

SIMON FRASER UNIVERSITY
Office of the Vice-President, Academic
MEMORANDUM

To: Senate Committee on Academic Planning
From: Alison Watt, Secretary to the Senate Committee on Academic Planning
Subject: SFU Partnership with University College of the Cariboo - BBA program
Date: 2 June, 1995

Attached is a report summarizing our experience with the SFU/UCC Bachelor of Business Administration Program. In 1989, Simon Fraser University signed a Memorandum of Agreement with Cariboo College undertaking to cooperate in the provision of selected degree programs for a minimum of 5 years and the SFU Senate approved the Cariboo College/Simon Fraser University Bachelor of Business Studies program.

The partnership arrangement committed both partners to working together to develop procedures for the recruitment and selection of faculty to teach the upper-level courses, and to develop procedures to ensure that the curriculum and grading standards were the same as those at SFU. It also required that the faculty at Cariboo engage in scholarly work including creative or appropriate professional activities.

Earlier this year, the legislation covering University Colleges in British Columbia was amended allowing these institutions to grant their own degrees. The University College has proposed that the Bachelor of Business Administration start the transition to an independent degree this fall. This means that students admitted to the third year of the BBA program in September 1995 will be admitted to the UCC degree program and not to the SFU/UCC degree. Students already in the program at the present time will have until 1999 to receive an SFU degree.

We intend to take this report to the July meeting of Senate for information.

Enclosure



June 14, 1995

TO: Dr. J.M. Munro, Vice President/Academic

FROM: Stanley J. Shapiro, Dean

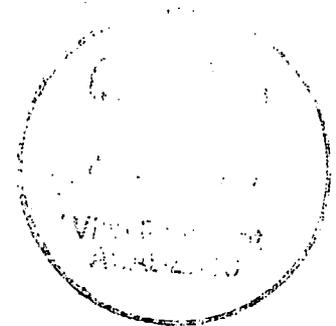
RE: **University College of the Cariboo BBA Program**

For some years, the SFU Faculty of Business Administration has been offering its BBA program in Kamloops in conjunction with the University College of the Cariboo. We are delighted to have been able to contribute, however modestly, to increasing university access in the Interior. It has been ratifying as well to see the program in Kamloops reach a very credible level of development. The specifics of that development are spelled out in the accompanying memo from Dean Olesen. The degree of SFU involvement can now markedly decline as our Cariboo colleagues take effective control of their BBA offering.

University colleges have recently been given degree granting authority. Both we at SFU and those at UCC have benefited from our recent partnership. However, we now see no reason why the formal agreement linking our two institutions should not be terminated. Although we will continue to provide advice whenever asked, the time has come for the business program at UCC to stand on its own. I look forward to that program flourishing in the years to come.

S.J.S.

SJS/dl
Attach.



**THE UNIVERSITY COLLEGE OF THE CARIBOO -
SIMON FRASER UNIVERSITY**

Bachelor of Business Administration Degree Project

May 31, 1995

BACKGROUND

In 1989 the B.C. Government announced the Access Program designed to expand the opportunities for British Columbians living outside the lower mainland to complete 4 year baccalaureate degrees without relocating to Vancouver, Victoria or Burnaby. At the time, four community colleges were designated to become "University Colleges." Of the four - Cariboo College, Fraser Valley College, Okanagan College and Malaspina College - only Cariboo College had developed over the previous 10 years a strong University Transfer program to UBC and SFU in Commerce and Business Administration. It was a natural extension of its existing program and faculty strengths that Cariboo College (hereafter referred to as UCC - University College of the Cariboo) would seek to implement a baccalaureate degree in Business Administration

