

**S.92-74**

# **SIMON FRASER UNIVERSITY**

## **MEMORANDUM**

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

**Subject:** Faculty of Business Administration  
Graduate Curriculum Revisions  
**Date:** November 20, 1992

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

Motion: "that Senate approve and recommend approval to the Board of Governors, as set forth in S.92 - 74 the curriculum revisions for the Faculty of Business Administration as follows:

- i) New courses:
  - BUS 527 - 3 Financial Accounting
  - BUS 528 - 3 Managerial Accounting
  - BUS 578 - 4 Strategic Management
  - BUS 848 - 4 Research in Marketing Strategy
  - BUS 850 - 4 Theoretical Issues in Strategic Management
- ii) Deletion of Calendar statement requiring students to complete two undergraduate courses
- iii) Prerequisite changes for BUS 845-4, 846-4, 847-4"

*J. M. Munro*

# SIMON FRASER UNIVERSITY

M.B.A. PROGRAM



BURNABY, BRITISH COLUMBIA V5A 1S6  
Telephone: (604) 291-3639  
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## MEMORANDUM

**TO:** Dr. Bruce Clayman, Dean  
Graduate Studies

**FROM:** Dr. Lindsay Meredith  
Chairman  
Graduate Programs

**SUB:** Calendar Changes

**DATE:** October 1, 1992

The Graduate Program Committee, at its meeting of September 30, approved the following calendar changes, to be effective next Fall (93-3). Please place the same for approval on the agenda of the next Senate Graduate Studies Committee meeting.

### New Course Proposals

Bus 527-3	Financial Accounting
Bus 528-3	Managerial Accounting
Bus 578-4	Strategic Management
Bus 848-4	Research in Marketing Strategy
Bus 850-4	Theoretical Issues in Strategic Management

### Pre-requisite change only

Bus 845-4	Marketing Measurement
Bus 846-4	Marketing Theory and Models
Bus 847-4	Consumer Behaviour

### Deletion of the statement from the calendar (93-94) Page 294

"Such students will also be required to complete two undergraduate courses ..... "with the student".

At present, students with Bachelors degree in disciplines other than Business Administration, upon admittance, are required to complete eight courses (six at 500 level and two at undergraduate level) before proceeding to 800 level MBA courses. With the addition of the two new 500 level courses, (total of eight 500 level courses), the requirement to complete two undergraduate courses will no longer be necessary.

Please contact me if you need further information.

Thank you.

Lindsay Meredith

Encl.

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SIMON FRASER UNIVERSITY  
NEW GRADUATE COURSE PROPOSAL

**CALENDAR INFORMATION:**

Department: Faculty of Business Administration Course Number: BUS 527  
Title: Financial Accounting  
Description: Concepts, principles & contemporary issues in financial  
accounting from the user perspective  
Credit Hours: 3 Vector: 3-0-0 Prerequisite(s) if any: Introductory  
Statistics, Computing, Calculus or permission of the instructor

**ENROLLMENT AND SCHEDULING:**

Estimated Enrollment: 30 When will the course first be offered: 93-3  
How often will the course be offered: once a year

**JUSTIFICATION:**

(see attached)

**RESOURCES:**

Which Faculty member will normally teach the course: Dr. IRENE GORDON  
What are the budgetary implications of mounting the course: None (see justification)

Are there sufficient Library resources (append details): The material in the 2 new courses  
is already being taught, so no new library  
Appended: a) Outline of the Course resources are required.

- b) An indication of the competence of the Faculty member to give the course. see attached
- c) Library resources

Approved: Departmental Graduate Studies Committee: \_\_\_\_\_ Date: \_\_\_\_\_  
Faculty Graduate Studies Committee: P. Prof. L. Meredith Date: Oct 5/92  
Faculty: \_\_\_\_\_ Date: \_\_\_\_\_  
Senate Graduate Studies Committee: B.S.O. Date: 2 Nov/92  
Senate: \_\_\_\_\_ Date: \_\_\_\_\_

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## JUSTIFICATION

Currently, one course in accounting (528) covers both financial and managerial aspects of accounting. It is now divided into two 6 week modules, with each module taught by a separate instructor. The principal difficulty with the current module is the quantity of material expected to be covered in the course. In the original design of the 500 level series, this was in part anticipated by allocating 5 credits to this course in contrast to the standard 4 credits for all other 500 level courses. However, this has proven to be inadequate in the opinion of both the students and the instructors in the course. By adding one more credit to the accounting component and splitting the material into two distinct ( 3 credit courses), the Accounting Area faculty feel that they can more appropriately teach the required material.

