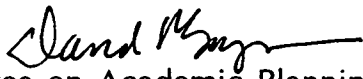


SIMON FRASER UNIVERSITY

Office of the Vice-President Academic

MEMORANDUM

**To:** Senate

**From:** D. Gagan, Chair   
Senate Committee on Academic Planning

**Subject:** Faculty of Business Administration -  
Graduate Diploma in Business Administration  
(SGSC Reference: GS.97.23 Nov 17, 1997 Mtg)  
(SCAP Reference: SCAP 97-55)

**Date:** January 14, 1998

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Action taken by the Senate Graduate Studies Committee and the Senate Committee on Academic Planning gives rise to the following motion

**Motion:** "that Senate approve and recommend approval to the Board of Governors, the proposed Graduate <sup>Diploma</sup> ~~Program~~ in Business Administration, as set forth in S.98-18 , including the following new courses:

BUS 550-3	Financial Accounting
BUS 551-3	Managerial Accounting
BUS 552-3	Managerial Economics
BUS 553-3	Quantitative Business Methods
BUS 554-3	Management Information Systems
BUS 555-4	Managerial Finance
BUS 556-4	Marketing Management
BUS 557-4	Human Relations Management/Organization Behaviour
BUS 558-3	Special Topics
BUS 559-4	Special Topics"

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

# **Graduate Diploma Program in Business Administration**

## **General**

### **Rationale**

Although there are a number of MBA programs offered within the province of British Columbia, as well as short non-credit courses available in Vancouver and Victoria, an educational void exists for a particularly important segment of the population. There is no graduate credit business program, short of an MBA, offered by any of the existing provincial institutions. Yet for many the MBA is not an option. The small business proprietor in Kamloops or Prince George, the working single parent, or the scientist who finds that (s)he is now responsible for managing people and budgets all may share a particular problem. Circumstances do not allow them to attend a traditional MBA program, or they may not require a full MBA program, yet they do require some of the skills provided in such programs.

The Faculty of Business Administration hopes to offer a diploma program that stops short of the full MBA, but provides the core business skills acquired in MBA programs.

### **Content**

The GDBA is designed to provide a useful bundle of business skills for students who do not have a Bachelors degree in Business Administration or Commerce. Although various combinations of courses are possible, our initial venture will include the eight courses listed below. All these courses are related to existing 500 level courses, modified to reflect the different audience and requirements

### **Delivery**

The design of the program is sufficiently flexible to be offered at particular sites in the province, at one of the lower mainland campuses, or by electronic delivery.

The program is intended to be self-supporting, without university subsidy.

## **Objectives and Principles**

1. Develop a series of courses (adapted from existing MBA courses) which cover most of the first year of a standard MBA. Entrance to the program would normally require an undergraduate degree in any discipline (other than Business Administration or the equivalent) from a recognized institution. Under exceptional circumstances, applicants with significant experience plus a recognized post-secondary certification may be accepted into the program.
2. Organize material so that course modules can be assembled in different combinations for delivery to different audiences in different diploma programs in different diploma programs offered by the the faculty. Thus modules could subsequently be reassembled for such things as an online program, overseas or national delivery, support of on-campus courses, or for other diploma programs (e.g., Management of Technology, Entrepreneurship).
3. A GDBA program could be suitable for students studying on their own, or for cohort groups of students in common locations (firms, community colleges, etc.).
4. Students who do well in the program can apply to the MBA. The normal application process of the DMBA will apply. At the discretion of that program, equivalent 500 level courses may be waived for students with the GDBA.

## **Resources required**

No library material beyond that already in place for existing courses are required. We expect to be working with the Centre for Distance Education in course delivery.

## **Diploma**

Recognition of successful completion of the program will be via a diploma issued by Simon Fraser University.

**Calendar Entry (Insert following the paragraph on the Joint Masters in Business Administration and Natural Resource Management)**

**Graduate Diploma**

A Graduate Diploma program in Business Administration is available for students who have already completed a Bachelor degree from a recognized university in an area other than Business Administration or Commerce. Under exceptional circumstances, applicants with significant experience plus a recognized post-secondary certification may be accepted into the program.

The program will consist of eight courses totaling <sup>at least \*</sup> 27 credit hours from the courses below. The courses will generally be offered to cohort groups on site or through electronic delivery, and students will be expected to proceed through a specified set of courses with their cohort group.

Students who do well in the program may consider applying to the MBA. The normal application procedure of that program will apply. At the discretion of the MBA program, equivalent 500 level courses may be waived for students with the GDBA.

\* amended by Scap at  
its mtg of Jan 7/98

## **Courses**

**BUS 550 Financial Accounting (3 credits).**

Concepts and principles in financial accounting from the user perspective.

**BUS 551 Managerial Accounting (3 credits)**

The use of accounting information for managerial decisions. Prerequisite: BUS 550 or equivalent.

**BUS 552 Managerial Economics (3 credits)**

Applications of economic theory to business problems.

**BUS 553 Quantitative Business Methods (3 credits)**

The use of quantitative or statistical techniques in managerial decision making.

**BUS 554 Management Information Systems (3 credits).**

The design and implementation of information systems to provide appropriate and timely information to management.

**BUS 555 Managerial Finance (4 credits).**

An overview of investment and financing decisions of the firm, including valuation, capital expenditures, financial markets, dividend and financial policy. Prerequisites: BUS 550 and BUS 553 or equivalent.

**BUS 556 Marketing Management (4 credits).**

An introduction to the application of pricing, promotion, channel selection and product planning to marketing decisions.

**BUS 557 Human Relations Management/ Organization Behaviour (4 credits).**

Issues in the behaviour of people in organizations, and human resource management practices that influence employee behaviour."

**BUS 558 Special Topics (3 credits)**

**BUS 559 Special topics (4 credits)**