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MEMORANDUM

ATTENTION Senate **DATE** 06 February 2014
FROM Wade Parkhouse, Dean of Graduate **No.** GS2014.05
Studies
RE:
Beedie School of Business

**For information:**

Acting under delegated authority at its meeting of 3 February 2014, SGSC approved the following curriculum revision:

Effective: Fall 2014**Beedie School of Business****[GS2014.05]**

- a) Graduate Diploma in Business Administration (GDBA)
Program Requirements
 - i) Add a new course option: BUS 511-2 Business Ethics
 - ii) Resultant calendar changes

- b) Management of Technology Master of Business Administration (MOT MBA)
 1. Biotechnology Management stream
Program Requirements
 - i) Reduce number of excluded courses from 2 to 1
Remove BUS 756-4 Strategic Use of Information and Knowledge from the list
 - ii) Resultant calendar changes

GS2014.05



BEEDIE SCHOOL OF BUSINESS

Memo

To: Wade Parkhouse, Dean of Graduate Studies

From: Mark Wexler, Associate Dean, Segal Graduate School

Date: January 16, 2014

Re: GDBA Program Calendar Changes

The GDBA program would like to create the following course:

- i. **BUS 511 – Business Ethics (2)**

The GDBA program would also like to make the following language edit to the Courses section of the Academic Calendar by adding the following:

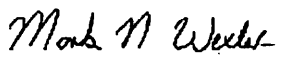
- i. Add **BUS 511 – Business Ethics (2)** to the list of courses offered

<p><i>From (Spring 2014 Calendar):</i></p> <p>Business Administration</p> <p>Graduate Diploma</p> <p>(...)</p> <p>Program Requirements</p> <p>Students complete 24 units chosen from</p> <p>BUS 510 - Financial and Managerial Accounting (4)*</p> <p>BUS 552 - Managerial Economics (4)</p> <p>BUS 553 - Quantitative Business Methods (2)</p> <p>BUS 554 - Management Information Systems (2)</p> <p>BUS 555 - Managerial Finance (4)*</p> <p>BUS 556 - Marketing Management (4)*</p> <p>BUS 557 - Human Relations Management/Organization Behavior (4)</p> <p>BUS 558 - Special Topics (3)**</p> <p>BUS 559 - Special Topics (4)**</p>	<p><i>To (Fall 2014 Calendar):</i></p> <p>Business Administration</p> <p>Graduate Diploma</p> <p>(...)</p> <p>Program Requirements</p> <p>Students complete 24 units chosen from</p> <p>BUS 510 - Financial and Managerial Accounting (4)*</p> <p>BUS 511 – Business Ethics (2)</p> <p>BUS 552 - Managerial Economics (4)</p> <p>BUS 553 - Quantitative Business Methods (2)</p> <p>BUS 554 - Management Information Systems (2)</p> <p>BUS 555 - Managerial Finance (4)*</p> <p>BUS 556 - Marketing Management (4)*</p> <p>BUS 557 - Human Relations Management/Organization Behavior (4)</p> <p>BUS 558 - Special Topics (3)**</p> <p>BUS 559 - Special Topics (4)**</p> <p>BUS 560 - Directed Studies (3)**</p>
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<p>BUS 560 - Directed Studies (3)** BUS 561 - Special Topics (2) BUS 563 - Social Entrepreneurship and Innovation (4) *** BUS 564 - Innovation and Design Thinking (4) *** BUS 565 - Social Entrepreneurship Field Project (4) ***</p> <p>Courses from the other master of business administration programs or other programs may be used as substitutes for these courses at the discretion of the academic chair.</p> <p>* required courses for successful completion of the Social Innovation and Entrepreneurship cohort of the GDBA program.</p> <p>** requires prior permission of the academic director</p> <p>*** open only to students in the Social Innovation and Entrepreneurship cohort and required for successful completion.</p>	<p>BUS 561 - Special Topics (2) BUS 563 - Social Entrepreneurship and Innovation (4) *** BUS 564 - Innovation and Design Thinking (4) *** BUS 565 - Social Entrepreneurship Field Project (4) ***</p> <p>Courses from the other master of business administration programs or other programs may be used as substitutes for these courses at the discretion of the academic chair.</p> <p>* required courses for successful completion of the Social Innovation and Entrepreneurship cohort of the GDBA program.</p> <p>** requires prior permission of the academic director</p> <p>*** open only to students in the Social Innovation and Entrepreneurship cohort and required for successful completion.</p>
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If you have any further questions or concerns, please let me know.

