

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate

From: J. Munro, Chair,
Senate Committee on
Academic Planning

Subject: Undergraduate Curriculum
Revisions - Faculty of Business
Administration

Date: November 20, 1992

SCUS Reference: SCUS92-27, 92-37, 92-46
SCAP Reference: SCAP 92-40

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

Motion 1:

"that Senate approve and recommend approval to the Board of Governors, as set forth in S.92-68 the undergraduate curriculum revisions for the Faculty of Business Administration as follows:

- 1) Information Systems proposals:
 - a) New Joint Major with School of Computing Science
 - b) New Concentration in Management Information Systems
 - c) New courses:

BUS 362 - 4	Information Analysis and Systems Design
BUS 364 - 3	Information Systems in Organizations and Society
BUS 462 - 4	Management Support Systems
BUS 466 - 3	Managing Data Communications
BUS 468 - 3	Management Issues in Information Systems

Deletion of:

BUS 337 - 3	Management Information Systems I
BUS 428 - 3	Management Information Systems II

- 2) New Commercial Law courses:

BUS 398 - 3	Commercial Legal Transactions
BUS 399 - 3	Commercial Legal Relations

- 3) New Organizational Behaviour Courses and Concentration requirements and Core Course requirements:
 - a) New courses:

BUS 272-3	Behaviour in Organizations
BUS 381 - 3	Introduction to Human Resource Management
BUS 388 - 3	Teamwork in Organizations

Deletion of:

BUS 270 - 3

Introduction to Organizational Behaviour and
Decision-making
Micro Perspectives on Organizations

BUS 372 - 3

- 4) Change in requirements for Psychology Joint Major.
- 5) Change in Lower Division prerequisites
- 6) Change in Honors Program
- 7) Core course requirement
- 8) The no-concentration option
- 9) Earlier access to upper division courses
- 10) Earlier completion of Core courses
- 11) Counting of non-Business hours toward Business requirements
- 12) Change in the concentration requirements for the Marketing area
- 13) Change in the concentration requirements for the Finance area
- 14) Change in the concentration requirements for the Policy Analysis area
- 15) Change in requirements for Joint Major with the Department of Communication
- 16) Change in requirements for Joint Major with the Department of Political Science
- 17) Change in requirements for Joint Major with the Department of Psychology
- 18) New Course: BUS 450 Theoretical Issues in Strategic Management"

Motion 2:

"that Senate approve and recommend approval to the Board of Governors, as set forth in S.92- the curriculum revisions to the Bachelor of Business Administration program offered by the University College of the Cariboo, as follows:

- 1) Changes in Organizational Behaviour
- 2) Changes in BBUS 237/COMM 221
- 3) "Environment of Business" Core Course Requirement
- 4) Accounting Courses and Accounting Concentration
- 5) Finance Course Additions
- 6) Move Toward SFU Core

For Information:

Acting under delegated authority of Senate, SCUS has approved the following changes:

Prerequisites for BUS 237, 251, 374, 481, 482, 483, 484, 487, 488



MEMORANDUM

September 8, 1992

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

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

Subject: Requested Calendar Changes

The Faculty of Business Administration has approved the following proposed Calendar changes. Would you please schedule them for discussion at an appropriate meeting of S.C.U.S.?

- (1) Information Systems proposals: (see attached documents)
- (A) New Joint Major with School of Computing Science
 - (B) New Concentration in Management Information Systems
 - (C) New courses associated with (A) and (B):
 - BUS 362-4 INFORMATION ANALYSIS AND SYSTEMS DESIGN
 - BUS 364-3 INFORMATION SYSTEMS IN ORGANIZATIONS AND SOCIETY
 - BUS 462-4 MANAGEMENT SUPPORT SYSTEMS
 - BUS 466-3 MANAGING DATA COMMUNICATIONS
 - BUS 468-3 MANAGEMENT ISSUES IN INFORMATION SYSTEMS
- Courses to be deleted from Calendar:
- BUS 337-3 MANAGEMENT INFORMATION SYSTEMS I
 - BUS 428-3 MANAGEMENT INFORMATION SYSTEMS II
- (2) New Commercial Law courses (see attached documents):
- BUS 398-3 COMMERCIAL LEGAL TRANSACTIONS
 - BUS 399-3 COMMERCIAL LEGAL RELATIONS
- (3) New Organizational Behaviour Courses and Concentration requirements and Core Course requirements: (see attached documents)
- New Courses:
- BUS 272-3 BEHAVIOUR IN ORGANIZATIONS
 - BUS 381-3 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT
 - BUS 388-3 TEAMWORK IN ORGANIZATIONS
- Courses to be deleted from Calendar:
- BUS 270-3 INTRODUCTION TO ORGANIZATIONAL BEHAVIOR AND DECISION-MAKING
 - BUS 372-3 MICRO PERSPECTIVES ON ORGANIZATIONS
- Changes in requirements:

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BUS 272 to be added to the courses required for admission to the Faculty (as major, minor or honors student)

Prerequisites for BUS 272 to be:

15 credit hours. One of ENGL 101, 102, 103, 104, 199, PHIL 001, 100, or 120.

Present Core course requirement:

BUS 372 or BUS 374, Macro Perspectives on Organizations.

to be replaced by

One of BUS 374, BUS 381, BUS 388.

Present Concentration requirement in Organizational Behaviour:

BUS 372 and BUS 374

Three of BUEC 384, 385, BUS 481, 482, 483, 484, 487, 488.

to be replaced by:

Two of BUS 374, BUS 381, BUS 388.

two of BUEC 384, 385, BUS 481, 482, 483, 484, 487, 488.

That the titles of the following courses be changed:

BUS 374-3: FROM: Macro Perspectives on Organizations

TO: Organization Theory

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

TO: Human Resource Planning and Staffing

BUS 482 FROM: Personnel Management II: Reward Systems and Employee Development

TO: Reward Systems and Employee Development

That all upper division courses in the Organizational Behaviour area include in their prerequisites:

"60 credit hours; BUS 272".

That prerequisites be changed as follows:

BUS 481: FROM: BUS 372; BUEC 232 (or STAT 270); 60 credit hours

TO: BUS 272; BUEC 232 (or STAT 270); 60 credit hours; BUS 381 recommended

BUS 482: FROM: BUS 372; 60 credit hours

TO: BUS 272; 60 credit hours; BUS 381 recommended

BUS 483: FROM: BUS 372 or 374; 60 credit hours

TO: BUS 272 or 374; 60 credit hours

BUS 484: FROM: One of BUEC 384, BUEC 385; BUS 270, 372 or 374 recommended

TO: One of BUEC 384, BUEC 385, BUS 272 or

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BUS 374
 BUS 487: FROM: Permission of the Faculty; 75 credit hours
 TO: 60 credit hours; BUS 388 recommended
 BUS 488: FROM: Permission of the Faculty; 75 credit hours
 TO: 60 credit hours; BUS 388 recommended

Rationale:

BUS 272 will provide a complement and balance to the existing courses required for admission to Business (Statistics, Accounting, Computers and Economics). 272, which is the existing BUS 372 renumbered, is expected to be a better predictor of skills in less formally structured and more social science oriented Business courses than would the deleted BUS 270, which was given at a more elementary level.

The deletion of BUS 372 as a course and as a Core requirement provided an opportunity for the Organizational Behaviour faculty to rethink and restructure the Core requirement to reflect the three streams within OB: human resource management (including industrial relations), interpersonal dynamics and organizational change, and the more academic, research-oriented organization theory stream.

Changes in concentration requirements, course prerequisites and course titles followed logically from the above decisions.

(4) Change in requirements for Psychology Joint Major:

After the existing language:

"The student must successfully complete at least two upper division Organizational Behaviour courses beyond the one course required as a Core course."

Add the sentence:

"One of these two courses must be at the 400 division."

Rationale:

This change makes the Psychology joint major requirement more similar to the requirement found in our other joint major programs.

(5) Change in Lower Division prerequisites:

We propose to eliminate the existing corequisite relationship between

BUS 237-3 INTRODUCTION TO COMPUTERS AND
 INFORMATION SYSTEMS IN BUSINESS

and

BUS 251-3 FINANCIAL ACCOUNTING I

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237 will remain a prerequisite for
 BUS 252-3 FINANCIAL ACCOUNTING II.
 237 will, as before, require 15 credit hours as a prerequisite.

