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**MEMORANDUM**

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**ATTENTION** Senate  
**FROM** Wade Parkhouse, Chair  
Senate Committee on  
Undergraduate Studies  
**RE:** Course Changes (SCUS 17-42)

**DATE** October 13, 2017  
**PAGES** 1/1

**For information:**

Acting under delegated authority at its meeting of October 12, 2017 SCUS approved the following curriculum revisions effective Summer 2018.

**a. Beedie School of Business (SCUS 17-42a)**

(i) Prerequisite change for all 300-level Business courses:

- BUS 303, 311, 312, 314-316, 318, 320-322, 336, 338, 340-343,  
345-347, 360W, 361, 362, 371, 374, 381, 393-396 (effective Fall 2018)

**b. Faculty of Environment (SCUS 17-42b)**

1. Department of Archaeology

(i) Prerequisite change for ARCH 312 and 313



**Calendar Entry Change**

Beedie School of Business Undergraduate Program

Rationale for change:

Current calendar language is misleading: in the course listing, 60 units are listed as the prerequisite on all 300-level Business courses. However, on another page in the calendar it says the prerequisite is 60 units for non-Business students and 45 for approved business students.

It is not possible to code two different sets of prerequisites on a course (one set for Business students and one set for non-business students), so these are coded as 45 units for everyone. This language was originally used to reduce non-Business student access to upper-division Business courses. However, we are currently using course seat reserves, which has been an effective method for this.

This messaging is confusing to students and causes an increase in questions to the advising office from both Business and non-Business students who are trying to figure out if they meet the course prerequisites.

Having consistent, accurate language in both sections of the calendar will clarify the information for students.

This change in language states what the actual practice is (rather than stating something we are not implementing).

Effective term and year:

Fall 2018

The following courses will be affected by these changes:

All 300-level Business courses, as listed below.

**Calendar Change:** "to" and "from" sections are not required. All deletions should be crossed out as follows: ~~sample~~. All additions should be marked by a **bold**.

BUS 303 - Business, Society and Ethics (3)

This course examines and reviews contemporary thinking on the changing role of business and business persons in the operations of society, particularly Canadian society. The course explores the changing legal, ethical and regulatory environments of business focusing on the critical alignments -- values, policies, technology and legal approaches -- between the



modern organization and its broader public. Prerequisite: ~~60~~ 45 units. Students with credit for BUS 103, COMM 103, or COMM 303 may not take this course for further credit.

BUS 311 - Introduction to Managerial Accounting and Financial Management (4)

Builds on fundamental concepts introduced in financial accounting and examines a variety of tools and techniques used by managers to operate a business. Introduces the principles, concepts, and techniques of financial management, with an emphasis on financial managers, financial markets, and investment decisions. Prerequisite: This course is only open to students admitted to the Business Administration Minor between Fall 2012 - Summer 2016 and who have credit for BUS 251 and ~~60~~ 45 units, OR to students admitted to the Business Administration Minor Fall 2016 - onwards and who have credit for BUS 251, ~~60~~ 45 units, and corequisite BUS 200.

BUS 312 - Introduction to Finance (4)

Role and function of financial managers, financial analysis, compound interest valuation and capital budgeting, management of current assets, introduction to financial instruments and institutions. Prerequisite: BUS 254 (or 324); ~~60~~ 45 units. Recommended: BUS 207, ECON 201, or ECON 301. Quantitative.

BUS 314 - Resourcing New Ventures (3)

Start-up and early-stage ventures have particular financial challenges associated with the uncertain and unproven nature of the project. This course analyzes how entrepreneurs and their financial backers can spot, create and manage value. Topics covered include opportunity recognition, cash flow forecasting, valuation methodologies, financial contracts, and careful negotiations. Various sources are considered for start-up capital (private debt, angel financiers, venture capitalists, development banks), and different strategies are considered for harvesting or exiting (initial public offerings, merger, acquisition, leveraged buy-out, shut down) a venture. Prerequisite: BUS 238 or BUS 254; ~~60~~ 45 units.