Sincerely,



Dr. Mark Wexler
Associate Dean, Segal Graduate School
Beedie School of Business
Simon Fraser University
778-782-7846



New Graduate Course Proposal Form

PROPOSED COURSE

Subject (eg. MAPH) BUS	Number (eg. 810) 511	Units (eg. 4) 2
Course Title (max 80 characters) Business Ethics		
Short Title (appears on transcripts, max 25 characters) Business Ethics		
Course Description for SFU Calendar <input type="checkbox"/> see attached document <input type="checkbox"/> Learning outcomes identified An examination and review of contemporary thinking on the changing role of business and business persons in the operations of society. This course examines how we make good ethical decisions, how we act on those decisions, and the impact of our ethical decisions on the reputational capital of individuals and firms.		
Available Course Components: <input type="checkbox"/> Lecture <input type="checkbox"/> Seminar <input type="checkbox"/> Laboratory <input type="checkbox"/> Practicum <input checked="" type="checkbox"/> Online <input type="checkbox"/> _____		
Grading Basis <input checked="" type="checkbox"/> Letter grades <input type="checkbox"/> Satisfactory/Unsatisfactory <input type="checkbox"/> In Progress/Complete		This is a capstone course <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Prerequisites (if any) <input type="checkbox"/> see attached document (if more space is required)		
<input type="checkbox"/> This proposed course is combined with an undergrad course: Course number and units: _____		
Additional course requirements for graduate students <input type="checkbox"/> See attached document (if this space is insufficient)		
Campus at which course will be offered (check all that apply) <input type="checkbox"/> Burnaby <input type="checkbox"/> Vancouver <input type="checkbox"/> Surrey <input type="checkbox"/> GNW <input checked="" type="checkbox"/> Online		
Estimated enrolment 20	Date of initial offering September 2014	Course delivery (eg. 3 hrs/week for 13 weeks) online for 6 weeks (equivalent to 3.5 hrs/week)
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students will require criminal record checks)		
Justification <input type="checkbox"/> See attached document (if more space is required) BUS 511 is a new GDBA course which was initially introduced as a Special Topics.		

RESOURCES

If additional resources are required to offer this course, the department proposing the course should be prepared to provide information on the source(s) of those additional resources.

Faculty member(s) who will normally teach this course <input type="checkbox"/> information about their competency to teach the course is appended Tom Brown
Number of additional faculty members required in order to offer this course
Additional space required in order to offer this course <input type="checkbox"/> see attached document
Additional specialized equipment required in order to offer this course <input type="checkbox"/> see attached document
Additional Library resources required (append details) <input type="checkbox"/> Annually \$ _____ <input type="checkbox"/> One-time \$ _____

PROPOSED COURSE from first page

Program (eg. MAPH) BUS	Number (eg. 810) 511	Units (eg. 4) 2
Course title (max 80 characters) Business Ethics		

APPROVAL SIGNATURES

When a department proposes a new course it must first be sent to the chairs of each faculty graduate program committee where there might be an overlap in course content. The chairs will indicate that overlap concerns have been dealt with by signing the appropriate space or via a separate memo or e-mail (attached to this form).

The new course proposal must also be sent to the Library for a report on library resources.

Once overlap concerns have been dealt with, signatures indicate approval by the department, home faculty and Senate Graduate Studies Committee.