Rationale:

Our expectation that a grounding in accounting would be a significant advantage for 237 students has not proved to be the case. 237 has not proved to be of significant assistance to 251 students. 237 remains, however, a necessary preparation for the second financial accounting course.

(6) Change in Honors Program:

It is proposed that the Honors Program" section of the Business Administration section of the Calendar read as follows:

After the completion of fifteen semester hours of upper division courses in Business Administration, students can apply to enter the honors program. Both the CGPA and GPA for upper division BUS and BUEC courses must be at least 3.00 (or 3.50 for honors first class) for entry into and continuance in the honors program.

Honors students must meet all the requirements of the Major program. The Honors program requires 12 credit hours of 400 division courses beyond the 120 hours required for the Major degree. These hours must be in 400 division courses within an Area of concentration or in other 400 division courses approved by the Area coordinator in the Faculty of Business Administration or other Faculties. These 12 credit hours are in addition to those required for the Area of concentration and Core course requirements for the Major program. Approval in advance by the Area coordinator and the Faculty are required for these 12 credit hours.

In the student's upper levels (normally the last 72 hours of the Honors program) the student must take a minimum of 57 upper division credit hours, of which 42 must be in BUS or BUEC courses.

Note: The language in the section "Joint Honors in Business Administration and Economics" is not affected by the above, and remains as stated in the 1992-93 Calendar.

Rationale:

The existing Honors program, whose distinguishing feature was the requiring of ECON 305, Intermediate Macroeconomics, and MATH 158, Calculus for the Social Sciences II, was not well designed for the achieving of greater depth within most of the Business areas of study. The faculty of each area will now be able (with the concurrence of the

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Faculty) to direct honors students to an appropriate mix of 400 division courses within and closely related to their field of specialization.

(7) Core course requirement:

It is proposed that a Core course requirement be added obliging all Majors and Honors students to complete successfully one course from a group of courses called "The Environment of Business". That group shall consist of:

BUS 303	Business in Society
BUS 304	Introduction to Business Ethics
BUS 346	International Business
BUS 349	North American International Trade Issues
BUS 403	Seminar in Business and Society
BUS 449	Marketing and Society
BUEC 391	Law in the Economic Society

Rationale:

A substantial recent growth has occurred in academic, professional and employer concern that Business students do too little work in fields such as business ethics, business' environmental settings and impacts, and the global aspects of business. Ideally, requiring course work in all three areas would be an appropriate response to these concerns. Resource constraints and, to a lesser extent, curriculum design constraints, make an immediate change of this kind too difficult. Adding the requirement that the student take one course from this group is seen as a modest first step in this direction.

(8) The no-concentration option:

It is proposed that existing Calendar language permitting students to complete the Major program without fulfilling the requirements for an Area of concentration be changed to permit the no-concentration option for joint majors and joint honors only.

Rationale:

Requiring all graduates to have satisfied the concentration requirements in one area (many satisfy two; some satisfy three) does not appear too restrictive. Typically, the concentration requirements require four or five courses beyond the Core within an area. It is felt that students will be better prepared for business careers or for graduate school with this moderate degree of specialization.

(9) Earlier access to upper division courses:

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It is proposed that approved majors be permitted to take 300 division courses after completion of 45 semester hours. No change is proposed to existing Calendar language stating that upper division course work taken before 60 hours does not count toward upper division requirements (for majors: 45 upper division hours, of which 36 are in Business; for honors 57 and 42 respectively).

Rationale:

Students may apply for admission as approved majors as early as 30 hours. Many have completed all prerequisites by 45 hours, but the incentive to apply early has been lessened by our general 60 hours prerequisite for upper division business courses. Beginning upper division course work before completion of 60 hours will permit earlier and better informed choice of courses and of concentrations and will reduce existing student problems in trying to register for high-demand courses.

(10) Earlier completion of Core courses:

It is proposed that all majors and honors students (except joint majors and honors) be required to complete the 300 division Core courses by the time they have completed 90 credit hours.

Rationale:

This change increases the common foundation of knowledge that students taking 400 division course will share. It permits earlier and more informed choice of concentration. It reduces the likelihood that weaker students will put off until their last semester those Core courses with which they expect the most difficulty.

(11) Counting of non-Business hours toward Business requirements:

Existing Calendar language permits the counting of up to 8 credit hours (12 for honors) of upper division work done in other Faculties toward the requirement of 36 credit hours (42 for honors) in BUS or BUEC courses. It is proposed that this language be deleted.

Rationale:

Such authorization is unnecessary for the rare case in which it is appropriate to so count outside-of-Faculty hours, and is misleading to students, some of whom develop false expectations based upon it.

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Proposal for a Joint Undergraduate Major in Information Systems in Business Administration and Computing Science

Introduction

With the increasing level of technology in modern society, a thorough understanding of computer and communication—information—technology has become essential. Most universities, however, compartmentalize the study of information technology into different disciplines, e.g., computing science for technical material, and business administration, for the managerial impact of the technology. Although graduates in either program remain valuable and in demand, graduates who combine both bodies of knowledge will possess a uniquely valuable set of skills. With the permeation of information technology into organizations, students who understand both the technical and managerial impact of that technology will have a competitive edge.

This document describes a proposal for a joint major in Information Systems that attempts to produce students with strong managerial skills and strong technical skills. The proposal is sponsored by both the Faculty of Business Administration (FBA) and the School of Computing Science (CS). By combining the talents of both sets of faculty, we believe we have developed a major that will be attractive to our students, will be attractive to employers, and that will foster positive cross-fertilization between FBA and CS.

Value-Added to Students

Students electing a joint major in Information Systems will leave the program with an understanding both of the managerial challenges regarding the appropriate use of information systems in organizations and an understanding of the technical knowledge needed to effect such systems. The joint major is intended to develop managers who can function well as both developers, managers, and users of information systems technology. The joint major should be particularly attractive to those students who also participate in the Coop program, since such students will possess immediately useful technical skills as well as an understanding of how the technology fits into a larger organizational context. The joint major may be ideal for those students who wish to enter traditional information systems groups within organizations, with the intent of pursuing a career in IS management.

Philosophy

The structure of the joint major has been influenced by the current major programs in both the FBA and Computing Science. The joint major adopts most of the core courses required by each of the two areas, to form a base body of knowledge for all students electing the joint major. A common set of IS courses, some offered by FBA, some by CS, complete

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the major, with students required to take IS courses from both FBA and CS (See tables on this and the next page).

Lower Division

Business	Overlap	Computing Science
<i>15 credit hours total</i> BUS 237-3 Computers in Business ECON 200-3 Micro ECON 205-3 Macro BUS 251-3 Accounting BUS 272-3 Behaviour in Organizations	<i>12 credit hours total</i> MATH 157-3 Calculus for Soc. Sciences <i>or</i> MATH 151-3 Calculus I MATH 152-3 Calculus II <i>or</i> Math 158-3 BUEC 232-3 Bus. Stat. <i>or</i> STAT 270-3 Intro. PHIL 001-3 Critical Thinking	<i>24 credit hours total</i> CMPT 101-4 Modula 2 CMPT 105-3 Fundamentals CMPT 201-4 Data and Programming CMPT 205-3 Formal Topics CMPT 275-3 Software Engineering MATH 232-3 Elementary Linear Algebra PHIL 210-4 Formal Logic
Writing Elective: One of ENGL 101,102,103, 104, or 199		
1 Free Elective and 1 Elective not in Business or Computing Science		

Notes:

Students who have not taken Grade 12 mathematics with a grade of at least B must complete MATH 110 or Math 100. This may require the use of an elective.

Students are warned that ECON 200 and ECON 205 require a 100-level ECON course as pre-requisite. This may require the use of an elective.

Students are warned that CMPT 290 is required as a prerequisite for CMPT 371; for depth in the Computing Systems concentration; and for any course in the Computer Design and Organization concentration. Students wishing to pursue such courses will have to use their free elective to take CMPT 290.

Students, who meet the course prerequisites, may take CMPT 104-2 instead of CMPT 101-4. This will free up two credit hours for those students, who may use them as free credits.

Since the normal FBA major requires two writing courses, note that Philosophy 001-3, Critical Thinking, qualifies as a "writing" course in the standard FBA undergraduate major. This combined with the single writing elective required by the joint major, gives students two writing courses.