SFU AND THE MENTORSHIP MODEL

To achieve timely implementation and ensure the quality of the degrees to be offered at the university colleges the Ministry of Advanced Education and Job Training chose a mentorship model for implementation of the recommendations of the Access Report. UCC approached SFU to discuss the possibilities for entering into an association agreement to offer the SFU BBA degree at UCC. Professor Stanley Shapiro, Dean of the Faculty of Business Administration and Professor Robert Rogow, Director of the Undergraduate Program in Business Administration supported the mentorship model concept and were instrumental in developing the Memorandum of Cooperation between SFU and UCC passed at the March 8, 1989 meeting of the SFU Senate Committee on Academic Planning. (See Appendix 1)

Key objectives of the SFU mentorship program included:

- * assisting UCC with the development of curriculum and grading standards at the 3rd and 4th year of the BBA consistent with those at SFU;
- * assisting UCC to recruit qualified faculty to teach the upper level courses in the program;
- * assisting UCC in the development of program policies and procedures that will ensure the ongoing quality and integrity of the BBA program.

Curriculum and Grading Standards

The initial UCC-SFU BBA program consisted of concentrations in Marketing, Human Resource Management and General Business. Because of our lower initial enrolments and fewer qualified faculty we do not offer the range of concentration electives available at SFU.

Curriculum standards have been monitored by the Faculty at SFU through the review of upper level course packages each semester consisting of course outlines, major projects, assignments or cases and final exams. UCC has also designated funds to support faculty traveling down to Burnaby Mountain periodically to discuss courses and research projects with SFU faculty.

Final course grade lists and grade distribution reports for each upper level BBA course are also included with each course package. UCC faculty reference the same grading norms used by the faculty at SFU. Final grade lists are reviewed by the Dean of the Business, Computing and Mathematics Division at UCC as well as the Director of the Undergraduate Program at SFU. There have also been cases where we have asked SFU faculty to read student final exams and provide UCC faculty with feedback on their grading practice.

Recruitment of Qualified Faculty

The SFU Faculty of Business Administration approve all instructors teaching upper level courses in the BBA program at UCC. In recruiting to fill specific faculty positions responsible for teaching and carrying out scholarly activity, the appropriate SFU Area Coordinator or his/her designate review the CV's of shortlisted candidates and sit on UCC selection committees. They travel to UCC and participate in the selection process by attending the presentation of papers and interviewing candidates.

The participation of SFU faculty in the building of a core BBA faculty at UCC has been one of the more valuable mentoring functions in the current model.

Quality Assurance and Program Operations

Professor Robert Rogow, Director of the Undergraduate Program in Business Administration at SFU has provided invaluable assistance in the development of BBA program policies and procedures that have prepared UCC to move out from under the nurturing guidance of SFU and become independent. Our procedures follow those refined over the years at SFU.

With respect to Ongoing quality assurance, faculty are required to prepare annual Professional Activity Reports describing their work in Teaching, Scholarly Activity and Professional Development and Service over the past year. Under the mentorship program these have been reviewed by Area Coordinators at SFU. UCC is currently in the process of implementing a policy and procedures for the evaluation of scholarly activity.

In addition, student questionnaires are conducted in every BBA course each semester. The results of these evaluations have been included with the course packages sent to SFU for review.

GROWTH OF THE UCC BBA PROGRAM

What originally began as the Bachelor of Business Studies degree program with concentrations in Marketing and Human Resource Management and General Business has undergone a name change (to Bachelor of Business Administration) and been modified to a more traditional format. New concentrations have been added in Accounting (1993) and Finance (beginning Fall, 1995).

UCC is pleased with the growth of the BBA program under the SFU mentorship model. The following graphs show:

1. UCC/SFU Graduates 1991-1995
2. UCC/SFU Reported (actual) FTE's compared with the Program Profile (funded) FTE's.

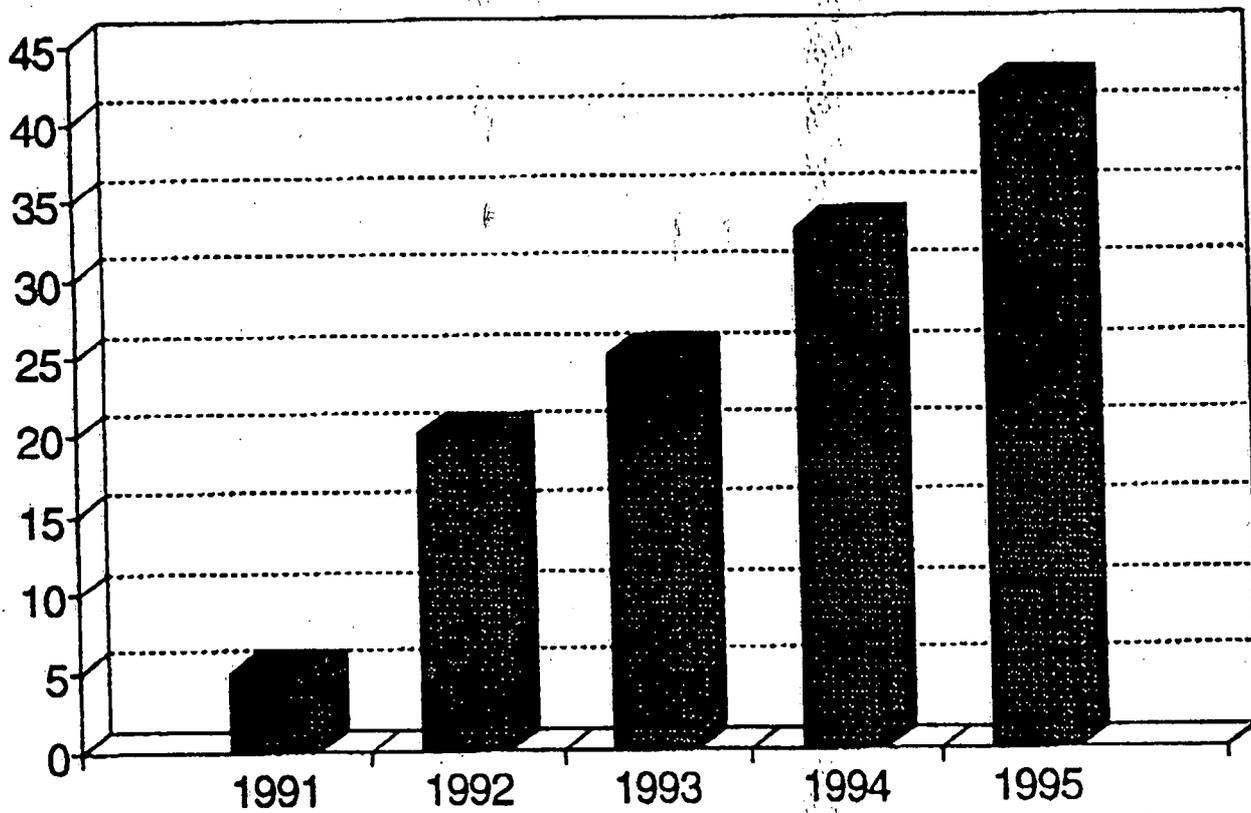
This graph shows that by 1992-93 UCC was exceeding its funded profile for the BBA program. For the current year ending (1994-95), UCC is operating at 146% of funded capacity.

3. UCC/SFU Total Course Registrations: BBA and Pre-BBA

In this graph "BBA" includes all upper level BBA courses.
"Pre-BBA" includes the lower level BBA courses only.