Other Faculties

The signature(s) below indicate that the Dean(s) or designate of other Faculties affected by the proposed new course support(s) the approval of the new course.

Name of Faculty	Signature of Dean or Designate	Date

Departmental Approval (non-departmentalized faculties need not sign)

Department Graduate Program Committee	Signature	Date
Department Chair Mark Wexler	<i>M. N. Wexler...</i>	<i>Jan 16 / 14</i>

Faculty Approval

Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/Department commits to providing the required Library funds and any other necessary resources.

Faculty Graduate Program Committee Mark Wexler	Signature <i>M. N. Wexler...</i>	Date <i>Jan 16 / 14</i>
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Senate Graduate Studies Committee Approval

SGSC approval indicates that the Library report has been seen, and all resource issues dealt with. Once approved, new course proposals are sent to Senate for information.

Senate Graduate Studies Committee <i>Wade Parkhouse</i>	Signature <i>W Parkhouse</i>	Date <i>Feb 11 / 14</i>
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CONTACT

Upon approval of the course, the Office of the Dean of Graduate Studies will consult with the department or school regarding other course attributes that may be required to enable the proper entry of the new course in the student record system.

Department / School / Program Grad Programs/Beedie	Contact name Sharan Minhas	Contact email busarcrd@sfu.ca
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GDBA BUS 511 Business Ethics Fall 2014

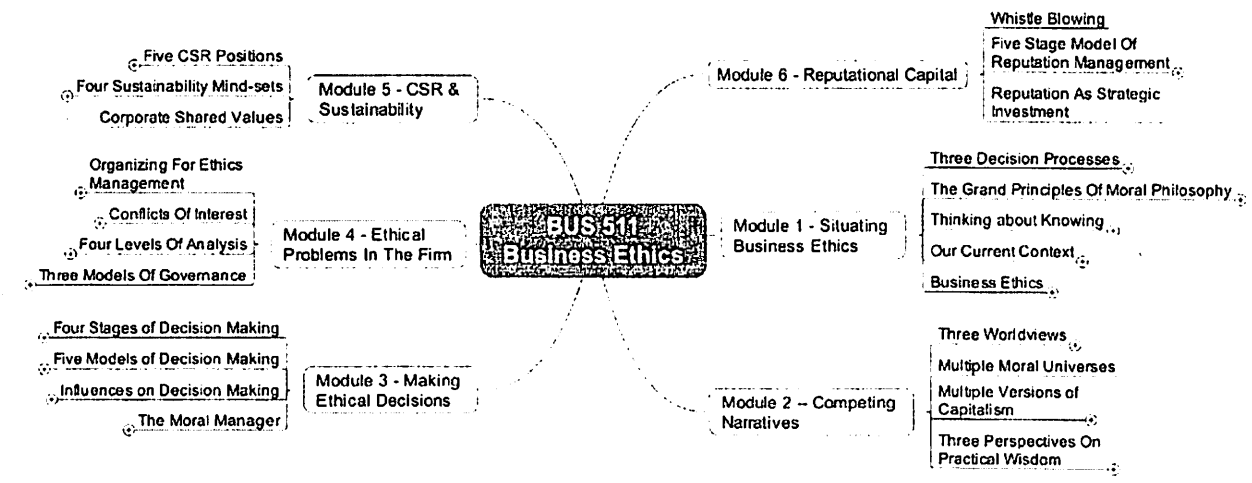
Syllabus and Weekly Schedule

Professor	Tom Brown
Primary Contact Info	via Canvas email
Office	Cyberspace
Telephone	Skype/Telephone by arrangement
Email	Canvas email or tomb@sfu.ca (If using email state <i>BUS511</i> in the Subject)

COURSE OBJECTIVES

This course is about business ethics: how we make good ethical decisions; how we act on those decisions; and, ultimately, the impact of our ethical decisions on the reputational capital of individuals and firms. In six interlinked modules we will explore the current context of business and the paradigms, theories and frameworks that shape how we think about business ethics. We will investigate the important branches of ethical thought that find application in resolving business issues. Our exploration will be dominated by questions; a major focus will be on developing a capacity for critical and reflective thinking.