BUS 315 - Investments (4)

Investments from an individual and institutional point of view. Topics include: bond valuation and the term structure of interest rates, stock valuation, portfolio theory, asset pricing models, efficient markets and portfolio performance evaluation. Prerequisite: BUS 312, BUS 336 and BUS 207 or ECON 201 or ECON 301; ~~60~~ 45 units. Quantitative.

BUS 316 - Derivative Securities (3)

The role derivative securities, mainly options and futures contracts, in controlling risk and





enhancing profit opportunities. Valuation of derivative securities. The organization of options and futures markets and the mechanics of trading. Prerequisite: BUS 312, 336; 60 45 units. Quantitative.

BUS 318 - Management of Equity and Fixed Income Investments (3)

The selection and management of stocks and bonds within a portfolio. Using practices consistent with those of institutional investors, students will research possible investments and make decisions about investing such that benchmarks are met or exceeded. Emphasis will be placed on ethics, investment policy and socially responsible investing. Prerequisite: BUS 312, 60 45 units, and permission of the instructor. This course is only open to students selected for the BEAM program. Students who have taken BUS 395 when the subject of the course was Asset Management may not take this course for further credit. This course does not count towards the Finance Concentration.

BUS 320 - Financial Accounting: Assets (3)

In-depth coverage of the accounting methods, problems and limitations associated with assets. Alternative valuation bases will be emphasized and illustrated together with the impact on income. Integration of theory and practice in relation to the treatment of assets. Prerequisite: BUS 254; 60 45 units. Students with credit for COMM 320 may not take this course for further credit. Quantitative.

BUS 321 - Financial Accounting: Equities (3)

In-depth coverage of accounting, methods, problems, and limitations, associated with liabilities and owners' equity. An introduction to the unique aspects and issues of accounting for not-for-profit organizations will also be provided. Prerequisite: BUS 320; 60 45 units. Students with credit for COMM 321 may not take this course for further credit. Quantitative.

BUS 322 - Intermediate Managerial Accounting (3)

In-depth examination of important managerial accounting topics introduced in BUS 254 (e.g., transfer pricing, variance analysis) and more advanced topics (e.g., decision making under uncertainty, the value of information), focusing on providing the tools and techniques needed for the generation, analysis and dissemination of management accounting information necessary for making strategic business decisions. The course will also introduce and develop the case approach in order to prepare students for BUS 424. Prerequisite: BUS 254, 60 45 units.

BUS 325 - Co-op Practicum II (3)



This is the second term of work experience for students in the Co-operative Education Program. It provides an opportunity to integrate theory and practice. This course is open only to co-op students. The co-op program co-ordinator must be contacted at the beginning of the term prior to enrolment for this course. Units for this course do not count towards the units required for an SFU degree.

BUS 326 - Co-op Practicum III (3)

This is the third term of work experience for students in the Co-operative Education Program. It provides an opportunity to integrate theory and practice. This course is open only to co-op students. The co-op program co-ordinator must be contacted at the beginning of the term prior to enrolment for this course. Units for this course do not count towards the units required for an SFU degree.

BUS 327 - Co-op Practicum IV (3)

This is the fourth term of work experience for students in the Co-operative Education Program. It provides an opportunity to integrate theory and practice. This course is open only to co-op students. The co-op program co-ordinator must be contacted at the beginning of the term prior to enrolment for this course. Units for this course do not count towards the units required for an SFU degree.

BUS 329 - Income Tax for Business Decision-Making (4)

An examination of the underlying principles, concepts and methodology of income taxation in Canada, with emphasis upon the use of current reference sources. The course focus will be upon business taxation. Prerequisite: ~~60~~ 45 units. Corequisite: BUS 320 or permission of Faculty.

BUS 336 - Data and Decisions II (4)

This course is an extension of BUEC 232. It develops and applies the quantitative models that are most directly relevant to business decisions. Beginning with material on multiple regression and forecasting modeling, the course moves on to decision analysis, business simulation, quality control, and an introduction to optimization. Prerequisite: MATH 150, MATH 151, MATH 154, or 157; BUEC 232 or STAT 270; ~~60~~ 45 units. Quantitative.