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Upper Division

Business	IS Major	Computing Science
<p><i>19-20 credit hours</i></p> <p>BUS 312-4 Finance BUS 324-3 Managerial Accounting I BUS 343-3 Intro. to Mktg. BUS 374-3 (Macro Organizational Behavior) or BUS 381-3 (Introduction to Human Resource Management) or BUS 388-3 (Interpersonal Dynamics) BUS 478-3 Policy</p> <p>Plus <i>one of</i></p> <p>BUS 336-4 Management Science BUEC 333-3 Elementary Economic and Business Statistics II</p>	<p><i>18 credit hours</i></p> <p>Required CS Courses:</p> <p style="padding-left: 40px;">CMPT 320-3 Social Implications of a Computerized Society CMPT 354-3 File and Database Structures CMPT 370-3 Information System Design</p> <p>Required FBA Courses:</p> <p style="padding-left: 40px;">BUS 364-3 IS In Organizations and Society BUS 468-3 Management Issues in IS</p> <p style="padding-left: 40px;">BUS 466-3 Managing Data Communications <i>or</i> CMPT 371-3 Data Comm. and Networking</p>	<p><i>15 credit hours total</i></p> <p>Depth Requirement 9 credit hours in a concentration other than IS.</p> <p>Breadth Requirement 6 credits in two concentrations other than IS or the concentration chosen for the depth requirement.</p> <p>Note that the following two courses must be taken as part of the above 15 credit hours:</p> <p style="padding-left: 40px;">CMPT 300-3 Operating Systems CMPT 307-3 Data Structures and Algorithms</p>
<p>7-8 Credit Hours of Free Electives.</p>		

Note that certain courses that can be taken to satisfy the Computing Science Depth requirement require prerequisites. Those prerequisites will use up one or more of the free electives. For those wishing guidance in choice of electives, the following is a list of relevant suggestions:

- BUS 462-3 Management Support Systems
- CMPT 302-3 System Development Projects
- CMPT 305-3 Computer Simulation and Modeling
- CMPT 384-3 Symbolic Computing
- MATH 308-3 Linear Programming
- MATH 343-3 Combinatorial Aspects of Computing
- MACM 316-3 Numerical Analysis

The required FBA courses are essentially the same as required for an FBA major, with the following exceptions:

- Much fewer electives are allowed.
- BUS 307-3, Managerial Economics is not required for the joint major.

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- Both BUS 336 and BUEC 333 are required for a major in the FBA. In the joint major, one of those two courses must be taken. Since the major already places a great many restrictions on students' courses, we wanted to retain the limited electives that students have.
- The Environment of Business requirement is considered to be satisfied by CMPT 320-3.

The required CMPT courses are essentially the same as required for the CMPT major, with the following exceptions:

- CMPT 301 is not required for the joint major, since the subject matter is covered in BUS 364 and BUS 468. CMPT 301 is still required for the concentration in Information Systems offered by Computing Science.
- CMPT 320 is required.
- Some of the lower division courses (listed in the Overlap column), can be replaced by suitable FBA requirements, e.g., MATH 157-3 and Math 151-3 would be treated as equivalent.
- CMPT 290-3, Digital Systems is no longer required for IS majors. IS majors should be warned, however, that CMPT 290-3 is a prerequisite for CMPT 371-3, Data Communications and Networking, which satisfies a bracket requirement in the upper division.
- MACM 316 is dropped as it was never required by a BBA 'double' major.
- The 18 credit hour depth requirement has been split into two components. One 9 credit component would explore a CS area other than IS. The remaining 9 credits are used for courses in the joint major. In recognition of the number of required courses, the breadth requirement has been reduced to two additional areas (instead of three), plus two concentrations for depth (IS plus one other).

Note, students must qualify and receive admission to, and must remain qualified for continuance in, the Faculty of Business Administration, and must be accepted as a Computing Science major.

Furthermore, the first sentence of paragraph 1 of the "Common Requirements of All Joint Programs" for the FBA that appears on page 119 of the SFU Calendar should be expanded to read "In cooperation with the Faculty of Arts and the Faculty of Applied Sciences, the Faculty of Business Administration offers joint majors in Business Administration and Economics, ..., Business Administration and Psychology, and Information Systems in Business Administration and Computing Science, and a joint honors in Business Administration and Economics."

Finally, paragraph 5 on page 119 of the SFU Calendar should be revised to read, "Students may opt for the degree granted by either Faculty. The degree-granting Faculty's requirements will govern."

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Proposal for an Undergraduate Concentration in Management Information Systems for Majors in the Faculty of Business

Introduction

The demand for a concentration in Management Information Systems (MIS) in the Faculty of Business Administration (FBA) has been growing for a number of years. This demand has come from both students wanting to pursue a career in MIS, and from faculty members who see it as a desirable addition that will enhance the product offered by the FBA. We expect that the concentration and the complementary joint major with Computing Science in Information Systems would attract approximately 30-50 students per year.

Until recently it has not been possible to offer a concentration because of the lack of tenure track faculty in the MIS area. This situation has changed, with the addition of three faculty members in the area, and so this initial plan for the desired concentration has been created.

Value-Added to Students

Students electing to concentrate in Information Systems will leave the program with an understanding of the managerial challenges regarding the appropriate use of information systems in organizations. Unlike a joint major in Information Systems, the emphasis in this program will be on the organizational impact of information technology, not the technical details of that technology. In short, this major will train students to manage and use, not build, information systems. Students wishing more technical depth should be encouraged to pursue the joint major in Information Systems, or a major in Computing Science. The program is intended to develop managers who can function as effective liaisons, bridging traditional areas of organizations such as finance, marketing, accounting, and production with information systems areas. The program has been designed to encourage students to pursue concentrations in other areas, such as finance, marketing and accounting. The 300 level courses have been designed so that Coop students will learn useful information systems analysis and managerial support techniques. In short, we believe that students emerging from the program will receive a solid education and will also be attractive to the job market.

Philosophy

The overall structure of the program has been influenced by guidelines for Information Systems promoted by the Association for Computing Machinery (ACM).^{1 2} These

¹Nunamaker, Jr., J. F., "Educational Programs in Information Systems," in *ACM Curricula Recommendations for Information Systems*, Vol II, Baltimore, MD: Association for Computing Machinery, pp. 67-76, 1983.

²Nunamaker, J. F., Jr., Couger, J. D., and G. B. Davis, "Information Systems Curriculum Recommendations for the 80s: Undergraduate and Graduate Programs," in *ACM Curricula*

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guidelines were intended to encourage the development of solid undergraduate programs in information systems in schools of business. They outline an undergraduate program consisting of approximately seven to ten courses covering ten to fourteen different subject areas. The subject areas are:

- IS1 - Computer Concepts and Software Systems
- IS2 - Program, Data and File Structures
- IS3 - IS In Organizations
- IS4 - Database Management Systems
- IS5 - Information Analysis
- IS6 - Data Communications Systems and Networks
- IS7 - Modeling and Decision Systems
- IS8 - Systems Design Process
- IS9 - IS Policy
- IS10 - IS Projects
- X1 Research Survey
- X2 Research Methods
- X3 Expert Systems/Artificial Intelligence
- X4 Special Topics (e.g., graphics, OO programming, Human Factors)

Based on a 1990 survey funded by IBM, these topics are typically taught as follows:

- IS1 - Focus on micro-computer architecture and higher level languages
- IS2 + IS4 - Data Analysis using micro-computer database management systems
- IS3 - IS in organizations, foundation course
- IS5 + IS8 - Systems analysis and design using CASE tools
- IS6 - Data Communications Systems
- IS7 - Decision Support Systems
- IS9 - Organization of IS, IS Planning, Strategic Systems
- IS10 - If offered, a field project
- plus courses in the 'X' categories.

Given our current faculty resources (4 1/2 IS Faculty members), and the requirements of a Business concentration (4-5 courses), we cannot hope to offer an individual course in each of the above areas. Moreover, the concentration does not offer the deep understanding of the technology that would be provided by a joint major in IS or a major in Computing Science. We present a realistic, initial plan for an IS concentration that can be achieved with current FBA resources. We believe that this plan plays to the strength of our faculty, particularly in the area of decision support systems, while also providing an appropriate and attractive education to our students.

We plan to develop courses as seminars beginning in the Fall of 1992, and to implement the plan starting in the Fall of 1993.

