, Hawaii, March 11th – 14th, 2015
- Shovel Knight: A Kickstarter Conundrum. Bell, T., & Fergus A. Presented at the Western Case Writers Association Conference, Kauai, Hawaii, March 11th – 14th, 2015.
- Hey Jute: The Cost of Doing Good. Banerjee, S., Bell, T., & Fergus A. Presented at the Western Case Writers Association Conference, Kauai, Hawaii, March 11th – 14th, 2015.
- Big Shoes to Fill - Booster Juice. Bell, T., & Fergus, A. Presented at the North American Case Research Association (NACRA) Annual Conference, Austin, Texas BC, October - 2014.
- Mouat's Trading Company. Presented at the Western Case Writers Association Conference, Napa, California. March 20th, 2014.
- Time's Up! Curfew Employment Policies for in Indian Women. Banerjee, S., Bell, T., & Fergus A. Presented at the Western Case Writers Association Conference, Napa, California. March 20th, 2014.
- The Devil is in the Details: Wal-Mart's Return Policy in India. Banerjee, S., Bell, T., & Fergus A. Presented at the Western Case Writers Association Conference, Napa, California. March 20th, 2014
- Research In Motion: A Crash and Reboot. Fergus, A., & Bell, T. Presented at the North American Case Research Association (NACRA) Annual Conference, Victoria, BC, October 18th, 2013.
- Research In Motion: Insight with Hindsight. Fergus, A., & Bell, T. Presented at the Western Case Writers Association Conference, Santa Fe, New Mexico. March 14th, 2013.

SERVICE CONTRIBUTIONS

Service Philosophy

One of the focuses of my career has been meaningful service to both my institution and my community. I have poured the lion's share of my service time into teaching-related service (see the case competitions and YouTube project discussed previously). My preferred service duties involve hands-on experiences with students. However I think that it is important for a faculty member to provide service to their university and to their community.

University Service

- Vice-chair – Faculty Council, 2013-Present
- Research and Teaching Practices Committee, 2011-2015
- International Programs Committee, 2009-2011
- Development of evaluation scanning tool used in the School of Business and Economics
- Attendance at both Departmental and School meetings
- Participation on job interview panels
- Mentorship of new faculty
- Support of supplemental learning tutors in introductory accounting courses
- Exam proctoring support for colleagues
- Classroom coverage for absent colleagues in both the accounting and finance areas
- Guest lecturing in MBA level strategy course (on financial matters related to strategy)

Community Service

Examination Presiding Officer (Kamloops) – CPA Canada, 2015-Present

- Preside over CPA exams written in Kamloops
- Coordinate and manage exam invigilation team and IT Proctors
- Collect and deliver examination materials

Treasurer – St. John Ambulance, Kamloops Branch, 2011 - 2013

- Present on financial matters at monthly meetings
- Review monthly and annual financial reports
- Prepare grant applications and present at grant application meetings