BUS 338 - Foundations of Innovation (3)

An introduction to the theory and practice of the management of technological innovation. The external environment for technological innovation is examined through investigation of national and regional systems of innovation. The internal firm capabilities for creating and sustaining innovative firms are explored in detail, from the creation of ideas through to





the commercialization of new products and services. Proficiency is gained in identifying sources of innovative value, implementing processes to capture it, and creating strategies for commercialization. Prerequisite: BUS 238 or BUS 254; 60 45 units.

#### BUS 340 - International Business Strategy (4)

Identifies how Multinational Enterprises (MNEs) formulate strategies and what organizational capabilities are needed to support 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: This course is only open to students admitted to the Business Administration Minor between Fall 2012 - Summer 2016 and who have 60 45 units, OR to students admitted to the Business Administration Minor Fall 2016 - onwards and who have 60 45 units, and co-requisite BUS 200.

#### BUS 341 - Fundamentals of Marketing (4)

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. Prerequisite: This course is only open to students admitted to the Business Administration Minor between Fall 2012 - Summer 2016 and who have 60 45 units, OR to students admitted to the Business Administration Minor Fall 2016 - onwards and who have 60 45 units, and co-requisite BUS 200. Students with credit for BUS 343 may not take BUS 341 for further credit.

#### BUS 342 - Foundations of Entrepreneurship (3)

Provides an overview of entrepreneurship, where opportunities come from, and where they may be found. Prerequisite: 60 45 units. Students with credit for BUS 395 Special Topics under this topic may not take this course for further credit.

#### BUS 343 - Introduction to Marketing (3)

The environment of marketing; relation of social sciences to marketing; evaluation of marketing theory and research; assessment of demand, consumer behavior analysis; market institutions; method and mechanics of distribution in domestic, foreign and overseas markets; sales organization; advertising; new product development, publicity and promotion; marketing programs. Prerequisite: 60 45 units. Students with credit for COMM 343 may not take this course for further credit.

#### BUS 345 - Marketing Research (4)



A course in the management of marketing research. The basics of the design, conduct, and analysis of marketing research studies. Prerequisite: BUS 343, 336; ~~60~~ 45 units. Students with credit for BUS 442 may not complete this course for further credit.

BUS 346 - Global Business Environment (3)

Study of international environment and its impact on business behavior: cultural, social, economic and institutional factors; major functions of international business; export and import trade, foreign investment, production and marketing operations; theoretical principles, government policies, business practices. Prerequisite: ~~60~~ 45 units. Students with credit for COMM 346 or COMM 446 may not take this course for further credit.

BUS 347 - Consumer Behavior (3)

A study of the manner in which decisions are made in the market place, by both the ultimate consumer and the industrial buyer. Course will include consideration of consumer decision processes, individual and group influences and special cases such as brand loyalty and consumerism. Prerequisite: BUS 343; ~~60~~ 45 units. Students with credit for COMM 347 may not take this course for further credit.

BUS 360W - Business Communication (4)

This course is designed to assist students to improve their written and oral communication skills in business settings. The theory and practice of business communication will be presented. Topics include analysis of communication problems, message character, message monitoring, message media. Exercises in individual and group messages and presentations will be conducted. Prerequisite: This course is only open to students admitted prior to Fall 2014 to the Business Administration major, honours, or second degree program and who have ~~60~~ 45 units, OR to students admitted Fall 2014 - Summer 2017 to the Business Administration major, honours, or second degree program and who have ~~60~~ 45 units and BUS 130 or 201 or 202 or 301, OR to student admitted Fall 2017 - onwards to the Business Administration major, honours, or second degree program and who have ~~60~~ 45 units and BUS 130 or 201 or 202 or 301 and BUS 217W, OR to approved Business Administration joint major, joint honours, or double degree students with ~~60~~ 45 units, OR to approved Management Systems Science or Actuarial Science majors with ~~60~~ 45 units. Students who have taken BUS 360 may not take this course for further credit. Writing.