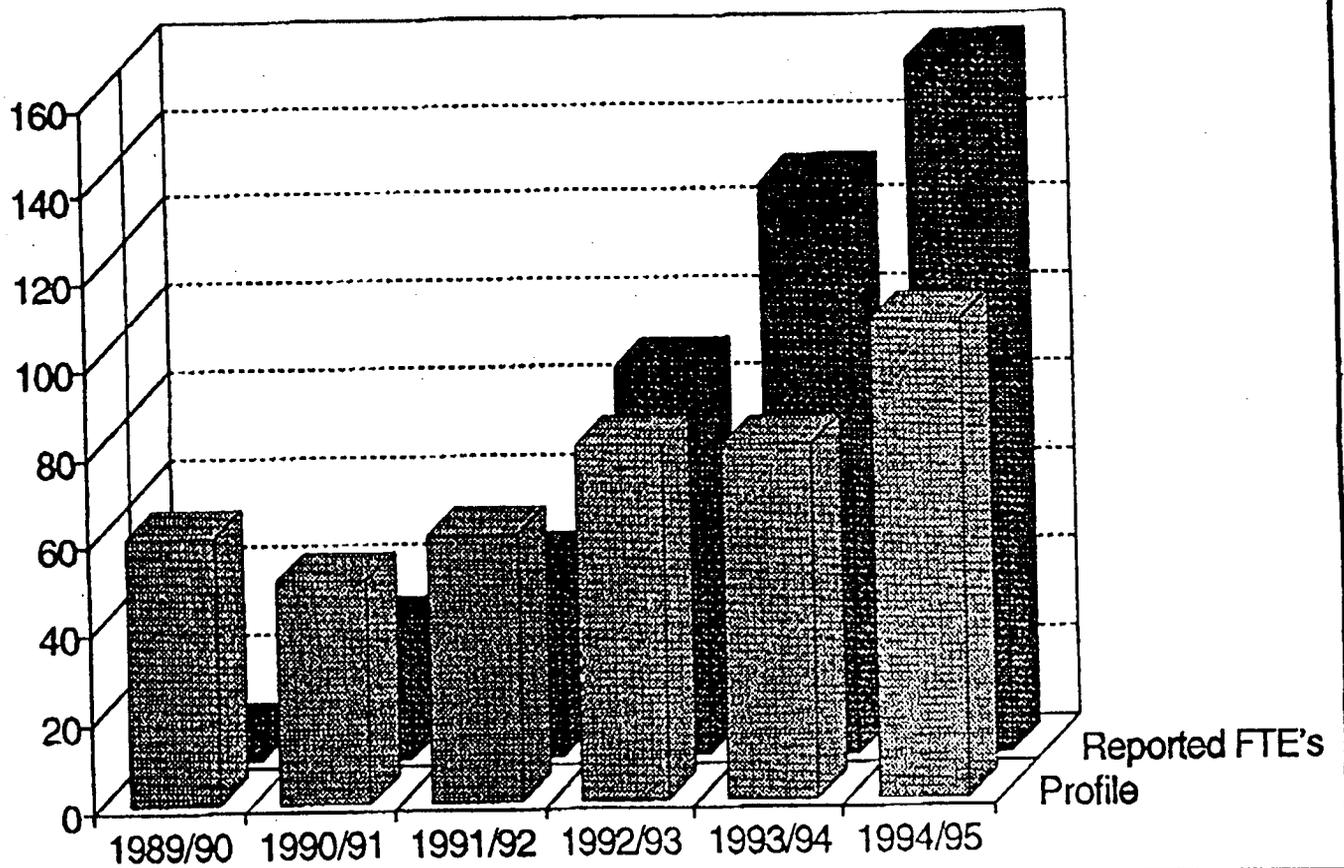
UCC/SFU BBA Graduates

Degrees Awarded, by Year



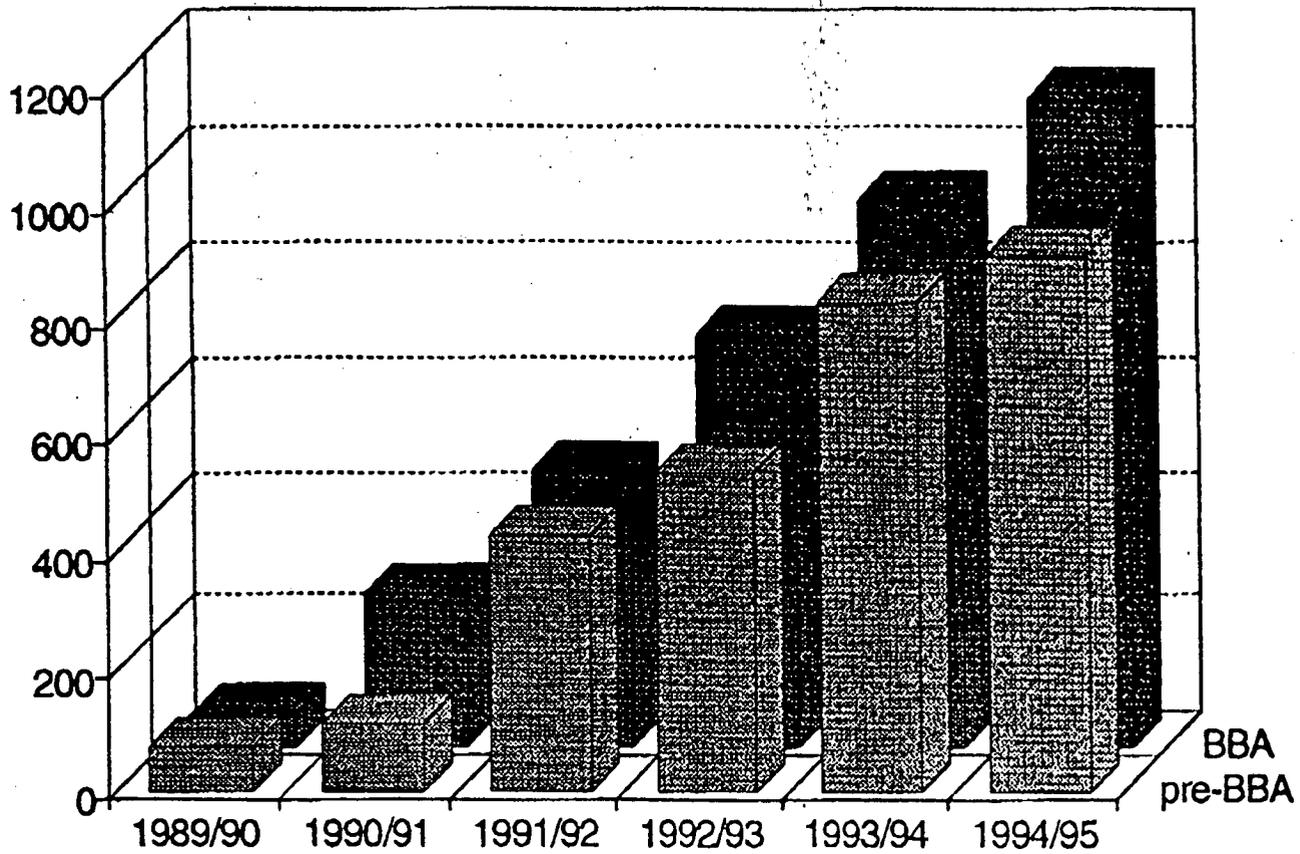
UCC/SFU BBA Degree Program

Reported FTE's & Profile, by Year



BBA Enrolment, 1989/90 - 1994/95

BBA & pre-BBA Course Registrations



UCC BBA FACULTY

The UCC BBA program is delivered by faculty in the Accounting, Management and Marketing, and Economics and Finance departments of the Business, Computing and Mathematics Division at UCC.

The following faculty identified with an asterisk have been approved by SFU to teach courses in the UCC BBA program.

Accounting:

- *Roger Collins, B.A. (Hons.) (CNA), M.Sc. (L.S.E.)
- *Berndt Sigloch, Dipl. Ing. (T.U. Berlin), M.B.A. (Brit. Col.)
- *Dan Thompson, B.Comm., B.Ed. (Man.), M.B.A. (Queens), C.M.A.
- Ivan Desjardins, B.B.A. (Bishop's), Dipl. Pub. Acc. (McGill), M.A. (Sherbrooke),
C.A., CMA
- *Brock Dykeman, B.A., Lic. Acct. (Brit. Col.), C.A.