The proposed curriculum consists of two 300 level courses and three 400 level courses which, when Bus 237 is counted (along with CMPT 101 or CMPT 103 to cover ACM IS1), yields a total of six course offerings in Information Systems. BUS 237 is currently offered about 8 times per year, with a sessional teaching 6-7 of those sections. The other courses will be offered 1-3 times per year, with BUS 362 and BUS 364 offered more frequently than the 400 level courses, since there will be greater demand for those courses from Accounting and MSSC students. This yields a total of 16 course offerings per year at

the undergraduate level. Note also that our faculty teaches two 600 and one 800 level graduate course per year, yielding a grand total of 19 course offerings per year. Coupled with the use of sessionals for BUS 237, we have sufficient resources to support this concentration.

The proposed courses are:

- Bus 362-4: Information Analysis and Systems Design (Addresses ACM IS5, IS8, IS2 and IS4)
(Jones, Parker)
- Bus 364-3: IS In Organizations and Society (Addresses ACM IS3 and IS9)
(Reich, Kirkpatrick, Parker)
- Bus 462-4: Management Support Systems (Addresses ACM IS7)
(Jones, Parker, Kirkpatrick)
- Bus 466-3: Managing Data Communications (Addresses ACM IS6)
(Kirkpatrick, Jones)
- Bus 468-3: Management Issues in IS (Addresses ACM IS3, IS9 and IS10)
(Parker, Jones, Reich, Kirkpatrick)

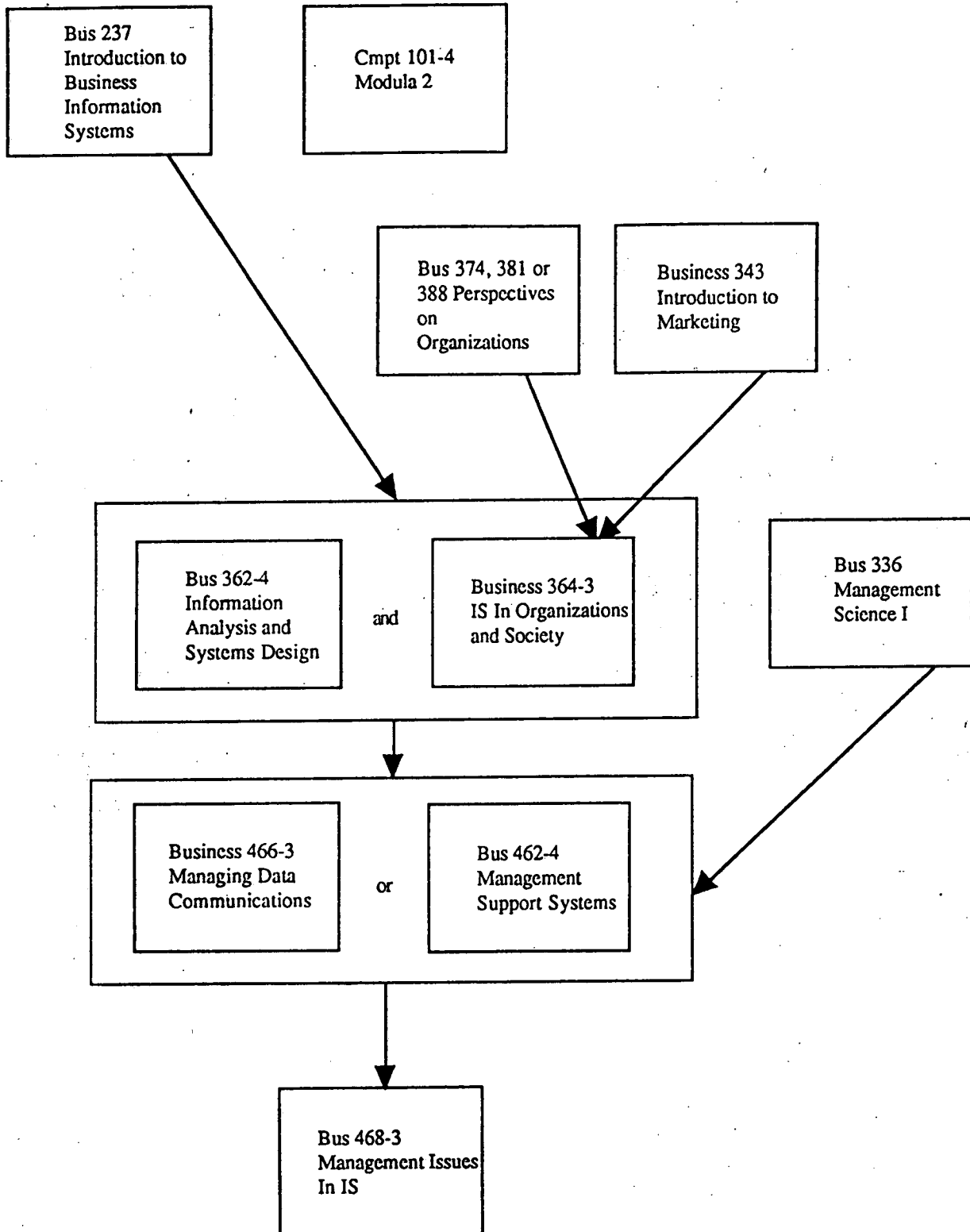
Students electing the concentration, in addition to the standard FBA requirements, would be required to take:

CMPT 101 or CMPT 104
BUS 362 and BUS 364
BUS 462 or BUS 466
BUS 468

The proposed curriculum is summarized in the diagram on the following page.

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Management Information Systems—Proposed Stream



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Courses for the Concentration

Course Clientele

In order to clarify the demand for the various courses, we have identified the following classes of students:

- A: MIS Concentrators
- B: Joint IS Majors with CS
- C: Accounting Concentrators
- D: Management and Systems Science Majors
- E: Other FBA students

<i>Course</i>	<i>Classes of Students</i>
BUS 237	ABCE
BUS 362	ABCE
BUS 364	ABDE
BUS 462	AB
BUS 466	AB
BUS 468	AB

Notes About the Curriculum

Courses currently on the books, specifically BUS 428 and BUS 337, would be retired, since the new course offerings supersede those courses. The new courses, although often covering part of the same material, are sufficiently different to warrant their retirement.

Students would be encouraged, but not required, to take CMPT 101 or CMPT 103 before taking BUS 362-4. This less than strict pre-requisite, is to accommodate accounting students who will need BUS 362-4 for their CA certificate.

Timing

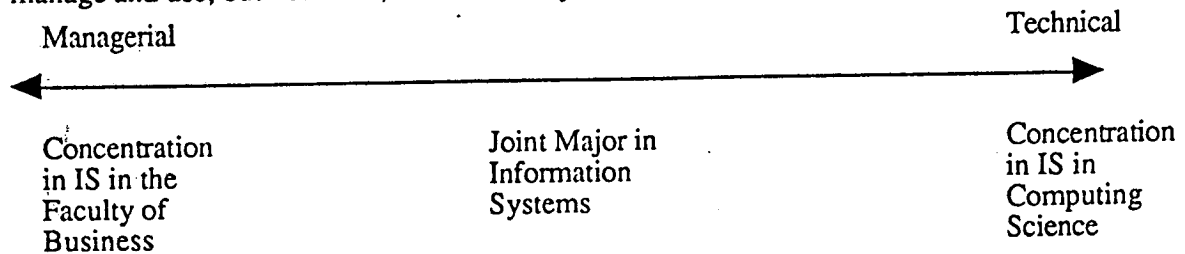
Assuming that the proposal is approved by September, 1992, we plan to offer prototype versions of the courses beginning in 92-3. The formal courses will be launched in 93-3.

After the introductory phase, we propose that each the above courses be offered, on average, twice per year.

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Relationship to Joint Major in Information Systems

The concentration is meant to provide students majoring in the Faculty of Business with a managerial understanding of how IS technology affects and is affected by the organization (see figure, below). Students who elect the concentration will learn more about how to manage and use, but not build, information systems.



In short, the concentration does not provide the level of technical knowledge provided by a major in Computing Science or by the proposed joint major in Information Systems. Students electing this program would graduate with a BBA degree; on their academic transcript, their concentration in Management Information Systems would be indicated.