BUS 361 - Project Management (3)

Introduction to the hard and soft skills of project management. Management software and techniques such as work breakdown, estimation, budgeting and status reporting are used.





Applies structured processes and develops team-based skills and knowledge. Assumes no prior computing or technical knowledge. Prerequisite: ~~60~~ 45 units.

BUS 362 - Business Process Analysis (4)

Prepares students to model, analyze and propose improvements to business processes. In the major project, students analyze a process within an organization and use current techniques and tools to propose changes and a supporting information system.

Prerequisite: BUS 237; ~~60~~ 45 units. Students with credit for BUS 394 may not take this course for further credit.

BUS 371 - Critical Thinking in Business Practice (3)

Critical thinking is the intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reflection, reasoning, or communication, as a guide to belief and action. This course builds on the critical thinking process introduced in BUS 217W and explores its use in solving business problems. Prerequisite: ~~60~~ 45 units; BUS 217W.

BUS 374 - Organization Theory (3)

This course will examine theories of organization which use the organization as a basic unit of analysis. It will show how the structure and internal processes of an organization are linked to and partially determined by forces in the external environment of the organization. Contextual factors such as the technology and corporate strategy of the organization will also be examined. Prerequisite: ~~60~~ 45 units; BUS 272 (or 372).

BUS 381 - Introduction to Human Resource Management (3)

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.

Prerequisite: BUS 272 (or 372); ~~60~~ 45 units.

BUS 393 - Commercial Law (3)

Common law, equity, and statute law; contracts, agency, and negotiable instruments; partnership and corporation law; international commercial law. Prerequisite: ~~60~~ 45 units. BUEC 391 is not to be taken concurrently with BUS 393. Students with credit for COMM 393 may not take this course for further credit.





BUS 394 - Selected Topics in Business Administration (3)

The subject matter will vary from term to term depending upon the interest of faculty and students. Prerequisite: As stated by the faculty at the time of offering; ~~60~~ 45 units.

BUS 395 - Selected Topics in Business Administration (3)

The subject matter will vary from term to term depending upon the interest of faculty and students. Prerequisite: As stated by the faculty at the time of offering; ~~60~~ 45 units.

BUS 396 - Directed Studies (3)

Independent reading and research on topics selected in consultation with the supervising instructor. Variable units 1, 2, 3, 4, 5. Prerequisite: ~~60~~ 45 units.



**COURSE SUBJECT**  **NUMBER**  **TITLE**

**TYPE OF CHANGES.** Please type 'X' for the appropriate revision(s):

Course number	<input type="checkbox"/>	Units	<input type="checkbox"/>	Prerequisite	<input checked="" type="checkbox"/>
Title	<input type="checkbox"/>	Description	<input type="checkbox"/>	Equivalent Statement	<input type="checkbox"/>

**WORDING/DESCRIPTION EDITS.** Indicate deleted or changed text using strike through, indicate added or new text using underline. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand. Please review the "Equivalency statements" section under [Information about specific course components](#) if changing equivalent statement(s).

~~45 credit hours, including 9 hours of lower division Hellenic Studies or Archaeology credits or by permission of the instructor~~  
Prerequisite: One of the following courses: ARCH 100, ARCH 201, HS 100, HS 231, HS 232, HS/HIST 277 or by permission of the instructor.

**EFFECTIVE TERM AND YEAR FOR CHANGES**

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

Summer 2018



**RATIONALE** (must be included)

The current credit hours impeded enrollments in this course, as they were too stringent and unnecessary given the content of the course and the way in which it is taught.



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~~45 credit hours, including 9 hours of lower division Hellenic Studies or Archaeology credits or by permission of the instructor~~  
Prerequisite: One of the following courses: ARCH 100, ARCH 201, HS 100, HS 231, HS 232, HS/HIST 277 or by permission of the instructor.

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