



OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC

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**MEMORANDUM**

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<b>ATTENTION</b>	Senate	<b>DATE</b>	December 4, 2015
<b>FROM</b>	Gordon Myers, Chair Senate Committee on Undergraduate Studies	<b>PAGES</b>	1/1
<b>RE:</b>	Beedie School of Business (SCUS 15-41)		

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A handwritten signature in blue ink, appearing to read 'Gordon Myers', is written over the signature line of the memorandum.

**For information:**

Acting under delegated authority at its meeting of December 3, 2015 SCUS approved the following curriculum revisions effective Fall 2016.

1. New Course Proposals:
  - BUS 216-3, Essentials of Business Writing
  - BUS 200-3, Business Fundamentals
  - B-Soc Designation for BUS 200
2. Lower division requirement changes to the Business Minor program
3. Description and prerequisite change for BUS 311, 340, 341



**BEEDIE SCHOOL OF BUSINESS**  
SIMON FRASER UNIVERSITY

UNDERGRADUATE PROGRAMS

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**MEMORANDUM**

**ATTENTION** Senate Committee on Undergraduate Studies  
**FROM** Andrew Gemino  
**RE:** Beedie materials for upcoming SCUS meeting  
**DATE** November 23, 2015

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

**Fall 2016 Changes**

1. New Course Proposal: BUS 216 – Essentials of Business Writing
  - a. Proposal
  - b. Course Outline
2. New Course Proposal – BUS 200 – Business Fundamentals
  - a. Proposal
  - b. Course Outline
  - c. WQB Designation
3. Calendar Changes – Business Minor Lower Division Requirements
4. Course Change – BUS 311 prerequisites and description
5. Course Change – BUS 340 prerequisites and description
6. Course Change – BUS 341 prerequisites and description

Would you please place these items on the agenda for the December 3, 2015 Senate Committee on Undergraduate Studies meeting?

Sincerely,

Andrew Gemino, Associate Dean  
Beedie School of Business



COURSE SUBJECT BUS NUMBER 216

COURSE TITLE

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

Essentials of Business Writing

AND

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

Essentials of Business Writing

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

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

Students will learn and apply the fundamentals of effective English-language business writing to produce short, professional-quality business documents. By reading, analyzing, planning, and writing documents for various audiences, students will learn about the distinctive elements of business writing. Students will develop essential skills in organizing, summarizing and assessing information through experiential business writing tasks

REPEAT FOR CREDIT YES NO 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.

Library report status, see lib.sfu.ca/collections/course-assessments No additional library resources are required.

RATIONALE FOR INTRODUCTION OF THIS COURSE

If more space is needed, please use the provided text box on page 4 of this document

BUS 216 provides students with an opportunity to develop basic business communication skills and to hone their proficiency with English language skills within a business writing context. Students in first and second year are primarily exposed to academic writing across various disciplines; however, business students need to be introduced to the varied forms, styles, and audiences associated with business writing. BUS 216 will provide students with a necessary, hands-on introduction to this type of writing in an experiential learning environment.

SCHEDULING AND ENROLLMENT INFORMATION

Term and year course would first be offered (e.g. FALL 2014) Fall 2016

Term(s) in which course will typically be offered Spring Summer Fall Other (describe)

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

What is the probable enrollment when offered? Estimate: 30-60



**UNITS**

Indicate number of units:

Indicate no. of contact hours for:  Lecture  Seminar  Tutorial  Lab  Other – please explain

**OTHER**

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

Christian Venhuizen, Shauna Jones, Kevin Stewart

**WQB DESIGNATION** (attach approval from Curriculum Office)

**PREREQUISITE AND / OR COREQUISITE**

**EQUIVALENT COURSES**

Does this course replicate the content of a previously-approved course to such an extent that students should not receive credit for both courses?

Students with credit for BUS 360W may not receive further credit for this course.

**COURSE - LEVEL EDUCATIONAL GOALS (OPTIONAL)**

- Write different types of business texts for various audiences
- Organize, assess, and summarize information from a range of sources
- Use descriptive language effectively and concisely to summarize, paraphrase and report information
- Proofread and edit for common errors associated with grammar, sentence structure and word choice
- Support claims or arguments with reasoning, and evaluate the reasoning in the writing of others

**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:

**OTHER IMPLICATIONS**

Final Exam required:  YES  NO

Criminal Record Check required:  YES  NO

**OVERLAP CHECK**

Checking for overlap is the responsibility of the Associate Dean.