Our proposal is a concentration, not a major. This means students take only 4 upper division courses for the concentration. This stands in marked contrast to a Computing Science major in information systems, where students develop much greater technical depth. Our program is not designed to produce technically superior students. Rather, the focus is on how such technology can be managed within an organization.

Students who want to concentrate in the Faculty of Business MIS program can count certain courses in Computing Science as equivalent to courses in the MIS program. In particular, we allow a student to substitute one 300 level courses and one 400 level course for the MIS concentration, as indicated below:

- Cmpt 370, Information System Design in place of Information Analysis and Systems Design (BUS 362-4)
- Cmpt 371, Data Communications and Networking in place of Managing Data Communications (BUS 466-3)

Most of the Computing Science courses require additional Lower Division prerequisites (23 credit hours), so some care must be exercised by the student if this stream of courses is planned. It should be noted that, aside from the Lower Division requirements, a student who substitutes two Computing Science courses will only require three additional courses to qualify for a concentration in MIS, after having satisfied the prerequisites for the above courses.

Accounting Students

Students concentrating in accounting, in order to become chartered accountants, must take a course in information systems. These students currently take BUS 428. Since BUS 428 will be retired, we propose that BUS 362, Information Analysis and System Design, be

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taken in its place. We plan to make this proposal to the appropriate accounting authorities and to coordinate this proposal closely with the FBA Accounting faculty. We believe that at least the Chartered Accountancy board will approve this proposal, since they have accepted this course for the CA certificate when taught by Professor Drew Parker as an intensive summer program at UBC.

Relationship to the Management Science and Information Systems Concentration

The existing Management Science and Information Systems concentration, described on page 119 of the SFU catalogue should be retitled to the Management Science concentration. No course changes are required, since the concentration requires none of the current or proposed Information Systems courses.

Relationship to Management and Systems Science (MSSC)

The management and systems science program provides "a multi-disciplinary approach to the application of quantitative methods to business and industry in an environment of expanding computerization." MSSC students are required to take a highly structured series of courses from computing science, business administration, mathematics, statistics and economics. The primary emphasis appears to be on computationally oriented management science with a business veneer—if it is possible to summarize a program in one sentence.

MSSC students currently take BUS 428-3, which would be retired. We propose that MSSC students take BUS 364 instead, since that course will cover much of the same material as the existing BUS 428. We felt that BUS 362, which we recommend for CA students, covers too much material to which MSSC students would have been exposed in other parts of their program, whereas BUS 364 gives a much broader view of the use of IS in organizations.

Specific Course Outlines

Syllabi for the proposed courses appear on the following pages.

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SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information Department Business Administration
Abbreviation Code: BUS Course Number: 364 Credit Hours: 3 Vector: 3/0/0

Title of Course: Information Systems in Organizations and Society

Calendar Description of Course: This course is directed at the student as a consumer and a manager of systems within organizations, and as a member of society. We will discuss the use of information technology in the functional areas of business as a method of control as well as its implication in improving efficiency and effectiveness within organizations. The student will be encouraged to form his/her own opinions about this very pervasive technology.

Nature of Course: A lecture and discussion course, emphasizing cases addressing functional areas of information systems

Prerequisites (or special instructions): BUS 272 or BUS 374, and BUS 343, or permission of instructor. 60 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: none.

2. Scheduling

How frequently will the course be offered? 4-5 times/year

Semester in which the course will first be offered: 93-3

Which of your present faculty would be available to make the proposed offering possible?
Reich, Kirkpatrick, Parker

3. Objectives of the Course

To have the students critically examine issues arising from the use of information technology (personal computers, communication networks) in organizations and society in order that they are better informed consumers and managers.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty)	
Staff)	
Library)	
Audio Visual)	----- None
Space)	
Equipment)	

5. Approval

Date: July 30, 1992 2/11/92

Robert Rogow
Department Chair

Stanley Shapiro
Dean

[Signature]
Chair, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

AB

SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information Department Business Administration
Abbreviation Code: BUS Course Number: 362 Credit Hours: 4 Vector: 0/0/4

Title of Course: Information Analysis and Systems Design

Calendar Description of Course: The course focuses on the various issues involved in investigating, analyzing and designing systems, and the strategies used to manage the process. In addition, students will make use of Computer-Aided Software Engineering (CASE) tools in laboratory, performing their systems analysis and design.

Nature of Course: A seminar and laboratory course, combining exposure to the theory and practice of information systems analysis and design.

Prerequisites (or special instructions): BUS 237. CMPT 101-4 is recommended.
60 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: BUS 337.

2. Scheduling

How frequently will the course be offered? 3-5 times/year

Semester in which the course will first be offered: 93-3

Which of your present faculty would be available to make the proposed offering possible?
Jones, Parker

3. Objectives of the Course

1. Learn current theories for systems analysis and design, including the systems development life cycle.
2. Learn current theory and practice for database design.
3. Learn about managerial issues involved in developing information systems.
4. Apply the theories in a hands-on setting.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty)	
Staff)	
Library)	
Audio Visual)	----- No additional resources. Will require use
Space)	of existing computer laboratories.
Equipment)	

5. Approval

Date: July 30, 1992 2/11/92

Robert Rogers
Department Chair

Stanley J. Chapin
Dean

J.A.
Chair, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

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SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information

Department Business Administration

Abbreviation Code: BUS Course Number: 462 Credit Hours: 4 Vector: 2/0/2

Title of Course: Management Support Systems

Calendar Description of Course: This course is designed to familiarize the student with theories, tools, and techniques for management support systems. The course will cover topics from Decision Support Systems (DSS), Executive Support Systems (ESS) and Expert Systems. It will cover a variety of DSS, ESS and ES tools ranging from spreadsheets, to fourth generation languages accessing corporate databases, to expert system shells, and executive support system builders.

Nature of Course: lecture, discussion,
A and laboratory course, combining exposure to the theory and practice of management support systems.

Prerequisites (or special instructions): BUS 336, BUS 362 and BUS 364

What course (courses), if any, is being dropped from the calendar if this course is approved: none.

2. Scheduling

How frequently will the course be offered? 1-3 times/year

Semester in which the course will first be offered: 93-3

Which of your present faculty would be available to make the proposed offering possible?
Jones, Parker, Kirkpatrick

3. Objectives of the Course

1. Learn relevant theories of management support systems, including decision making, knowledge representation, inferencing.
2. Gain hands-on experience in the use and development of such systems.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty)	
Staff)	
Library)	
Audio Visual)	----- No additional resources. Will require use
Space)	of existing computer laboratories.
Equipment)	

5. Approval

Date: July 30, 1992 2/11/92

Robert Popow Stanley J. Shapiro [Signature]
Department Chair Dean Chair, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

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SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information Department Business Administration
Abbreviation Code: BUS Course Number: 466 Credit Hours: 3 Vector: 0/3/0

Title of Course: Managing Data Communications

Calendar Description of Course: The students will be exposed to business issues in the planning, implementation and management of data communications in organizations. They will study the changes taking place in industry as a result of new data communications technology. Also, they will become familiar with the various technical levels of communications systems, and the various standards and configurations that are currently being used. The Novell NetWare LAN system will be used as an example of a communications system, to demonstrate issues and operations required of a communications network manager.

Nature of Course: A seminar course, with a "hands-on" component in computer communications for organizations

Prerequisites (or special instructions): BUS 362 and BUS 364 or declared CMPT major with BUS 237 or CMPT 275 and the instructor's permission.

What course (courses), if any, is being dropped from the calendar if this course is approved: none.

2. Scheduling

How frequently will the course be offered? 1-3 times/year

Semester in which the course will first be offered: 93-3

Which of your present faculty would be available to make the proposed offering possible?
Kirkpatrick, Jones

3. Objectives of the Course

1. Have the students gain an understanding of the strategic and organizational effects of telecommunications systems.
2. Understand the basic technology involved
3. Be able to administer a local area network.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty)
Staff)
Library)
Audio Visual)----- None
Space)
Equipment)

5. Approval

Date: July 30, 1992 2/11/92

Robert Rogan Stanley Johnson [Signature]
Department Chair Dean Chair, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

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SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information Department Business Administration
Abbreviation Code: BUS Course Number: 468 Credit Hours: 3 Vector: 3/0/0

Title of Course: Management Issues In Information Systems

Calendar Description of Course: The focus of this course is on the management, not the technical, issues surrounding Information Technology. Using cases, the course will introduce various theories and models of the management of Information Technology (IT), the application of IT to management situations, and some of the current issues surrounding IT.