Marketing:

- *Ken Blawatt, B.Sc. (Man.), M.B.A. (York), Ph.D. (Cranfield, U.K.)
- Lian Dumouchel, B.Comm. (Concordia), MBA (McGill)
- Tom Mahaffey (visiting P.T. appointment in 1995-96), B.A., (Alberta), M.Ad.Ed.,
(St. Francis Xavier), M.B.A., (Western Ontario), Ph.D. (Queen's)

Human Resource Management:

- *John Bratton, B.Sc. (Hons. Econ.) (Hull, U.K.), M.A. (Leeds), Ph.D. (Manchester)
- *Judy Wahn, B.A. (Hons.) (Sask.), MBA (Sask.), Ph.D. (U of Alberta)

Finance:

- *Philip Russel, B.A. (Delhi), M.A. (Delhi), MBA (Morgan), Ph.D. (U.Mass,
exp. 1996)
- *Zéna Seldon, B.Sc., M.Sc. (Iowa State), Ph.D. (Man.), Economics

Management Science and MIS:

- *Daning Sun, B.Sc. (Shanghai), M.Eng. (Whorton), Ph.D. (Brit.Col)
- *Bernie Warren, B.Sc. (Toronto), M.A. Sc. (Waterloo)
- *Berndt Sigloch, Dipl. Ing. (T.U. Berlin), M.B.A. (Brit. Col.)

Managerial Economics:

- *Robert Androkovich, B.Sc. (Lethbridge), M.A., Ph.D. (West. Ont.)
- *James Seldon, B.A. (Hons.) (Carleton), Ph.D. (Duke)

Law:

- *Gwen Ginter, B.B.A. (SFU), MBA (York), LL.B. (Osgoode)

INDEPENDENCE

UCC is still in the process of building its BBA degree program. We are committed to attracting highly professional and enthusiastic faculty committed to quality in their teaching and scholarly activity. We share the view that we are ready for independence but we would like to maintain a continuing if more informal relationship with SFU. Our faculty and administration have developed effective working relationships with their counterparts at SFU and we look forward to continuing this tradition.

The following elements of a continuing relationship have been discussed with SFU both formally at the administrative level and informally among faculty and received support.

1. Mentorship and Collegiality

BBA Faculty, the BBA Advisor, the Dean and Associate Dean at UCC would find it valuable to be able to continue to discuss academic issues with and seek the advice of their counterparts in the Faculty of Business Administration at SFU.

2. Recruitment of Faculty

Because we do not have depth across all fields in Business, there may be times when it would be helpful to have SFU faculty assist us in reviewing CV's and possibly coming up to hear presentations and interview candidates. UCC would cover the costs for SFU faculty participation.

It may be helpful to be able to call upon Area expertise at SFU to assist us at times in determining whether or not a faculty member is qualified to teach a specific upper division course.

3. BBA Advisor Consultation

We would like our BBA Advisor to be able to continue consulting SFU's BBA Advisor on questions that arise concerning program administration, student admissions and records.

4. **BBA Quality Control**

UCC plans to continue the practice of preparing upper division BBA course packages at the end of each semester. These packages currently include:

- Course outline
- Final examination
- Major in-course assignment(s)
- Final course grade list
- Grade distribution report
- Course evaluation

The UCC BBA Committee is about to begin the task of developing a regular BBA degree review process. This process will have an internal component at UCC and very likely an external component. The external component may involve an external reviewer evaluating the course packages for a concentration or group of core courses. We might also include with each package samples of students' final examination (eg. two "A"s, two "B"s and two "C"s). The external reviewer would be paid a small stipend and be appointed for 2 or 3 years.

Once implemented, we would like to be able to call upon SFU faculty, among faculty from other universities, to serve as external reviewers.