Each new course proposal must have confirmation of an overlap check completed prior to submission to the Faculty Curriculum Committee.

**Name of Originator**

Stephen Spector

COURSE SUBJECT  NUMBER

**COURSE TITLE**

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

**AND**

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

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

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

Explore the fundamentals of modern business and organizational management. Working with case studies, students will build upon the basics of revenue, profits, contribution and costs, as well as integrate advanced aspects of business models, innovation, competitive advantage, core competence, and strategic analysis.

REPEAT FOR CREDIT  YES  NO 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.

Library report status, see [lib.sfu.ca/collections/course-assessments](http://lib.sfu.ca/collections/course-assessments)

**RATIONALE FOR INTRODUCTION OF THIS COURSE**

If more space is needed, please use the provided text box on page 4 of this document

The addition of BUS 200 - Business Fundamentals is to provide Business Minor students with foundational business knowledge and an introduction to organizational management. The need for such foundational knowledge was realized after the revision of the Business Minor program in Fall 2012, as students were lacking a cohesive understanding of business basics within the program. In addition, for the many students in other Faculties who express an interest in transferring into the Beedie School of Business, BUS 200, as a Breadth course, can provide them with a necessary introduction, as well as help them determine whether they really should pursue a business degree.

**SCHEDULING AND ENROLLMENT INFORMATION**

Term and year course would first be offered (e.g. FALL 2014)

Term(s) in which course will typically be offered  Spring  Summer  Fall  
 Other (describe)

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

What is the probable enrollment when offered? Estimate:



UNITS

Indicate number of units: 3

Indicate no. of contact hours for: 3 Lecture Seminar Tutorial Lab Other - please explain

OTHER

[Empty box for other information]

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

Stephen Spector, Christian Venhuizen, Peter Tingling

WQB DESIGNATION (attach approval from Curriculum Office)

B-SOC

PREREQUISITE AND / OR COREQUISITE

None.

EQUIVALENT COURSES

Does this course replicate the content of a previously-approved course to such an extent that students should not receive credit for both courses?

Students with credit for BUS 130, 201, 202 or 301 may not receive further credit for this course.

COURSE - LEVEL EDUCATIONAL GOALS (OPTIONAL)

- obtain "fundamental business knowledge";
•obtain a holistic understanding of the foundational concepts of organizations;
•formulate and communicate ideas in a clear, concise, compelling and evidenced-based manner;
•contribute collaboratively and effectively to complete a team project; and
•understand the elements of business strategy and strategic analysis.

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:

**OTHER IMPLICATIONS**

Final Exam required:  YES  NO

Criminal Record Check required:  YES  NO

**OVERLAP CHECK**

Checking for overlap is the responsibility of the Associate Dean.

Each new course proposal must have confirmation of an overlap check completed prior to submission to the Faculty Curriculum Committee.

**Name of Originator**

Stephen Spector





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**MEMORANDUM**

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<b>ATTENTION</b>	Andrew Gemino, Associate Dean, Beedie School of Business	<b>DATE</b>	October 20, 2015
<b>FROM</b>	Susan Rhodes, Director University Curriculum & Institutional Liaison	<b>PAGES</b>	1
<b>RE:</b>	B-Soc designation approval		

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The University Curriculum Office has approved the **B-Soc** designation for the following proposed new course in the Beedie School of Business:

BUS 200-3 Business Fundamentals – Effective 1167 (Fall 2016).

Please forward this memo to your Faculty UCC and then on to SCUS for further approval.

Cc: Stephen Spector

## **Calendar Change Undergraduate Program, Beedie School of Business**

**Effective:** Fall 2016

### **Summary of Changes:**

1. Addition of BUS 200 – Business Fundamentals to the lower division requirements of the Business Minor program

### **Rationale:**

The addition of BUS 200 – Business Fundamentals is to provide Business Minor students with foundational business knowledge and an introduction to organizational management. The need for such foundational knowledge was realized after the revision of the Business Minor program in Fall 2012, as students were lacking a cohesive understanding of business basics within the program.