Nature of Course: lecture and discussion
A course involving case studies to integrate students understanding of the challenges of developing, using and managing information systems in organizations.

Prerequisites (or special instructions): BUS 462 or BUS 466

What course (courses), if any, is being dropped from the calendar if this course is approved: BUS 428.

2. Scheduling

How frequently will the course be offered? 1-3 times/year

Semester in which the course will first be offered: 93-3

Which of your present faculty would be available to make the proposed offering possible?
Reich, Kirkpatrick, Parker, Jones

3. Objectives of the Course

1. To introduce various theories and models of the management of Information Technology (IT), the application of IT to management situations, and to introduce some of the current issues surrounding IT.
2. To help the student in developing your ability to analyze complex business situations.
3. To help the student synthesize solutions to practical managerial problems involving (usually) Information Technology.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty)	
Staff)	
Library)	
Audio Visual)	----- None
Space)	
Equipment)	

5. Approval

Date: _____ 2/11/92

Robert Rogaw Stanley J. Shapiro [Signature]
Department Chair Dean Chair, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

A22

Rationale for 2 proposed Bus Law 2 courses,

- 1) Commercial legal Transactions Bus 398,
- 2) Commercial legal relations Bus. 399

Historically business law has been offered at most Canadian Universities in a two term (Business law 1 and Business law 2) format. The first term was devoted to an introduction to the legal system, and an exposure to the basic principles involved in torts and contract law generally. The second half (Business Law 2) was devoted to an examination of the more specialized statute based topics such as sale of goods, secured transactions, employment law, negotiable instruments, and in many cases property law. Such an introductory two term course had many drawbacks not the least of which was that it was in reality one long course and a student had to take both halves for a complete introduction to the areas. Many institutions including Simon Fraser University moved away from this traditional approach creating a one term more intense introductory business law course dealing with contracts, torts and many of the specialized topics from the statute law area normally found in the second term course. This is the present Bus 393. The idea of having a more concentrated course not only serves the purpose of making a complete introductory business law course more available but allows room for more specialized non-introductory courses to follow.

In the process of making the recommendations for the Commercial Legal Transactions and Commercial Legal Relations courses, we have examined what has been done at several other Canadian and American universities. A special report to the American Business law Association on "the role of Law in the Business School Curriculum" was especially helpful. We have found that those universities offering a legal studies concentration usually offer several specialized courses such as labour law, property law, business organizations, and International business law, as well as courses serving a particular clientele such as Small business law, Marketing law, Real Property law, Law for accountants etc. The University of Calgary for example offers 7 courses in their Legal Relations area all of which are given on a regular basis. Although at the University of British Columbia they still retain a longer introductory business law course configuration (4 units as opposed to 3) they also offer a number of specialized more advanced business law courses such as Law of Business Associations, Employment Law, and Land Law.

It is recognized that at Simon Fraser University such a business law concentration is unlikely and so our more modest recommendation is to create 2 additional business law offerings that have the effect of covering many of the same topic areas and eliminating a considerable amount of overlap that commonly exists in the content of the courses offered at other institutions.

The new courses would deal with some of the more advanced material that in the past had to be included in the general course freeing that course to deal in depth with the general foundation principles. The resulting Bus 393 would be a prerequisite for the recommended Commercial Legal Relations and Commercial Legal Transactions courses. These courses then would provide a better concentration of topics and combined with the general introductory business law course (Bus. 393) will result in a combination of courses that is unique to Simon Fraser University.

OUTLINES

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SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information Department: Business

Abbreviation code: Bus. Course Number: 399-3 Credit Hours: 3 Vector: 3-0-0

Title of Course: Commercial Legal Relations

Calendar Description of Course:

An examination of the legal environment within which businesses must function concentrating on the legal relationships between individuals and commercial organizations. This course will examine in further detail commercial relations such as employment, agency, partnership, and corporations expanding on what was first introduced in Bus. 393.

Nature of Course: 3 undifferentiated hours per week

Prerequisites (or special instructions) :

60 credit hours and BUS 393 or BUEC 391 or permission of Faculty.

What Course (courses, if any is being dropped from the Calendar if this course is approved: None

2) Scheduling

How frequently will the course be offered? Annually

Semester in which the course will first be offered? 94-1

Which of your present faculty would be available to make the proposed offering possible? Marvin Stark, Aiden Vining

3) Objectives of the Course:

The present course Bus. 393 introduces the student to several important legal concepts that relate to business but leaves out or inadequately covers several other important legal principles with which the business person ought to be familiar. This course is intended to fill that vacuum exposing the students to a detailed examination of the legal aspects of commercial relations such as employment, agency, partnership, and corporations.

4) Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty one Sessional Instructor appointment per year

Staff none

Library none

Audio Visual none

Space none

Equipment none

5. Approval

Date: July 31, 1992

Robert Rogan
Department Chairman

Stanley Shapiro
Dean

2/11/92
[Signature]
Chairman, SCUS A24

SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information Department: Business

Abbreviation code: Bus. Course Number: 398-3 Credit Hours: 3 Vector: 3-0-0

Title of Course: Commercial Legal Transactions

Calendar Description of Course:

An examination of the legal environment within which businesses must function with a concentration on the legal transactions involved in commercial activities. This course will examine in considerable detail commercial transactions such as sale of goods, negotiable instruments, and various forms of secured transactions expanding on what was first introduced in Bus. 393.

Nature of Course: 3 undifferentiated hours per week

Prerequisites (or special instructions) :

Bus. 393; 60 credit hours

What Course (courses, if any is being dropped from the Calendar if this course is approved: None

2) Scheduling

How frequently will the course be offered? Annually

Semester in which the course will first be offered? 93-3

Which of your present faculty would be available to make the proposed offering possible? Marvin Stark, Aiden Vining, Richard Yates

3) Objectives of the Course:

The present course Bus. 393 introduces the student to several important legal concepts that relate to business but leaves out or inadequately covers several other important legal principles with which the business person ought to be familiar. This course is intended to fill that vacuum exposing the students to a detailed examination of the legal aspects of commercial relations such as sale of goods, negotiable instruments, secured transactions and real property.

4) Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty One Sessional Instructor appointment per year.

Staff none

Library none

Audio Visual none

Space none

Equipment none

5. Approval

Date: July 31, 1992

Robert Regan
Department Chairman

Stanley J. Shapiro
Dean

24/11/92
[Signature]
Chairman, SCUS

A25

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Faculty of Business Administration

1. Calendar Information

Abbreviation Code: BUS Course Number: 272 Credit Hours: 3 Vector: 2/1/0

Title of Course: BEHAVIOUR IN ORGANIZATIONS

Calendar Description of Course: Theories, concepts, and issues in the field of organizational behaviour with an emphasis on individual and team processes. Core topics include employee motivation and performance, stress management, communication, work perceptions and attitudes, decision-making, team dynamics, employee involvement, and conflict management.

Nature of Course: Lecture/tutorial.

Prerequisites (or special instructions):

15 credit hours. One of ENGL 101, 102, 103, 104, 199, PHIL 001, 100, 120.

What course (courses), if any, is being dropped from the calendar if this course is approved: BUS 372-3, MICRO PERSPECTIVES ON ORGANIZATIONS

2. Scheduling

How frequently will the course be offered? Four times a year.

Semester in which the course will first be offered? 93-3

Which of your present faculty would be available to make the proposed offering possible? McShane, Egri, Tjosvold

3. Objectives of the Course

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

- Faculty)
- Staff)
- Library)
- Audio Visual) None
- Space)
- Equipment)

5. Approval

Date: July 30, 1992 24/11/92

Robert Rogan Stanley Shapiro
Department Chairman Dean

[Signature]
Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

A26

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Faculty of Business Administration

1. Calendar Information

Abbreviation Code: BUS Course Number: 381 Credit Hours: 3 Vector: 2/1/0

Title of Course: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Calendar Description of Course: Subjects include human resource planning, job analysis and design, recruitment, employment equity, selection and placement, performance appraisal, compensation and benefits, training and development, occupational health and safety, and industrial relations. For each subject an overview of current Canadian issues and practices is presented.

Nature of Course: Lecture/tutorial.

