



OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC

8888 University Drive,
Burnaby, BC
Canada V5A 1S6TEL: 778.782.4636
FAX: 778.782.5876avpcio@sfu.ca
www.sfu.ca/vpacademic**MEMORANDUM**

ATTENTION	Senate	DATE	November 7, 2014
FROM	Gordon Myers, Chair Senate Committee on Undergraduate Studies	PAGES	1/1
RE:	Beedie School of Business (SCUS 14-44)		

A handwritten signature in blue ink, appearing to read "Gordon Myers".

For information:

Acting under delegated authority at its meeting of November 6, 2014 SCUS approved the following curriculum revisions effective Summer 2015.

1. Upper division requirement changes to the BUS and BUEC programs
2. New Course Proposal: BUS 441-3, Web Analytics
3. Addition of BUS 441 to Marketing Concentration requirements

SIMON FRASER UNIVERSITY

Office of the Dean/ Beedie School of Business

MEMORANDUM

To: Jo Hinchliffe
Senate Committee on
Undergraduate Studies

From: Andrew Gemino, Chair
Beedie School of Business
UG Curriculum Committee

Date: October 24, 2014

Subject: Material for next SCUS meeting

The Undergraduate Curriculum Committee in the Beedie School of Business approved the following curricular changes:

1. Calendar Change (Fall 2015): Amendment of 400-level BUS or BUEC course requirements
 - a. SCUS Memo: Amendment of 400-level BUS or BUEC course requirement
 - b. Calendar Change: Amendment of 400-level BUS or BUEC course requirement

2. Course Creation (Fall 2015): New Course – BUS 441 Web Analytics
 - a. SCUS Memo – BUS 441 Creation & Addition to Existing Program
 - b. New Course Proposal: BUS 441
 - c. Course Outline: BUS 441
 - d. Calendar Change: Addition of BUS 441 Web Analytics to Marketing Concentration

Would you please place this item on the agenda for the November 6, 2014 Senate Committee on Undergraduate Studies meeting?

Sincerely,



Andrew Gemino, Associate Dean
Beedie School of Business



Office of the Dean
8888 University Drive
Burnaby, BC V5A 1S6

TEL 778.782.3640
FAX 778.782.5833

fbadean@sfu.ca

MEMORANDUM

ATTENTION Senate Committee on Undergraduate Studies
FROM Andrew Gemino
RE: **Amendment of Three 400-level BUS or BUEC Course Requirement**
DATE October 22, 2014

The Beedie School of Business proposes to amend its three 400-level BUS or BUEC course requirement to:

- stipulate a minimum number of units per course
- clarify and strengthen that at least one of these 400-level courses must be completed at SFU
- clarify the additional 12 units of BUS or BUEC for Honours programs, specifically that these are at the 400-level as cited further in the requirements

The stipulation of a minimum number of units per course is to address both the equity and quality of student completion of this requirement. Specifically, the Beedie School proposes that students may not apply a course worth less than three units toward satisfying this requirement. This minimum is to address the fact that there are several means by which a student may complete a 400-level BUS or BUEC course, some of which involve coursework worth 1 or 2 units. For instance, directed studies, exchange, and through several new entrepreneurship-based courses that provide structure for incubators and accelerators, can be or are valued at 1 unit each. In turn, if some students complete one or more of their three 400-level BUS or BUEC courses at 1 or 2 units for each course, they are not completing the same level of coursework to the same degree as a student completing three 400-level courses at 3 or more units each. In turn, the intention is to ensure all students complete this requirement to the same degree and consistently complete coursework with the same level of rigor.

Secondly, the Beedie School proposes that the wording around completion of at least one of these 400-level BUS or BUEC courses be completed at Simon Fraser University is to ensure that this word is consistent across all applicable programs (see difference between Major and Double Degree) and is as clear as possible for students.

Lastly, it is proposed that the Upper Division summary section of both Beedie Honours programs be clarified. Specifically, regarding the “12 additional units of BUS or BUEC requirement” as being at the 400-level, as stipulated in the specified explanation of this requirement. This is to provide consistency and clarity.

Andrew Gemino, Associate Dean
Beedie School of Business

Calendar Change, Undergraduate Department, Beedie School of Business

Effective: Fall 2015 Calendar

Summary of Changes

- Amendment of three 400-level BUS or BUEC course requirement to stipulate a minimum number of units per course
- Clarification and strengthening that at least one of these 400-level courses must be completed at SFU
- Clarification of the additional 12 units of BUS or BUEC for Honours programs, specifically that these are at the 400-level in order to align with later notation in the requirements

Rationale:

See attached memo.

The following program will be affected by these changes:

- Business Major
- Double Degree
- Business Honours
- Business Honours with term at Segal
- Second Degree

Note: Revised content will be noted through Track Changes.

CALENDAR CHANGE:

MAJOR:

UPPER DIVISION REQUIREMENTS

In the last 60 units, students must complete a minimum of 45 upper division units, of which a minimum of 36 units must be in BUS or BUEC courses.

The minimum 36 upper division units in business must include the following.