5. **Scholarly Activity**

Because of the lack of depth in our faculty at this stage in our development, UCC would like to continue to be able to consult with SFU, when necessary, on the adequacy of scholarly activity

I would like to take this opportunity to thank Dean Shapiro and Professor Robert Rogow for the leadership, guidance and counsel they demonstrated in this project. Our success is in no small measure a result of their support and assistance, as well as the assistance of the faculty in Business Administration.



Richard M. Olesen, Dean
Business, Computing and Mathematics

May 31, 1995

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate

From: Senate Committee on Academic Planning

Subject: Memorandum of Cooperation:
Cariboo College and Simon
Fraser University

Date: March 9, 1989

Action taken by the Senate Committee on Academic Planning at its meeting of March 8, 1989 leads to the following motion:

MOTION:

"That Senate approve and recommend approval to the Board of Governors, as outlined in S. 89-15 the memorandum of cooperation between Cariboo College and Simon Fraser University."

MEMORANDUM OF AGREEMENT

CARIBOO COLLEGE and
SIMON FRASER UNIVERSITY

Cariboo College and Simon Fraser University agree to cooperate so as to provide programs of study designed to enable students to complete the requirements for selected degrees from the University while in attendance at the College. This cooperation shall continue for a minimum period of 5 years and is intended to facilitate the achievement of degree-granting status for Cariboo College.

The College and the University further agree:

- 1) that the determination of which degree completion programs should be offered at the College shall be made jointly by the College and the University;
- 2) that the degrees offered at the College shall be designated as "degrees awarded by Simon Fraser University at Cariboo College" and distinguished by unique transcript and diploma notations;
- 3) that together they will develop procedures to ensure that the curriculum and the grading standards used in the upper-level (3rd & 4th year) courses offered in a program at the College are the same as those in the corresponding courses at the University, and that lower-level College courses articulate readily with upper-level courses;
- 4) that together they will develop procedures for the recruitment and selection of College faculty members to teach the upper-level courses in a program at the College. The College agrees that it will appoint only persons acceptable to the University to teach and upper-level courses in a program at the College;
- 5) that as an essential aspect of maintaining a high standard of quality in the teaching of upper division and professional courses, teaching loads and assignments will be set to take account of the need for faculty to engage in scholarly work including creative or appropriate professional activities;
- 6) that tuition fees for upper-level courses will be assessed and collected by the College, and that students in upper-level courses shall be registered as Cariboo College students (but clearly designated as being in upper-level courses associated with the University);

- 7) that funding the upper-level courses will be separate from the general operating budgets of the University and the College; that the College will be directly funded by the Ministry for all operating costs of upper-level courses; and that the University will be directly funded by the Ministry at a level which will cover all its direct and indirect costs related to its role in the programs at the College.

It is recognized that it is the prerogative of the University Senate to determine the requirements for the degrees which it grants and to determine who has satisfied the requirements for such a degree.

Convocations for the granting of degrees will be held at Cariboo College on a regular basis.

Signed on behalf of Simon Fraser University

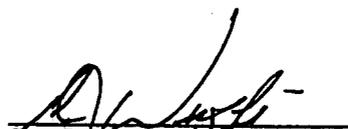
Qualifying comments:

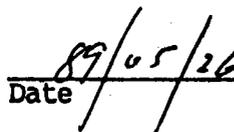

William G. Saywell,
President


Date 8/189

Signed on behalf of Cariboo College

Qualifying comments:


A. James Wright,
President


Date 89/05/26

APPENDIX '2'

BBA PROGRAM: STABLE ENROLLMENT, 1994-95

BBA YEAR 3 & 4 ENROLLMENT HISTORY

| | TOT | % gr | FALL | % gr | WIN | % gr | Cr/FHr | FTE's 30-cr |
|---------|------|------|------|------|-----|------|--------|----------------|
| 1994/95 | 1106 | 19% | 496 | 17% | 610 | 20% | 21.4 | 119 |
| 1993/94 | 933 | 33% | 424 | 26% | 509 | 40% | 17.8 | 101 |
| 1992/93 | 700 | 50% | 337 | 45% | 363 | 55% | 15.3 | 78 |
| 1991/92 | 467 | 80% | 233 | 69% | 234 | 92% | 15.4 | 52 |
| 1990/91 | 260 | 381% | 138 | 360% | 122 | 408% | n.a. | n.a. |
| 1989/90 | 54 | | 30 | | 24 | | | |