COURSE MAP



BOOKS AND MATERIALS

The course relies on various sources including textbooks, journal articles, excerpts from other texts, handouts, and multi-media clips embedded in the course or accessible via external links or direct download.

Texts

1. Badaracco, J. (1997). *Defining moments: When managers must choose between right and wrong*. Boston, Massachusetts: Harvard Business School Press.
2. Gentile, M. C. (2010). *Giving voice to values: How to speak your mind when you know what's right*. New Haven Conn.: Yale University Press.

Online Materials

Links to online videos and additional articles available from the SFU Library are listed in Canvas in the appropriate module. You are required to be familiar with the content of some of these materials, while others are optional and provided for those students who have a particular interest in a given area. Please refer to the specific modules for more information.

COURSE FORMAT

The course is divided into 6 one-week modules. The timing of readings and due dates for assignments are listed in the Course Schedule below.

The course combines individual study, with group work and weekly online discussions using eLive.

A typical module contains:

- A web page that provides an overview of the week's activities;
- Links to articles that are optional or required reading for each module;
- Links to short online videos;
- And may contain one or more one-page handouts, or PowerPoint slides that highlight the main points from certain of the readings.

Each week you will complete individual and team assignments. These are briefly described below. For more detailed descriptions/instructions look under the Assignments menu in Canvas.

Individual Work

This course requires you to think critically about information from a variety of sources and to reflect on the significance of what you have learned in the context of your own life and work environment.

- You will keep a Learning Journal in which you will reflect on one topic of your choosing per week. Your weekly contributions will provide the source material for a final reflective essay of not more than 2500 words. (Due Midnight December 8th.)
- Each week you will write up your response to a short ethical scenario (300 words max) and post your response to the discussion folder by midnight on Wednesday.
- Each week you will peer review three scenarios submitted by your classmates following an evaluation rubric provided.

- At the halfway point in the course you will provide structured, constructive feedback to each of your team members using an online form provided for this purpose.
- At the end of the course you will individually evaluate each of your teammates' contributions to the success of your team. This score will be used to determine the fair allocation of marks received for the team video summary exercise (see below).

Group Work

On a weekly basis each team will review an assigned video and prepare a short PowerPoint summarizing and synthesizing the video in the context of other materials previously covered in the course. The PowerPoint presentation will consist of four slides in total: a title slide, one or two slides summarizing the video, and one or two slides synthesizing the content.

Online Discussions

We will be having weekly online discussions using Blackboard Collaborate. This time together is intended to serve two purposes: to provide an opportunity for you to raise questions from the slides, videos or readings, and to provide an opportunity for us to discuss the ideas in *Defining Moments*.

EVALUATION

25%	Weekly Learning Journals and Summary Learning Journal
10%	Online Ethical Scenarios
5%	Peer Scenario Evaluations
15%	Team Video Summaries
5%	Peer Team Evaluation
40%	Final Exam (Dec 18th)

PLAGIARISM

You have a responsibility to ensure you are familiar with the generally accepted standards and requirements of academic honesty. Summaries of these are published in the University Calendar. Ignorance of these standards will not preclude the imposition of penalties for academic dishonesty.

You should also check the [Plagiarism Tutorial](#) for more details on this subject.

If you find yourself unable to comment or complete an assignment without plagiarism, it is better to forfeit the mark on that piece of the course rather than risk a zero on the course and a mark on your academic record.

CONTACT

The best way to contact me is through Canvas mail. I check it frequently. If we need to talk, I am happy to meet with you on-line or by phone; please email me with a time and contact number and I will call you.