In expanding the accounting content of the first year, that the focus of the accounting courses is on teaching MBA candidates how to be good consumers and users of accounting information; rather than trying to produce accountants.

SIMON FRASER UNIVERSITY  
NEW GRADUATE COURSE PROPOSAL

**CALENDAR INFORMATION:**

Department: Faculty of Business Administration Course Number: BUS 52  
Title: Managerial Accounting  
Description: Concepts and principles of managerial accounting focussing on the use of accounting information by internal decision makers  
Credit Hours: 3 Vector: 3-0-0 Prerequisite(s) if any: Bus. 527 or equivalent course

**ENROLLMENT AND SCHEDULING:**

Estimated Enrollment: 30 When will the course first be offered: 94-1  
How often will the course be offered: once a year

**JUSTIFICATION:**

(see attached)

**RESOURCES:**

Which Faculty member will normally teach the course: Dr. Lois Etherington or Dr. Peter Clarkson  
What are the budgetary implications of mounting the course: None (see justification)

Are there sufficient Library resources (append details): Yes. The materials are already taught, so new library resources are not needed.

Appended: a) Outline of the Course

b) An indication of the competence of the Faculty member to give the course.

c) Library resources

Approved: Departmental Graduate Studies Committee: \_\_\_\_\_ Date: \_\_\_\_\_  
Faculty Graduate Studies Committee: Prof. J. Meredith Date: Oct 5/92  
Faculty: \_\_\_\_\_ Date: \_\_\_\_\_  
Senate Graduate Studies Committee: B.R. Co. Date: 2 Nov/92  
Senate: \_\_\_\_\_ Date: \_\_\_\_\_

A.4

## JUSTIFICATION

Currently, one course in accounting (528) covers both financial and managerial aspects of accounting. It is now divided into two 6 week modules, with each module taught by a separate instructor. The principal difficulty with the current module is the quantity of material expected to be covered in the course. In the original design of the 500 level series, this was in part anticipated by allocating 5 credits to this course in contrast to the standard 4 credits for all other 500 level courses. However, this has proven to be inadequate in the opinion of both the students and the instructors in the course. By adding one more credit to the accounting component and splitting the material into two distinct ( 3 credit courses), the Accounting Area faculty feel that they can more appropriately teach the required material.

In expanding the accounting content of the first year, that the focus of the accounting courses is on teaching MBA candidates how to be good consumers and users of accounting information; rather than trying to produce accountants.

SIMON FRASER UNIVERSITY  
NEW GRADUATE COURSE PROPOSAL

CALENDAR INFORMATION:

Department: Faculty of Business Administration Course Number: Bus 578

Title: Strategic Management

Description: The course focuses on the managerial tasks of developing and implementing organizational strategy and the processes involved.

Credit Hours: 4 Vector: 4-0-0 Prerequisite(s) if any: Bus 507, Bus 527, Bus 536, Bus 543

ENROLLMENT AND SCHEDULING:

Estimated Enrollment: 30 When will the course first be offered: 94-1

How often will the course be offered: Once a year

JUSTIFICATION:

see attached

RESOURCES:

Which Faculty member will normally teach the course: C. Smart or A. Vining or E. Bukszar or J. Sheppard

What are the budgetary implications of mounting the course: None

Are there sufficient Library resources (append details): Yes

Appended: a) Outline of the Course

b) An indication of the competence of the Faculty member to give the course. see attached

c) Library resources

Approved: Departmental Graduate Studies Committee: \_\_\_\_\_ Date: \_\_\_\_\_

Faculty Graduate Studies Committee: Prof L. Meredith Date: Oct 5/92

Faculty: \_\_\_\_\_ Date: \_\_\_\_\_

Senate Graduate Studies Committee: B. R. C. Date: 2 Nov/92

Senate: \_\_\_\_\_ Date: \_\_\_\_\_

## JUSTIFICATION

At present the MBA program is missing the integrating Policy course. Students who enter directly into 800 level of the program will have already had this course. As well, like most business programs throughout North America and abroad, our undergraduate program requires a capstone policy course.