- all core courses (see Core Courses below)
- an area of concentration (see Areas of Concentration below)
- at least three 400 division BUS or BUEC courses, each worth a minimum of three units (excluding practicum courses and BUS 478). These courses may be used toward the requirements for the area(s) of concentration. At least one of these 400 division BUS or BUEC courses must be completed at Simon Fraser University.

Further, upper division courses in any discipline must be completed to bring the total upper division credit to 45 units minimum.

DOUBLE DEGREE:

Business Concentration Elective Courses

Students also complete four upper division courses in a business concentration including at least three ~~courses at the~~ 400 division BUS or BUEC courses, each worth a minimum of three units (not including BUS 425 or 478). At least one of these 400 division BUS or BUEC courses must be completed at Simon Fraser University.

HONOURS:

Upper Division Requirements

All upper division BUS courses have a prerequisite of 60 units. However, approved business majors may complete 300 division BUS courses upon completion of 45 units.

In the last 72 units, honours students must complete a minimum of 57 upper division units, of which a minimum of 48 units must be in business or BUEC courses.

The minimum 48 upper division units in business must include the following

- all core courses
- an area of concentration
- at least three 400 division BUS or BUEC courses, each worth a minimum of three units (excluding practicum courses and BUS 478). These courses may be used toward the requirements for an area of concentration. At least one of these 400 division BUS or BUEC courses ~~must~~ be completed at Simon Fraser University.
- additional 12 units of 400 division BUS or BUEC courseworks

Further upper division courses in any discipline must be completed to bring the total upper division credit to 57 units minimum.

HONOURS TERM AT SEGAL:

UPPER DIVISION REQUIREMENTS

All upper division BUS courses have a prerequisite of 60 units. However, approved business majors may complete 300 division BUS courses upon completion of 48 units.

In the last 72 units, honours students must complete a minimum of 57 upper division units, of which a minimum of 48 units must be in business or BUEC courses.

The minimum 48 upper division units in business administration must include the following.

- all core courses
- an area of concentration
- at least three 400 division BUS or BUEC courses, each worth a minimum of three units (excluding practicum courses and BUS 478). These courses may be used toward the requirements for an area of concentration. At least one of these 400 division BUS or BUEC courses ~~to~~ must be completed at Simon Fraser University.
- additional 12 units of 400 division BUS or BUEC course works

Further upper division courses in any discipline must be completed to bring the total upper division credit to 57 units minimum.

SECOND DEGREE:

Upper Division Requirements

Students complete 45 upper division units, of which a minimum of 36 units must be in business (BUS) or business/economics (BUEC) courses

The minimum 36 upper division units in business must include the following.

- all core courses (see Core Courses below)
- an area of concentration (see Area of Concentration below)
- at least three 400 division BUS or BUEC courses, each worth a minimum of three units (excluding practicum courses and BUS 478). These courses may be used toward the requirements for the area(s) of concentration. At least one of these 400 division BUS or BUEC courses ~~to~~ must be completed at Simon Fraser University.

Further, upper division courses in any discipline must be completed to bring the total upper division units to 45 units minimum.



BEEDIE SCHOOL OF BUSINESS
SIMON FRASER UNIVERSITY

Office of the Dean
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Burnaby, BC V5A 1S6

TEL 778.782.3640
FAX 778.782.5833

fbadean@sfu.ca

MEMORANDUM

ATTENTION Senate Committee on Undergraduate Studies
FROM Andrew Gemino
RE: **BUS 441 New Course Creation and Addition to Existing Programs**
DATE October 22, 2014

The Beedie School of Business proposes to create a new upper division business course, BUS 441 – Web Analytics.

This course is being created to address the need for a skill set in web analytics, where students will develop “probe and learn” skills and acquire hands-on experience in using analytics tools to manage digital marketing campaigns. These are essential skills, as in today’s dynamic and hypercompetitive business world marketing decisions made in the planning stage are often modified before they are executed. Employees need to be able to adopt an experimental approach and being responsive to customer and competitor actions. These skills are most commonly developed in web analytics and digital channel/product management, but apply beyond this context.

The Beedie School would like to include this course as an elective within both our Certificate in Business Analytics and Decision Making, as well as the Marketing concentration as it compliments and enhances the skill development of students within both these programs.

Andrew Gemino, Associate Dean
Beedie School of Business



COURSE SUBJECT/NUMBER BUS 441

COURSE TITLE

LONG — for Calendar/schedule, no more than 100 characters including spaces and punctuation

Web Analytics

AND

SHORT — for enrollment/transcript, no more than 30 characters including spaces and punctuation

Web Analytics

CAMPUS where course will be taught: Burnaby Surrey Vancouver Great Northern Way Off campus

COURSE DESCRIPTION (FOR CALENDAR). 50-60 WORDS MAXIMUM. ATTACH A COURSE OUTLINE TO THIS PROPOSAL.

Adopting an experimental approach and being responsive to customer and competitor reactions is an essential skill set to firms and organizations. Situated in the data-rich environment of digital media and channels like websites or search engines, this course is designed to help students develop “probe and learn” skills, which translate beyond web and digital management, and help them acquire hands-on experience in using analytics tools to manage digital marketing campaigns.