### **The following program will be affected by these changes:**

- Business Minor

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

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### **CALENDAR CHANGE:**

#### **Business Minor**

#### **Program Requirements**

##### Lower Division Requirements

Students complete all of

[BUS 200 – Business Fundamentals \(3\)](#)

BUS 237 - Introduction to Business Technology Management (3)

BUS 251 - Financial Accounting I (3)

BUS 272 - Behavior in Organizations (3)

ECON 103 - Principles of Microeconomics (4)

and one of\*

ECON 105 - Principles of Macroeconomics (4)

ENGL 101W - Introduction to Fiction (3)

ENGL 102W - Introduction to Poetry (3)

ENGL 103W - Introduction to Drama (3)

ENGL 104W - Introduction to Prose Genres (3)

**ENGL 105W - Introduction to Issues in Literature and Culture (3)**

**ENGL 199W - Introduction to University Writing (3)**

**PHIL XX1 - Critical Thinking (3)**

**PHIL 100W - Knowledge and Reality (3)**

**PHIL 120W - Moral Problems (3)**

**WL 101W - Writing About Literature (3)**

**WL 103W - Pre-Modern World Literature (3)**

**WL 104W - Modern World Literature (3)**

**\* any one of these courses may be replaced by any three unspecified transfer units in English or in ENGL-Writing at the 100- or 200-level.**

**Upper Division Requirements**

COURSE SUBJECT	BUS	NUMBER	311	TITLE	Introduction to Managerial Accounting and Financial Management
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**INSTRUCTIONS (OVERALL):**

1. Using Microsoft Word draft changes using the following guideline. Paste in box below.
2. Rationale must be included. If more space is needed than provided below, please use the provided text box on page 2 of this document.
3. Indicate term = Fall, Spring, Summer

**TYPE OF CHANGES RECOMMENDED**

Please type 'X' for the appropriate revision(s):

Course number	Credit	Title	X	Description	X	Prerequisite	Deletion
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**WORDING/DESCRIPTION EDITS**

1. Indicate deleted or changed text using strikethrough.
2. Indicate added or new text using underline.
3. Equivalent courses: preclusion statement should read:
  - a. Students with credit for x cannot take y for further credit.

Builds on fundamental concepts introduced in financial accounting and examines a variety of tools and techniques used by managers to operate a business. ~~Introduction to~~ the principles, concepts, and techniques of financial management, with an emphasis on financial managers, financial markets, and investment decisions. Prerequisite: Bus 251, ~~and 60 units,~~ and corequisite BUS 200. This course is only open to students in the Business Minor program.

**SAMPLE**

POL 223 ~~Canadian-American~~ Political Economy (3)

~~An introductory study of America's~~ Canada's political economy, stressing the interrelated nature of Canada's economic and political life. ~~The course focuses on~~ current economic problems and policies, taking into account the geographical, historical and political environments. Topics include the resource and industrial structures, research and development, the public sector, fiscal and monetary policy, the role of the state, trade and foreign ownership, energy, regional disparity, corporate concentration and the political economy of federalism.

~~This course is identical to CNS 280 and students cannot take both courses for credit.~~

Students with credit for CNS 280 cannot take POL 223 for further credit.

Recommended Pre-requisite: POL 100 or 101W

Breadth – Social Sciences.

**RATIONALE**

If more space is needed, please use the provided text box on page 2 of this document

The Beedie School of Business proposes the inclusion of BUS 200 as a prerequisite/corequisite change for BUS 311 as this ensures the appropriate progression through the minor program. BUS 200 - Business Fundamentals – has been added to provide Business Minor students with foundational business knowledge and an introduction to organizational management. The need for such foundational knowledge was realized after the revision of the Business Minor program in Fall 2012, as students are lacking a cohesive understanding of business basics within the program.

Additionally, a few small grammatical changes are put forward in order to improve clarity in the description.

EFFECTIVE TERM AND YEAR, FOR CHANGES

Fall, Spring, Summer and year (please enter in textbox)

Fall 2016

COURSE SUBJECT	BUS	NUMBER	340	TITLE	International Business Strategy
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**INSTRUCTIONS (OVERALL):**

1. Using Microsoft Word draft changes using the following guideline. Paste in box below.
2. Rationale must be included. If more space is needed than provided below, please use the provided text box on page 2 of this document.
3. Indicate term = Fall, Spring, Summer

**TYPE OF CHANGES RECOMMENDED**

Please type 'X' for the appropriate revision(s):

Course number	Credit	Title	X	Description	X	Prerequisite	Deletion
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**WORDING/DESCRIPTION EDITS**

1. Indicate deleted or changed text using strikethrough.
2. Indicate added or new text using underline.
3. Equivalent courses: preclusion statement should read:
  - a. Students with credit for x cannot take y for further credit.