PRE-BBA ENROLLMENT HISTORY

| | TOT | % | FALL | % | WIN | % | SUM | C/FHr | 30-cr FTE's |
|-----------------|-----|------|------|------|-----|------|-----|-------|----------------|
| ex 254/272 | 666 | 15% | 336 | 25% | 208 | 4% | 14 | | |
| 1994/95 | 912 | 10% | 469 | 26% | 443 | 6% | 38 | 22.4 | 91 |
| ex BBUS 272/252 | 483 | 1% | 269 | 3% | 214 | 5% | | | |
| ex BBUS 272 | 536 | 10% | 294 | 13% | 242 | 8% | | | |
| 1993/94 | 831 | 63% | 373 | 43% | 419 | 86% | 39 | 23.3 | 83 |
| 1992/93 | 537 | 25% | 261 | 25% | 225 | 1% | 51 | 24.7 | 54 |
| 1991/92 | 431 | 278% | 209 | 237% | 222 | 327% | | 18.7 | 43 |
| 1990/91 | 114 | 56% | 62 | 48% | 52 | 68% | | | |
| 1989/90 | 73 | | 42 | | 31 | | | | |

BBA & PRE-BBA ENROLLMENT HISTORY

| | TOT | % | FALL | % | WIN | % | SUM | C/FHr | 30-cr FTE's |
|---------|------|------|------|------|------|------|-----|-------|----------------|
| 1994-95 | 2018 | 14% | 965 | 21% | 1053 | 13% | 38 | 21.9 | 211 |
| 1993/94 | 1764 | 45% | 797 | 33% | 928 | 58% | 39 | 19.8 | 180 |
| 1992/93 | 1288 | 43% | 598 | 35% | 588 | 29% | 51 | 18.0 | 132 |
| 1991/92 | 898 | 140% | 442 | 121% | 456 | 162% | | 16.7 | 95 |
| 1990/91 | 374 | 194% | 200 | 178% | 174 | 216% | | | |
| 1989/90 | 127 | | 72 | | 55 | | | | |

| | | | | | |
|---------------|-----|-----|------|----------------------|-----|
| PRE-BBA FTE'S | 91 | FAC | 3.8 | ENTITLEMENT @ 26.7 = | 3.4 |
| BBA FTE'S | 119 | FAC | 7.0 | ENTITLEMENT @ 20 = | 6.0 |
| TOTAL FTE'S | 211 | FAC | 10.8 | ENTITLEMENT (sum) = | 9.4 |

BBA PROGRAM FTE's 1994-95 (Stable Enrollment)

BBA PROGRAM: FTE HISTORY

| Year | FTE's | 30-cr FTE's | Actual | Reported | 30-Credit FTE's | Facult Hours | Program Profile |
|---------|-------|-------------|---------|----------|-----------------|--------------|-----------------|
| 1994-95 | 157.4 | 119 | 1989/90 | 7.1 | 6 | | 60 |
| 1993/94 | 129.6 | 101 | 1990/91 | 34.7 | 29.5 | 29.5 | 50 |
| 1992-93 | 87.8 | 78 | 1991/92 | 53.8 | 43.8 | 52 | 102 |
| 1991-92 | 53.8 | 52 | 1992/93 | 87.8 | 87.8 | 78 | 152 |
| 1990-91 | 34.7 | | 1993/94 | 129.1 | 129.1 | 101 | 173 |
| 1989-90 | 7.1 | | 1994/95 | 157.4 | 157.4 | 119.4 | 171 |