REPEAT FOR CREDIT NO YES How many times? Within a term? YES NO

LIBRARY RESOURCES

NOTE: Senate has approved (S.93-11) that no new course should be approved by Senate until funding has been committed for necessary library materials. Each new course proposal must be accompanied by a library report and, if appropriate, confirmation that funding arrangements have been addressed.

Approved.

Library report status

RATIONALE FOR INTRODUCTION OF THIS COURSE

In today’s dynamic and hypercompetitive business world, only a small portion of marketing decisions made in the planning stage are executed as originally planned. Adopting an experimental approach and being responsive to reactions of customers and competitors is now essential to firms and/or organizations. In turn, this course will better prepare students for this emerging field within marketing and beyond, as the skill set learned here will extend beyond web and digital product/channel management. The course will be part of the Beedie School’s Certificate in Business Analytics and Decision Making, as well as the Marketing concentration as it compliments and enhances the skill development of students within these programs.

SCHEDULING AND ENROLLMENT INFORMATION

Indicate effective **term and year** course would first be offered and planned **frequency** of offering thereafter:

Fall 2015 and each subsequent Spring term thereafter.

Will this be a required or elective course in the curriculum? Required Elective

What is the probable enrollment when offered? Estimate: 35



CREDITS

Indicate number of credits (units): 3

Indicate number of hours for: Lecture Seminar Tutorial Lab Other

3

FACULTY Which of your present CFL faculty have the expertise to offer this course?

Jason Ho, Robert Krider, Colleen Collins, and Zorana Svedic.

WQB DESIGNATION (attach approval from Curriculum Office)

N/A

PREREQUISITE

Does this course replicate the content of a previously-approved course to such an extent that students should not receive credit for both courses?
If so, this should be **noted in the prerequisite.**

BUS 360W, BUS 343; 60 units.

COREQUISITE

None.

STUDENT LEARNING OUTCOMES

Upon satisfactory completion of the course students will be able to:

- (1) Develop “probe and learn” skills, which translate beyond web and digital product/channel management
- (2) Acquire hands-on experience in using analytics tools to manage digital marketing campaigns.

FEES

Are there any proposed student fees associated with this course other than tuition fees? YES NO



RESOURCES

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

N/A.

OTHER IMPLICATIONS

- Articulation agreement reviewed? YES NO Not applicable
- Exam required: YES NO
- Criminal Record Check required: YES NO

APPROVALS: APPROVAL IS SIGNIFIED BY DATE AND APPROPRIATE SIGNATURE.

1 Departmental approval indicates that the Department or School has approved the content of the course, and has consulted with other Departments/Schools/Faculties regarding proposed course content and overlap issues.

Chair, Department/School Date

Chair, Faculty Curriculum Committee Date

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

Dean or designate Date

LIST which other Departments, Schools and Faculties have been consulted regarding the proposed course content, including overlap issues. Attach documentary evidence of responses.

Other Faculties' approval indicates that the Dean(s) or Designate of other Faculties AFFECTED by the proposed new course support(s) the approval of the new course:

Date _____

Date _____

3 SCUS approval indicates that the course has been approved for implementation subject, where appropriate, to financial issues being addressed.

COURSE APPROVED BY SCUS (Chair of SCUS):

Date _____

Calendar Change, Undergraduate Department, Beedie School of Business**Effective:** Fall 2015 Calendar**Summary of Changes:**

- Addition of BUS 441 – Web Analytics to the Marketing concentration as an elective

Rationale:

See attached memo.

The following program will be affected by these changes:

- Business Major
- Double Degree
- Business Honours
- Business Honours with term at Segal
- Business JMA
 - Economics
 - Interactive Arts & Technology (BSc)
 - Interactive Arts & Technology (BA)
- Business Joint Honours
 - Economics
- Second Degree

Note: Revised content will be noted through Track Changes.**CALENDAR CHANGE:****Marketing**

For this concentration, students complete all of

[BUS 343 - Introduction to Marketing \(3\)](#)[BUS 345 - Marketing Research \(4\)](#)[BUS 347 - Consumer Behavior \(3\)](#)

and three of

[BUS 441- Web Analytics \(3\)](#)^[Fo1][BUS 443 - New Product Development and Design \(3\)](#)[BUS 444 - Business to Business Marketing \(3\)](#)

BUS 445 - Customer Analytics (3)

BUS 446 - Marketing Strategy (4)

BUS 447 - Global Marketing Management (3)

BUS 448 - Integrated Marketing Communications (4)

BUS 449 - Ethical Issues in Marketing (3)

BUS 459 - Services Marketing (3)

BUS 490 - Selected Topics in Business Administration (3) **

BUS 491 - Selected Topics in Business Administration (3) **

BUS 492 - Selected Topics in Business Administration (3) **

BUS 493 - Selected Topics in Business Administration (3) **

BUS 494 - Selected Topics in Business Administration (3) **

BUS 495 - Selected Topics in Business Administration (3) **

BUS 496 - Selected Topics in Business Administration (5) **

** When offered as a selected topics course in Marketing.