Identifies how Multinational Enterprises (MNEs) formulate strategies and ~~what the~~ organizational capabilities ~~are~~ needed to support ~~ed~~ these strategies in order to produce international competitive advantages. Students will study the criteria for assessing strategic and organizational capabilities of MNEs to determine solutions for increasing organizational performance. Prerequisite: 60 units, and corequisite BUS 200. This course is only open to students in the Business Minor program.

**SAMPLE**

POL 223 ~~Canadian-American~~ Political Economy (3)

~~An introductory study of America's~~ Canada's political economy, stressing the interrelated nature of Canada's economic and political life. ~~The course focuses on~~ current economic problems and policies, taking into account the geographical, historical and political environments. Topics include the resource and industrial structures, research and development, the public sector, fiscal and monetary policy, the role of the state, trade and foreign ownership, energy, regional disparity, corporate concentration and the political economy of federalism.

~~This course is identical to CNS 280 and students cannot take both courses for credit.~~

Students with credit for CNS 280 cannot take POL 223 for further credit.

~~Recommended Pre-requisite:~~ POL 100 or 101W.

Breadth – Social Sciences.

**RATIONALE**

If more space is needed, please use the provided text box on page 2 of this document

The Beedie School of Business proposes the inclusion of BUS 200 as a prerequisite/corequisite change for BUS 340 as this ensures the appropriate progression through the minor program. BUS 200 - Business Fundamentals – has been added to provide Business Minor students with foundational business knowledge and an introduction to organizational management. The need for such foundational knowledge was realized after the revision of the Business Minor program in Fall 2012, as students are lacking a cohesive understanding of business basics within the program.

Additionally, a few small grammatical corrections to the description are put forward in order to improve clarity in the description.

**EFFECTIVE TERM AND YEAR, FOR CHANGES**

Fall, Spring, Summer and year (please enter in textbox)

Fall 2016

**RATIONALE**

COURSE SUBJECT	BUS	NUMBER	341	TITLE	Fundamentals of Marketing
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**INSTRUCTIONS (OVERALL):**

1. Using Microsoft Word draft changes using the following guideline. Paste in box below.
2. Rationale must be included. If more space is needed than provided below, please use the provided text box on page 2 of this document.
3. Indicate term = Fall, Spring, Summer

**TYPE OF CHANGES RECOMMENDED**

Please type 'X' for the appropriate revision(s):

Course number	Credit	Title	X	Description	X	Prerequisite	Deletion
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**WORDING/DESCRIPTION EDITS**

1. Indicate deleted or changed text using strikethrough.
2. Indicate added or new text using underline.
3. Equivalent courses: preclusion statement should read:
  - a. Students with credit for x cannot take y for further credit.

Provides an introduction to the field and practice of marketing. Takes an expansive approach and addresses how people, ideas, organizations, and places, as well as more conventional products/services, are marketed. The course goes beyond theory and challenges students to apply these concepts to real world situations. Students with credit for Bus 343 may not take Bus 341 for further credit. Prerequisite: ~~REQ-60 units~~, and corequisite BUS 200. Only open to students in the Business Minor program.

**SAMPLE**

POL 223 ~~Canadian-American~~ Political Economy (3)

~~An introductory study of America's~~ Canada's political economy, stressing the interrelated nature of Canada's economic and political life. ~~The course~~ Focuses on current economic problems and policies, taking into account the geographical, historical and political environments. Topics include the resource and industrial structures, research and development, the public sector, fiscal and monetary policy, the role of the state, trade and foreign ownership, energy, regional disparity, corporate concentration and the political economy of federalism.

~~This course is identical to CNS 280 and students cannot take both courses for credit.~~

Students with credit for CNS 280 cannot take POL 223 for further credit.

~~Recommended Pre-requisite:~~ POL 100 or 101W.

Breadth – Social Sciences.

**RATIONALE**

If more space is needed, please use the provided text box on page 2 of this document



The Beedie School of Business proposes the inclusion of BUS 200 as a prerequisite/corequisite change for BUS 341 as this ensures the appropriate progression through the minor program. BUS 200 - Business Fundamentals – has been added to provide Business Minor students with foundational business knowledge and an introduction to organizational management. The need for such foundational knowledge was realized after the revision of the Business Minor program in Fall 2012, as students are lacking a cohesive understanding of business basics within the program.

Additionally, a few small grammatical changes are put forward in order to improve clarity in the description.

EFFECTIVE TERM AND YEAR, FOR CHANGES

Fall, Spring, Summer and year (please enter in textbox)

Fall 2016

RATIONALE