In the usual MBA format, this capstone policy course is offered in the latter half of the second year of the program. However, given the structure of the program (with approximately one half of our students entering directly into the second year), there was no need to introduce this course at the 800 level. The concern is that non-commerce students do not have this perspective in proceeding into their year of specialization. The new 500 level course in Policy area will give them this exposure.

SIMON FRASER UNIVERSITY  
NEW GRADUATE COURSE PROPOSAL

**CALENDAR INFORMATION:**

Department: Faculty of Business Administration Course Number: BUS 848  
Title: RESEARCH IN MARKETING STRATEGY  
Description: Research in strategy integrates marketing models, competitive marketing theories, and marketing strategic analysis. Cases and computer simulations may be used to demonstrate competitive strategic decisions.  
Credit Hours: 4 Vector: 4-0-0 Prerequisite(s) if any: BUS 801

**ENROLLMENT AND SCHEDULING:**

Estimated Enrollment: 15 - 20 When will the course first be offered: Offered now as Special Topics  
How often will the course be offered: once every three trimesters

**JUSTIFICATION:**

Marketing Strategy is an integral part of the marketing plan. To offer an MBA without Marketing Strategy is to offer an inferior program to our students. The official addition of this course only strengthens our program.

**RESOURCES:**

Which Faculty member will normally teach the course: FTE Gary Mauser or June Francis  
What are the budgetary implications of mounting the course: We have offered this course since 1989 as a special topics - the FTE has been replaced in the undergrad program by a sessional lecturer. If we hire as expected then NO budgetary implications are in effect.  
Are there sufficient Library resources (append details): Yes

- Appended: a) Outline of the Course      See attachment 1  
          b) An indication of the competence of the Faculty member to give the course.      See attachment 2  
          c) Library resources      See attachment 3

Approved: Departmental Graduate Studies Committee: \_\_\_\_\_ Date: \_\_\_\_\_  
          Faculty Graduate Studies Committee: Prof. L. Meredith Date: Oct 5/92  
          Faculty: \_\_\_\_\_ Date: \_\_\_\_\_  
          Senate Graduate Studies Committee: B.R. Co. Date: 2 Nov/92  
          Senate: \_\_\_\_\_ Date: \_\_\_\_\_ A.S.

SIMON FRASER UNIVERSITY  
NEW GRADUATE COURSE PROPOSAL

**CALENDAR INFORMATION:**

Department: Faculty of Business Administration Course Number: BUS 850

Title: THEORETICAL ISSUES IN STRATEGIC MANAGEMENT

Description: This course investigates the theoretical basis of Strategic Management particularly in the areas of strategic decision making, formulation and implementation.

Credit Hours: \_\_\_\_\_ Vector: 4-0-0 Prerequisite(s) if any: BUS 578 or equivalent

**ENROLLMENT AND SCHEDULING:**

Estimated Enrollment: 15-20 When will the course first be offered: 93-2

How often will the course be offered: Yearly

**JUSTIFICATION:**

(See Attached)

**RESOURCES:**

Which Faculty member will normally teach the course: E. Bukszar or J. Sheppard or C. Smart or A. Vining

What are the budgetary implications of mounting the course: none

Are there sufficient Library resources (append details): Adequate

Appended: a) Outline of the Course See attached #1

b) An indication of the competence of the Faculty member to give the course. See attached #2

c) Library resources None

Approved: Departmental Graduate Studies Committee: \_\_\_\_\_ Date: \_\_\_\_\_  
Faculty Graduate Studies Committee: Prof. L. Meredith Date: Oct 5/92  
Faculty: \_\_\_\_\_ Date: \_\_\_\_\_  
Senate Graduate Studies Committee: BROCK Date: 2 Nov/92  
Senate: \_\_\_\_\_ Date: \_\_\_\_\_

## Justification

At present, students concentrating on Strategic Management in the Policy area lack adequate exposure to the advanced theoretical issues in strategic management. Business 578 is designed to expose students to the issues involved in Strategic Management through the analysis of cases, but an in-depth analysis of the theoretical topics is inappropriate in that setting. Business 852 provides students with the opportunity to perform a strategic audit of an organization. This in-depth, hands-on approach complements but does not supersede the need for a course in Strategic Management Theory.