GDBA BUS 511 - Course Schedule Fall 2014

Date	Topics	Weekly Readings*
tbd	Module 1 - Situating Business Ethics Our Current Context Three Decision Processes The Grand Principles Of Moral Philosophy Thinking About Knowing	DM1–Dirty Hands DM9–A Space of Quiet GW1 - Giving Voice to Our Value GW2 - Values: What They Are and What They Are Not
tbd	Module 2 - Competing Narratives Four Faces of Capitalism Three Worldviews Multiple Moral Universes Three Perspectives on Practical Wisdom	DM2–Right Versus Right DM3–The Futility of Grand Principles GW3 - A Tale of Two Stories
tbd	Module 3 – Making Ethical Decisions Four Stages of Decision-Making Five Models of Decision-Making Influences on Decision-Making The Moral Manager	DM4–Sleep Test Ethics DM5–Defining Moments GW4 - It’s Only Normal GW5 - What Am I Working For?
tbd	Module 4 - Ethical Problems In The Firm Four Levels of Analysis Organizing For Ethics Management Conflicts of Interest Three Models of Governance	DM6–Become Who You Are GW6 Playing to My Strengths GW7 - Finding my Voice
tbd	Module 5 - CSR & Sustainability Five CSR Positions Four Sustainability Mind-Sets Corporate Shared Values	DM7–Truth is a Process GW8 Reasons and Rationalizations
tbd	Module 6 - Reputational Capital Whistle Blowing Five-Stage Reputational Capital Model Reputation As Strategic Investment	DM8– <i>Virtu</i> , Virtue & Success
tbd	Final Exam	

*Additional readings and multi-media are posted in each Canvas Module



To: Wade Parkhouse, Dean of Graduate Studies

From: Mark Wexler, Associate Dean, Graduate Programs

Date: January 16, 2014

Re: MOT MBA Academic Calendar language edit

The MOT MBA program would like to make the following changes to the Academic Calendar:

- i. Under the *Program Requirements* section, please remove the duplicate sentence which reads as follows: "Students wishing to complete the biotechnology management stream must successfully complete four units of biotechnology specific courses as determined by the academic director."
- ii. Within the same sentence that remains, please change biotech units required from eight to four, and director to chair: "Students wishing to complete the biotechnology management stream must successfully complete ~~eight~~ **four** units of biotechnology specific courses as determined by the academic ~~director~~ **chair**."
- iii. Below the *Program Requirements* section, please remove **BUS 756 – Strategic Use of Information and Knowledge (4)** and change "course(s)" to "course" from the list of courses not required for the Biotechnology Management stream, and replace it with the following course: **BUS 762 – Project Management (4)**

<p><i>From (Spring 2014):</i></p> <p>Program Requirements</p> <p>Courses from the other master of business administration programs or other programs may be used as substitutes for these courses at the discretion of the academic chair.</p> <p>Students wishing to complete the biotechnology management stream must successfully complete eight units of biotechnology specific courses as determined by the academic director.</p> <p>Students wishing to complete the biotechnology management stream must successfully complete eight units of biotechnology specific courses as determined by the academic director.</p>	<p><i>To (Fall 2014):</i></p> <p>Program Requirements</p> <p>Courses from the other master of business administration programs or other programs may be used as substitutes for these courses at the discretion of the academic chair.</p> <p>Students wishing to complete the biotechnology management stream must successfully complete four units of biotechnology specific courses as determined by the academic chair.</p>
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<p>Biotechnology Management stream students are not required to complete the following course(s):</p> <p>BUS 756 – Strategic Use of Information and Knowledge (4)</p>	<p>Biotechnology Management stream students are not required to complete the following course:</p> <p>BUS 762 - Project Management (4)</p>
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If you have any further questions or concerns, please let me know.

Sincerely,



Dr. Mark Wexler
Associate Dean, Segal Graduate School
Beedie School of Business
Simon Fraser University
778-782-7846