

**SIMON FRASER UNIVERSITY  
MEMORANDUM**

**TO: Senate**

**FROM: J. Munro  
Chair, Senate  
Cttee on Academic  
Planning**

**SUBJECT: Curriculum Revisions -  
Faculty of Business Administration  
(SCUS 90 - 3; SCAP 90 - 42)**

**DATE: November 20, 1990**

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Action undertaken by the Senate Committee on Academic Planning and the Senate Committee on Undergraduate Studies, gives rise to the following motion:

**MOTION: "that Senate approve and recommend approval to the Board of Governors, as set forth in S.90-56, curriculum revisions in the Faculty of Business Administration as follows:**

- Proposed Joint Major in Business Administration and Geography
- Change of Prerequisites - BUS 329-3, BUS 426-3
- Change in requirements for Concentrations in Marketing and Organizational Behaviour"

## MEMORANDUM

Faculty of Business Administration

Simon Fraser University

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TO: W. R. Heath, Secretary,  
Senate Committee on Undergraduate Studies

FROM: Robert Rogow, Undergraduate Program Director,  
Faculty of Business Administration

SUBJECT: Proposed Calendar Changes

DATE: June 26, 1990

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The Faculty of Business Administration has approved the following proposed changes in Calendar language, and requests that these proposals be placed on the agenda of the appropriate S.C.U.S. meeting:

- (1) Joint Major in Business Administration and Geography
  - (2) Change in Prerequisites for Accounting Courses (BUS 329 and BUS 426)
  - (3) Change in Requirements for Concentrations in Marketing and Organizational Behaviour
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**(1) Proposal for Joint Major, Business Administration and Geography**

**(A) PROPOSED CALENDAR LANGUAGE**

**I. GENERAL REQUIREMENTS**

1. The student must complete the requirements for graduation of either the Faculty of Business Administration (if he/she wishes to obtain a Bachelor of Business Administration degree) or the Faculty of Arts (if he/she wishes to obtain a Bachelor of Arts degree).
2. The student must complete the requirements stated below for both the Faculty of Business Administration and the Department of Geography.

**II. BUSINESS ADMINISTRATION REQUIREMENTS FOR JOINT MAJORS**

1. The student must successfully complete the lower division course requirements of the Faculty of Business Administration.
2. The student must qualify for and receive formal admission to the Faculty of Business Administration and must remain qualified for continuation in that program.
3. The student must successfully complete the Core Courses of the Faculty of Business Administration.
4. The student must successfully complete one additional 400 division course in the Faculty of Business Administration.

### III. DEPARTMENT OF GEOGRAPHY REQUIREMENTS FOR JOINT MAJORS

1. The student must successfully complete a minimum of 15 credit hours of lower division Geography courses, including:

GEOG 100-3 Human Geography  
GEOG 111-3 Physical Geography  
GEOG 221-3 Economic Geography

2. The student must successfully complete a minimum of 24 credit hours of upper division Geography courses, including:  
12 credit hours at the 300 level  
12 credit hours at the 400 level.

### (B) RATIONALE

Complementarities between the two programs exist for a variety of different groups of students. Business majors with an interest in distribution of goods and services or with an interest in environmental issues would find important aspects of these topics covered with more depth and with complementary disciplinary orientations in Geography. Geography majors interested in location, land use, urban and regional development, tourism or resource geography would benefit from aspects of these topics analyzed from a business perspective.

NOTE: The Faculty of Arts Curriculum Committee will be considering this joint major program at a forthcoming meeting. (see attached memo)

### (2) Changes in Prerequisites for Accounting Courses

BUS 329-3 Income Taxation for Business Decision-Making:

FROM: Prerequisite: BUS 320 or permission of Faculty; 60 credit hours

TO: Prerequisite: 60 credit hours. Corequisite: BUS 321 or permission of Faculty

**BUS 426-3 Auditing Concepts and Methods:**

FROM: Prerequisite: BUEC 333; and corequisite BUS 421; or permission of instructor; 60 credit hours

TO: Prerequisite: BUS 420 or permission of Faculty, and 60 credit hours

**Rationale:**

Shifting of materials covered among the prerequisite and corequisite courses since the time that BUS 329 and BUS 426 were introduced makes these changes desirable.

### **(3) Change in Requirements for Concentrations in Marketing and Organizational Behaviour**

(a) The addition of BUS 447, International Marketing Management, to the present Calendar list of five upper division courses from which Marketing concentrators must select at least one course.

That list would now be:

BUS 344-3 Industrial Marketing

BUS 445-3 Analysis of Data for Management

BUS 446-4 Marketing Strategy

BUS 447-3 International Marketing Management

BUS 448-4 Promotion Management

BUS 449-3 Marketing and Society

(b) The addition of BUS 484, Workplace Industrial Relations, to the present Calendar list of seven upper division courses from which Organizational Behaviour concentrators must select at least three courses. That list would now be:

BUEC 384-3 Industrial Relations

BUEC 385-3 Collective Bargaining

BUS 481-3 Personnel Management I: Manpower Planning and Staffing Decisions

BUS 482-3 Personnel Management II: Reward Systems and Employee Development

BUS 483-3 Organizations and Careers

BUS 487-3 Organizational Development and Change  
BUS 484-3 Workplace Industrial Relations  
BUS 488-3 Human Relations in Business

(c) Rationale:

When these two courses were proposed for inclusion in the 1990-1991 Calendar it was the Faculty's intention that each course be added to the list of courses from which concentrators make selections. Through an oversight, this was not proposed at that time.

*Robert Rogow*