PRE-REQUISITE CHANGE ONLY  
SIMON FRASER UNIVERSITY  
NEW GRADUATE COURSE PROPOSAL

CALENDAR INFORMATION:

Department: Faculty of Business Administration Course Number: BUS 845-4

Title: MARKETING MEASUREMENT

Description: The generation and analysis of non-accounting information from sources both internal and external to firm.

Credit Hours: 4 Vector: 4-0-0 Prerequisite(s) if any: BUS 801

ENROLLMENT AND SCHEDULING:

Estimated Enrollment: \_\_\_\_\_ When will the course first be offered: \_\_\_\_\_

How often will the course be offered: \_\_\_\_\_

JUSTIFICATION:

BUS 801 is tailored to the specific needs of the business graduate student. The necessary training of research techniques such as questionnaire design, sampling, etc. are not provided in the ECON 835.

RESOURCES:

Which Faculty member will normally teach the course: \_\_\_\_\_

What are the budgetary implications of mounting the course: \_\_\_\_\_

Are there sufficient Library resources (append details): \_\_\_\_\_

Appended: a) Outline of the Course

b) An indication of the competence of the Faculty member to give the course.

c) Library resources

Approved: Departmental Graduate Studies Committee: \_\_\_\_\_ Date: \_\_\_\_\_

Faculty Graduate Studies Committee: Prof. L. Meredith Date: Oct 5/92

Faculty: \_\_\_\_\_ Date: \_\_\_\_\_

Senate Graduate Studies Committee: BPCO Date: 2 Nov/92

Senate: \_\_\_\_\_ Date: \_\_\_\_\_

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SIMON FRASER UNIVERSITY  
NEW GRADUATE COURSE PROPOSAL

CALENDAR INFORMATION:

Department: Faculty of Business Administration Course Number: BUS 847-4

Title: CONSUMER BEHAVIOUR

Description: A study of the results of consumer interactions with the forces affecting purchase decisions.

Credit Hours: 4 Vector: 4-0-0 Prerequisite(s) if any: BUS 801, BUS 347 or permission of the instructor

ENROLLMENT AND SCHEDULING:

Estimated Enrollment: \_\_\_\_\_ When will the course first be offered: \_\_\_\_\_

How often will the course be offered: \_\_\_\_\_

JUSTIFICATION:

BUS 801 is tailored to the specific needs of the business graduate student. The necessary training of research techniques such as questionnaire design, sampling, etc. are not provided in the ECON 835.

RESOURCES:

Which Faculty member will normally teach the course: \_\_\_\_\_

What are the budgetary implications of mounting the course: \_\_\_\_\_

Are there sufficient Library resources (append details): \_\_\_\_\_

Appended: a) Outline of the Course

b) An indication of the competence of the Faculty member to give the course.

c) Library resources

Approved: Departmental Graduate Studies Committee: \_\_\_\_\_ Date: \_\_\_\_\_

Faculty Graduate Studies Committee: *Prof. L. Meredith* Date: *Oct 5/92*

Faculty: \_\_\_\_\_ Date: \_\_\_\_\_

Senate Graduate Studies Committee: *B.S.C.* Date: *2 Nov/92*

Senate: \_\_\_\_\_ Date: \_\_\_\_\_

PRE-REQUISITE CHANGE ONLY  
SIMON FRASER UNIVERSITY  
**NEW GRADUATE COURSE PROPOSAL**

**CALENDAR INFORMATION:**

Department: Faculty of Business Administration Course Number: BUS 846-4  
Title: MARKETING THEORY AND MODELS  
Description: The construction, analysis and application of models of marketing phenomena.  
Credit Hours: 4 Vector: 4-0-0 Prerequisite(s) if any: BUS 801

**ENROLLMENT AND SCHEDULING:**

Estimated Enrollment: \_\_\_\_\_ When will the course first be offered: \_\_\_\_\_  
How often will the course be offered: \_\_\_\_\_

**JUSTIFICATION:**

BUS 801 is tailored to the specific needs of the business graduate student. The necessary training of research techniques such as questionnaire design, sampling, etc. are not provided in the ECON 835.