Prerequisites (or special instructions): BUS 272; 60 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: None.

2. Scheduling

How frequently will the course be offered? Twice a year.

Semester in which the course will first be offered? 93-3

Which of your present faculty would be available to make the proposed offering possible? McShane, Havlovic

3. Objectives of the Course

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

- Faculty)
Staff)
Library)
Audio Visual)
Space)
Equipment)

5. Approval

Date: July 30, 1992
Robert Rogow Stanley Shepura
Department Chairman Dean Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

A27

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Faculty of Business Administration

Abbreviation Code: BUS Course Number: 388 Credit Hours: 3 Vector: 3/0/0

Title of Course: TEAMWORK IN ORGANIZATIONS

Calendar Description of Course: Nature, design and processes of effective teamwork in organizations. The course utilizes lectures, discussions, role plays, simulations and team projects. It attempts to provide both an intellectual appreciation of the issues involved in teams and team-based organizations and a practical set of skills for team membership and leadership.

Nature of Course: A combination of lecture, discussion and exercises.

Prerequisites (or special instructions):

BUS 272; 60 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: None.

2. Scheduling

How frequently will the course be offered? Twice a year.

Semester in which the course will first be offered? 93-3

Which of your present faculty would be available to make the proposed offering possible? Bushe, Egri, Tjosvold.

3. Objectives of the Course

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

- Faculty)
- Staff)
- Library)
- Audio Visual) None.
- Space)
- Equipment)

5. Approval

Date: July 30, 1992 24/1/92

Robert Popper
Department Chairman

Stanley J. Shapiro
Dean

[Signature]
Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

A28

MEMORANDUM

October 20, 1992

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

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

Subject: Additional Calendar Change Requests

The Faculty of Business Administration has approved the following proposed Calendar changes. Would you please schedule them for discussion at an appropriate meeting of S.C.U.S.?

- [1] A change in the Concentration requirements for the Marketing area:

The present requirements are:

BUS 347 Buyer Behavior

BUS 442 Introduction to Marketing Research

and one of:

BUS 344 Industrial Marketing

BUS 445 Analysis of Data for Management

BUS 446 Marketing Strategy

BUS 447 International Marketing Management

BUS 448 Promotion Management

BUS 449 Marketing and Society.

The change is from "and one of" to "and two of".

Rationale: to raise the number of courses required for the Marketing concentration to the number required for most other Faculty of Business Administration concentrations.

- [2] A change in the concentration requirements for the Finance area:

Present requirements are:

BUS 312 Business Finance

BUS 315 Investments

BUS 413 Financial Management

and two of:

ECON 310 Money and Banking

ECON 345 International Finance

BUS 410 Financial Institutions

A29

BUS 418 International Financial Management.

The change is to delete ECON 310, leaving the choice of two courses to be made from the three remaining (345, 410, 418).

Rationale: The proposed moving of ECON 310 to ECON 210 by the Department of Economics makes it inappropriate to list the course among the upper division requirements for the concentration. ECON 210 remains a prerequisite for BUS 410.

[3] A change in the concentration requirements for the Policy Analysis area:

Present concentration requirements:

BUEC 397 Government and Business

BUS 452 Seminar in Strategic Analysis

and one of:

BUS 303 Business in Society

BUS 347 International Business

BUEC 391 Law in the Economic Society

BUEC 396 The Structure of Industry

BUS 403 Seminar in Business and Society

BUEC 495 Legal Aspects of Economic Relationships

BUEC 497 Public Policy Environment of Business.

Proposed new concentration requirements:

(A) One of:

BUS 304 Introduction to Business Ethics

BUS 346 International Business

BUEC 396 The Structure of Industry

BUEC 397 Government and Business

BUS 398 Commercial Legal Transactions

BUS 399 Commercial Legal Relations

BUS 403 Seminar in Business and Society

BUEC 495 Legal Aspects of Economic Relationships

And either:

(B) BUS 450 Theoretical Issues in Strategic
Management (new course; papers
attached)

BUS 452 Seminar in Strategic Analysis

Or:

(C) BUEC 391 Law in the Economic Society

BUS 498 or BUS 499 Directed Studies*

*In a topic approved by the Area Coordinator and the Faculty

Rationale:

The Policy Analysis area consists mainly of two distinguishable sub-areas, a Business Strategy stream and a Public Policy stream. The changes are intended to permit concentrators to emphasize either the business stream--"(B)" above--or the public stream--"(C)" above, and to choose an elective from "(A)", which consists of roughly equal numbers of courses from both streams.

The number of Policy Analysis concentrators has been, and is expected to remain, small. It has been difficult to justify putting on required courses for them frequently enough to fit into their schedules conveniently. It is anticipated that BUS 450, 452, 498 and 499 will be offered in conjunction with regularly offered Master of Business Administration courses in the two sub-areas.

- [4] A change in the requirements for the Joint Major with the Department of Communication:

The present requirements in the Policy Analysis option are:

BUEC 397 Government and Business

BUS 452 Seminar in Strategic Analysis

and one of

BUS 403 Seminar in Business and Society

BUEC 495 Legal Aspects of Economic Relationships

BUEC 497 Public Policy Environment of Business

The proposed requirements are:

Either:

BUS 452 Seminar in Strategic Analysis

BUS 450 Theoretical Issues in Strategic Management

Or:

BUEC 391 Law in the Economic Society

BUS 498 or 499 Directed Studies*

*In a topic approved by the Area Coordinator and the Faculty

Rationale:

These proposed changes follow from the proposed changes in "[3]" above.

- [5] A change in the requirements for the Joint Major with the Department of Political Science:

The present requirements specify:

BUEC 497 Public Policy Environment of Business

And: one 300 or 400 division course from the policy analysis concentration

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The proposed requirement is"

Either:

BUS 452 Seminar in Strategic Analysis
BUS 450 Theoretical Issues in Strategic
Management

Or:

BUEC 391 Law in the Economic Society
BUS 498 or 499 Directed Studies*

*In a topic approved by the Area Coordinator and the Faculty.

Rationale:

These proposed changes follow from the proposed changes in "[3]" above. In addition, BUEC 497, by agreement between Business and Economics, is expected to disappear from the upcoming Calendar because it has not been offered frequently enough.

[6] A change in the Joint Major with the Department of Psychology:

The requirement in the present Calendar reads:

The student must successfully complete at least two upper division Organizational Behaviour courses beyond the one course required as a Core course.

The recommended requirement is:

The student must complete one 400 division Organizational Behaviour course.

Rationale:

Two Organizational Behaviour courses (BUS 272 and one of BUS 381, 384, or 388) are now required of majors and joint majors, instead of the one (BUS 372 or 374) referred to in the present Calendar language. It seems fair, therefore, to reduce the number of required OB courses by one (especially in view of the modest increase in requirements recommended by the Department of Psychology). The additional course is specified as 400 division to make this joint major requirement more similar to the requirement found in our other joint major programs.

A32

Senate Committee on Undergraduate Studies
New Course Proposal Form

1. Calendar Information:

Faculty: *Business Administration*

Abbreviation Code: *BUS* Course Number: *450* Credit Hours: *3* Vector:

Title of Course: *Theoretical Issues in Strategic Management*

Calendar Description of Course:

An investigation of the theoretical basis of strategic management, particularly in the areas of strategic decision making, strategy formulation and implementation.

Form of Course: *Seminar*

Prerequisites (or special instructions): *BUS 478*

What course(s), if any, is being dropped from the calendar if this course is approved: *None*

2. Scheduling:

How frequently will the course be offered: *Yearly*

What semester will the course first be offered in: *93-3*

Which of your present faculty would be available to make the proposed offering possible:

Bukszar, Sheppard, Smart, Vining

3. Objectives of the Course:

- To teach the fundamental issue involved with strategic decision making, strategy formulation and implementation.*
- To develop an appreciation for the different perspectives in strategic management.*
- To develop an understanding of the relationship between organizational structure, strategy, industrial structure and organizational performance.*

4. Budgetary and Space Requirements (for information only):

What additional resources will be required in the following areas:

Faculty

Staff

Library *Strategic Management Journal*

Audio Visual

Space

Equipment

5. Approval:

Date: *October 13, 1992*

Robert Rogan
Department Chair

October 13, 1992
Stanley J. Shapiro
Dean

2/24/92
JA
Chair, SCUS

A33

MEMORANDUM

November 12, 1992

To: Ron Heath, Secretary,
Senate Committee on Undergraduate Studies

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

Subject: University College of the Cariboo--Calendar Changes

The University College of the Cariboo offers a Bachelor of Business Administration program in association with our Faculty of Business Administration; the degree is issued by SFU. A number of changes in that program are being proposed for inclusion in UCC's 1993-1994 Calendar.

