



S.09-17

*As amended  
by Senate  
S.M. Feb 2/09*

OFFICE OF THE  
ASSOCIATE VICE PRESIDENT ACADEMIC AND ASSOCIATE PROVOST

MEMO

ATTENTION	Senate
FROM	Bill Krane, Chair Senate Committee on Undergraduate Studies <i>[Signature]</i>
RE	Faculty of Business Administration (SCUS 09-04)
DATE	January 15, 2009

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of January 8, 2009, gives rise to the following recommendation:

**Motion:**

*"that Senate approve the Management of Innovation Concentration in the BBA degree program in the Faculty of Business Administration"*



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ASSOCIATE VICE PRESIDENT ACADEMIC AND ASSOCIATE PROVOST

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ATTENTION	Senate
FROM	Bill Krane, Chair Senate Committee on Undergraduate Studies <i>Bill Krane</i>
RE	Faculty of Business Administration (SCUS 09-04)
DATE	January 15, 2009

**For information:**

Acting under delegated authority at its meeting of January 8, 2009, SCUS approved the following curriculum revisions:

**2. New courses (SCUS 09-04b):**

- BUS 450-3: Emerging Technologies for Business
- BUS 452-3: Strategic Management of Innovation
- BUS 453-3: Sustainable Innovation
- BUS 454-3: Creativity in Business

**Any Senator wishing to consult the full report of curriculum revisions should contact Bobbie Grant, Senate Assistant at 291-3168 or email [bgrant@sfu.ca](mailto:bgrant@sfu.ca)**

SIMON FRASER UNIVERSITY

Office of the Dean/ Faculty of Business Administration

MEMORANDUM

To: Jo Hinchliffe  
Senate Committee on  
Undergraduate Studies

From: Colleen Collins  
Faculty of Business Administration  
UG Curriculum Committee

Subject: Faculty of Business  
Administration Calendar  
Revisions

Date: December 22, 2008

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The Undergraduate Curriculum Committee in the Faculty of Business Administration approved

1. The replacement of the "Management and Technology" concentration with the "Management of Innovation" concentration.

2. The addition of four courses:

- BUS 450- 3 credits
- BUS 452- 3 credits
- BUS 453- 3 credits
- BUS 454- 3 credits

Would you please place these items on the agenda of the next meeting of the Senate Committee on Undergraduate Studies?



Colleen Collins  
Associate Dean  
Faculty of Business Administration

## **Proposal for Management of Innovation Concentration in the Faculty of Business Administration**

This document summarizes the proposed introduction of the Management of Innovation concentration offered exclusively at the Surrey campus. This proposal suggests a new concentration "Management of Innovation" and the offering of new courses in the area of Innovation.

The Management and Technology concentration will be phased out so that students currently in the concentration will be allowed to complete their M&T concentration. These changes are summarized in the table below. The changes include:

- 1) Concentration name "Management of Innovation"
- 2) Name Change BUS 338 – Understanding Technological Innovation
- 3) New Course - Sustainable Innovation
- 4) New Course - Creativity in Business
- 5) New Course – Emerging Technologies for Business
- 6) New Course - Strategic Management of Innovation

### **Rationale:**

Michael Stevenson provided the vision for the SFU Surrey campus in his speech opening the campus (September 9, 2002):

*"SFU Surrey has been built on a legacy of innovation in higher education and it will continue that legacy. We are committed to maintaining innovation in curriculum development and teaching. We are committed to broadening the range of programme opportunities available to students entering SFU Surrey."*

In the spirit of this vision, the Faculty of Business began offering courses in 2004 and developed two new concentrations, *Entrepreneurship* and *Management & Technology (M&T)*. These were offered exclusively at the Surrey campus beginning in 2006.

The Entrepreneurship concentration has been well accepted by other faculties and by students with 41 declared concentrators as of July 2008. The M&T concentration has received less attention from other Surrey faculties and has been less popular with BBA students with a total of 30 declared concentrators. This proposal outlines a new concentration that will provide a more integrated set of Surrey offerings that will improve our ability to market and promote the FBA at Surrey as a unique and exciting student experience focused on entrepreneurship and innovation.

The FBA would not be alone in developing and marketing undergraduate concentrations in both Entrepreneurship and Innovation. An appendix is provided at the end of this document that briefly outlines some of the institutions offering programs in these areas. The institutions include The University of Houston, Northwestern (Kellogg School of Management), Northeastern University, University of Calgary, Temple University, Syracuse, NYU Stern and Babson College. There are also a number Centers for Entrepreneurship and Innovation that have been established at institutions including UC Berkeley, Indiana, UConn, and Santa Clara.

The CMTE (<http://www.cmte.utoronto.ca/>) at the University of Toronto and the MTE program at EPFL (<http://mte.epfl.ch/english/homepage.php>) are examples of combined offerings in Management of

Technology and Entrepreneurship. This combination seems less prevalent than the Entrepreneurship and Innovation.

The M&T concentration currently requires four courses as shown below:<sup>1</sup>

- Bus 338-3 Managing Technological Innovation
- Bus 361-3 Project Management
- And two of:
  - Bus 362-4 System Analysis and Design
  - Bus 445-3 Analysis of Data for Management
  - Bus 462-4 Management Support Systems
  - Bus 474-3 Supply Chain Management

The new concentration keeps the same two 300 level foundation courses (BUS 338 and BUS 361) but require students to take three out of four new courses at the 400 level for the Management of Innovation concentration. The 400 level courses target Innovation with a focus placed on sustainability and emerging technologies. These courses also reflect the interests of faculty members who were recruited in the areas of Innovation and Entrepreneurship and who will be joining the Surrey campus in September 2008.

Under this proposal, the current M&T concentration will be phased out and the new Management of Innovation concentration will be phased in so that the overall impact of this change will be revenue neutral. The new concentration and course additions that accompany it more appropriately reflect the research and teaching interests of the faculty at Surrey. In addition, the new concentration more directly supports the Knowledge, Innovation and Technology that has been identified as an area of strategic importance for the FBA.

**Overview:**

The proposed Management of Innovation concentration, in contrast to the current Management and Technology concentration, is summarized in the table below:

Management and Technology		Innovation	
BUS 338-3	Managing Technological Innovation	BUS 338-3	<i>Understanding</i> Technological Innovation
BUS 361-3	Project Management	BUS 361-3	Project Management
Plus 2 of:		Plus 3 of:	
BUS 362-4	Information Systems Analysis and Design	BUS 450-3	Emerging Technologies for Business
BUS 445-3	Analysis of Data for Management	BUS 453-3	Sustainable Innovation
BUS 462-4	Management Support Systems	BUS 452-3	Strategic Management of Innovation
BUS 474-3	Supply Chain Management	BUS 454-3	Creativity in Business

<sup>1</sup> <http://business.sfu.ca/bba/the-program/academic/concentration/management-of-technology.php>

Revised: Oct 15/08

**Proposed Concentration Name:**  
Management of Innovation

**Proposed Concentration Description:**

The concentration in Management of Innovation introduces students to the process of innovation, the importance of the ability to create and innovate in a changing environment and the strategic management of the innovation process. The concentration will provide an awareness of issues of sustainable innovation and the technologies that are emerging to support and enable these changes. Students will learn to understand and leverage the dynamics of change and provide leadership in a rapidly changing business environment.