**RESOURCES:**

Which Faculty member will normally teach the course: \_\_\_\_\_  
What are the budgetary implications of mounting the course: \_\_\_\_\_

Are there sufficient Library resources (append details): \_\_\_\_\_

- Appended: a) Outline of the Course  
b) An indication of the competence of the Faculty member to give the course.  
c) Library resources

Approved: Departmental Graduate Studies Committee: \_\_\_\_\_ Date: \_\_\_\_\_  
Faculty Graduate Studies Committee: Prof. L. Meredith Date: Oct 5/92  
Faculty: \_\_\_\_\_ Date: \_\_\_\_\_  
Senate Graduate Studies Committee: BSPCC Date: 2 Nov/92  
Senate: \_\_\_\_\_ Date: \_\_\_\_\_

MEMO

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TO: ✓ Marian McGinn, Secretary to the Senate Graduate  
Studies Committee

FROM: Ralph Stanton (Library Collections Management Office)

RE: New Course Proposals in Business (Dr. Lindsay  
Meredith Memo of October 1, 1992)

DATE: 30/10/92

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I have examined the Library's holdings for the following courses Bus 527-3, Bus 528-3, Bus 578-4, Bus 848-4 and Bus 850-4.

As far as the serials collection is concerned, the Business Department has very recently completed a full Serials Review and as a consequence a significant number of changes are now being made in our holdings. Given the very short time available for this review I did not do any work on serials but instead assumed that the ground is covered to the full satisfaction of the Business Department; if this is not the case I would like some feedback. Therefore, the following notes refer to the non-serials collection only.

All book prices cited are based on average prices for this subject in 1992.

The Library will soon install a copy of Canadian Business and Current Affairs, which is a CD-ROM based index, at the W.A.C. Bennett Library. This periodical index is an important addition to the bibliographical search capacity in Canadian business subjects.

Bus 527-3 Financial Accounting

The previously listed 5 unit course Accounting 528 has been split into two 3 unit courses numbered 527 and 528. The estimated enrollment in this course is 30 and it will be offered once a year. The focus of the course is "... on teaching MBA candidates how to be good consumers and users of accounting information, rather than trying to produce accountants."

The text is not in the Library. There is no reading list accompanying the course outline. The Library's monograph holdings are substantially superior to other B.C.

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Universities in all subjects covered by this course. A copy of the text should be obtained for the Library (Prof's copy perhaps?) otherwise \$51.00. The Library's resources are more than adequate to support this course.

#### Bus 528-3 Managerial Accounting

This is the second element of the former 528. The estimated enrollment in this course is 30 and it will be offered once a year. The text is not in the Library. There is no reading list accompanying the course outline. The Library's monograph holdings are substantially superior to other B.C. Universities in all subject areas except Pricing. We should add 4 items to this area at a cost of \$204.00. A (Prof's?) copy of the text should be obtained for the Library, otherwise \$51.00. The superiority of our collection in all but one of the subjects covered by the course means that we can tolerate the lack of material on pricing. Library resources can fully support this course.

#### Bus 578-4 Strategic Management

The estimated enrollment in this course is 30 and it will be offered once a year. There is no text assigned for this course and no reading list attached to the course outline. The monograph collection is superior to other B.C. University libraries for major subjects covered in this course. The Library has more than adequate resources to support this course but would like to obtain a copy of the text - please notify our office when it is chosen (\$51.00).

#### Bus 848-4 Research in Marketing Strategy

One of the two assigned texts is held by the Library. The course has an estimated enrollment of 15-20 and will be offered once every three trimesters. A sample bibliography of 5 items is attached to a nicely constructed outline of a course assessment. All of the items in the sample bibliography are available in the Library (in some cases in later editions!). The data collected in the outline course assessment was a useful base for building our evaluation; it could serve as a model for future work done by the Business Department and would speed up our assessment process.

Our monograph collection is very significantly superior to other B.C. Universities in all major subject areas covered by this course. Library resources can fully support this course. We would like to obtain a (Prof's) copy of the second text (Clarke.. Marketing Analysis, otherwise \$51.00).

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Bus 850-4 Theoretical Issues in Strategic Management

This course will be offered yearly with an estimated enrollment of 15-20. There is no text yet assigned, although an example is cited, and no reading list attached to the course outline. We have a copy of the example text in the Library. Our monograph collection is vastly superior to other B.C. University Libraries in all subject headings associated with this course. Library resources can fully support the course. Our office would like to be notified when the text is chosen (\$51.00).

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Where reading lists are produced for any of these courses, our office would like to receive copies.

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Regards,



RS

c.c. Sharon Thomas, Head Collections Management  
Lindsay Meredith, Business Faculty