Attached is an explanatory memorandum from Jim Seldon, Associate Dean at UCC. This memorandum lists all the proposed changes.

The first three items in the Seldon memorandum refer to Cariboo's efforts to conform to our Faculty's proposed calendar changes, approved by SCUS at its October 13th meeting.

The fourth and fifth items refer to the establishment of an Accounting concentration with requirements identical to ours, and to the establishment of additional Finance courses, both to service Accounting concentrators and, at some future date when faculty resources permit, to service Finance concentrators.

The sixth item refers to a reduction in the upper division core requirements (although to a level still significantly higher than our Faculty's core requirements), designed to create more flexibility in student course choices.

The proposed changes have been discussed in detail with me, with Dean Shapiro, and with appropriate faculty members in the relevant areas. We support these changes, believe them to be consistent with the standards set when the Cariboo program was first approved by Senate, and see them as raising the quality of the BBA program offered at Cariboo.

Robert Rogow

November 16, 1992

900 College Drive
Box 3010
Kamloops, B.C.
V2C 5N3
Telephone (604) 823-5000

To: Bob Rogow, Undergraduate Program Director
SFU Faculty of Business Administration

From: Jim Seldon, Associate Dean
UCC Division of Business, Computing & Mathematics

Subject: Fine-Tuning the BBA Curriculum at UCC for 1993-94

Given the imminent curriculum changes in the BBA program at SFU, along with enrolment growth and staffing considerations at UCC, we believe that this would be an appropriate year in which to make a number of alternations in our program. We believe that all are well within the spirit of the arrangements currently in place. They are designed to strengthen UCC's program in three key ways: updating links to the revised SFU curriculum, adding options for our students, and adding flexibility.

1. One set of changes flows out of the SFU shift from BUS 372 to BUS 272 as the entry-level Organizational Behaviour course.
2. A second change follows SFU's removal of BUS 237/BUS 251 co-requisites.
3. A third follows SFU's addition of an "environmental" area to the Core.
4. A fourth adds Accounting courses and an Accounting Concentration at UCC.
5. A fifth adds Finance courses (in anticipation of the introduction of a Finance Concentration as soon as staffing permits.)
6. A final set moves UCC closer to the SFU core.

1. Changes in Organizational Behaviour Pre-Business and Core Courses

- **New Course: BBUS 272, "Behaviour in Organizations".**
Course description and other information (adjusted for UCC course equivalencies) as set out in material accompanying the memorandum from Robert Rogow to W. R. Heath (SCUS) dated August, 1992.
- **New Admission Requirement: BBUS 272 required for admission to the BBA Program at UCC.**
Matches new SFU requirements.

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Changes in Organizational Behaviour (cont'd)

- Delete BBUS 372 from course offerings; delete references to BBUS 372 except notation that students may not receive credit for both BBUS 272 and BBUS 372. Housekeeping changes.
- Change course title: BBUS 374, "Organization Theory". From "Macro Perspectives on Organizations"; change matches SFU.
- New Course Listing: BBUS 388, "Teamwork in Organizations".
- New Course: BBUS 381, "Introduction to Human Resource Management". Course descriptions and information (adjusted to UCC numbering) as in material accompanying your memorandum to SCUS. [*Probably not offered at UCC, 1993-4*]
- Change UCC Core requirement from "BBUS 372 or BBUS 374" to: "One of BBUS 374, BBUS 381, BBUS 388." Matches SFU requirements.
- Add BBUS 272 as a prerequisite for BBUS 374, BBUS 381, and BBUS 388. Matches SFU requirements.

2. Changes in BBUS 237/COMM 221

- Change COMM 221 acronym to BBUS. UCC housekeeping.
- Remove BBUS 237 as a Co-requisite for BBUS 221 (COMM 221). Matching SFU changes.
- Remove BBUS 221 as a Co-requisite for BBUS 237. Matching SFU changes.

3. "Environment of Business" Core Course Requirement

- New Course: BBUS 303, "Business in Society". Course description as for BUS 303 in 1992-93 SFU Calendar. [*Tentatively scheduled at UCC, 1993-94*]
- New Course: BUEC 391, "Law in the Economic Society". Course description as for BUEC 391 in 1992-93 SFU calendar. [*Might be offered at UCC, 1993-94*]
- Replace the requirement that all UCC students complete BBUS 346 with the requirement of at least one of BBUS 346, BBUS 303, or BUEC 391. Parallels SFU requirements; expands options for UCC students who at present all are required to complete BBUS 346.

4. Accounting Courses

- New Course Listing: BBUS 320 (as in SFU Calendar)
 - New Course Listing: BBUS 321 (as in SFU Calendar)
 - New Course Listing: BBUS 421 (as in SFU Calendar)
 - New Course Listing: BBUS 329 (as in SFU Calendar)
- Required for the proposed Accounting Concentration.

Accounting Courses (cont'd)

- **Corequisite change: Remove BBUS 473 as a corequisite for BBUS 424 at UCC. Will now match SFU requirements. Added flexibility consistent with UCC item 6., below.**

5. Accounting Concentration

- **Add Accounting Concentration.**
Requirements: BBUS 252, BBUS 328, BBUS 320, BBUS 321, BBUS 421, and BBUS 424.
Long-hoped-for program addition. Anecdotal evidence indicates significant student demand. Implementation subject to final approval by SFU Accounting Area faculty.

6. Finance Course Additions

- **New Course: BBUS 315 (as in SFU Calendar)**
- **New Course: BBUS 410 (as in SFU Calendar)**
- **New Course: BBUS 413 (as in SFU Calendar)**
- **New Course: BBUS 416 (as in SFU Calendar)**
Finance courses are in demand as electives. Expanded offerings will permit development of a Concentration as demand and staffing warrant.

7. Move Toward SFU Core

- **Define a new "Core Options" section requiring UCC students to complete (in addition to the SFU Core) *at least ONE* of BBUS 393, BBUS 473 and BBUS 477; *replacing* the requirement that they complete all three.**
None of these courses is included in either the new or old SFU Core. (The change will produce a UCC Core consisting of the SFU Core *plus* this Options section.)
BBUS 393, BBUS 473 and BBUS 477 will each be offered at least once in each academic year, so that UCC students will be able to complete all three courses, as before, should they wish.
The change will enhance our ability to tailor programs to individual student career goals. Further, it will allow offering additional electives via manpower savings. (The manpower aspect is becoming crucial as UCC enrolment grows. A related staffing consideration: our official program FTE count rises by virtue of this proposed reduction in the minimum number of "required" upper-level business courses as long as students choose to take BBUS or BUEC courses in completion of the new electives made available.)

Comments:

1. In the expectation that staffing considerations will permit, we propose requiring all students admitted to the BBA program in Fall, 1993 to complete BBUS 272 as part of their first semester's coursework. (Offering it as 372 is unnecessary since UCC students already complete well over the minimum number of upper-level Business credits.) They will then take BBUS 374 during Winter semester. (We will probably not offer BBUS 381 or 388 until 1994-95.)
2. During the 1993-94 implementation of BBUS 272, we presume that it will be appropriate not to require it as a BBUS 374 prerequisite for students already in the program as of September 1993. (In practice, there may well be no students for whom this is relevant, and in any event it would be for next year only.)
3. We hope to have the Accounting Concentration given final approval soon and (subject to that approval) running as of Fall, 1993 with the first students graduating with the Concentration in the spring of 1995.
4. We hope to offer one or two new Finance courses in Fall, 1993. Staffing constraints and student numbers make it seem doubtful that we would be able to guarantee a Finance Concentration for at least another year.
5. There are a few other wording changes in the Calendar/BBA Booklet material (which should be virtually identical this year) but they are intended to be either purely editorial or a matter of housekeeping. The only change of any potential substance removes the pre-BBA requirement that UCC students take at least one English course other than ENGL 110. This change follows that in the 1992-93 SFU Calendar. (The result will be to permit students a broader choice of Humanities electives.)