SIMON FRASER UNIVERSITY

MEMORANDUM

To:

Senate

From:

J.M. Munro, Chair

Senate Committee

on Academic Planning

Subject:

Faculty of Business Administration

Date:

December 10, 1991

Graduate Curriculum Revisions SCAP Reference: SCAP 91-51

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.92-6 graduate curriculum revisions in the Faculty of Business Administration as follows:

New courses BUS 893-4 Selected Topics in Business Administration III BUS 894-4 Selected Topics in Business Administration IV"

SIMON FRASER UNIVERSITY NEW GRADUATE COURSE PROPOSAL

CALENDAR INFORMATION:	وما السريمية بما يما الأن الأن المنافعة المنافعة المنافعة المنافعة المنافعة المنافعة المنافعة المنافعة المنافعة
Department: Faculty of Business Aministration	Course Number: BUS 893-
Title: Selected Topics in Business Administration (\)\	BUS 894-
Description: Same as description in 1991-92 Calender	(BUS 895-4, BUS 896-4)
Credit Hours: 4 Vector: 0-4-0 Prerequisi	ite(s) if any: Not applicat
ENROLLMENT AND SCHEDULING:	
Estimated Enrollment: 20 When will the course first be offen	ed:92-1
How often will the course be offered: Once per year	
JUSTIFICATION: There are an insufficient number of selected to	opics courses to
accommodate the number of electives being offe	ered in the
Day MBA Program	
RESOURCES:	
Which Faculty member will normally teach the course: N/A	
What are the budgetary implications of mounting the course: N/F	(fully budgetted)
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	to give the course
c) Library resources Dr. Stanley Shapiro, Profeseulty, will be offering the 1992 Spring Semester. attached for your review.	essor and Dean of the the Business 893-4 in
Approved: Departmental Graduate Studies Committee:	Date:
Faculty: Studies Committee: A R Vin Faculty: Mapuro Dan F B A	Date: Oct 3/50
Senate Graduate Studies Committee:	Date: Now 27/
Senate:	Date: /

SIMON FRASER UNIVERSITY. Faculty of Business Administration

COURSE: BUS 893-4 SEMESTER: Spring 92-1

TITLE: Marketing and Society INSTRUCTOR: S.J. Shapiro

TEXT: No test is used. Students are required to purchase

collections of readings from the instructor.

COURSE DESCRIPTION:

This course differs from other marketing courses in that it is neither managerial nor methodological in emphasis. Rather, it focuses on a variety of marketing or business related social issues. Each class has been clearly structured to focus your attention on one or two key issues. Some of these are marketing related (advertising directed at children, the product liability crisis, conflict in marketing channel); others focus on business ethics (paying bribes to get contracts, business responsibilities to the environment), and readings concerned with equity issues (preferential treatment for women and minorities). The relative role of government and the market system is a theme running throughout the course.

PREREQUISITES & LIMITATIONS:

The real prerequisites for this course include an inquiring mind, a willingness to participate fully in class discussion, and an ability to live with academic ambiguity (in many cases there are only personal beliefs, not right answers). Prepare to participate rather than to absorb! Willingness to carry your own weight in the successful completion of a term project on some aspect of marketing and society is also essential.

TOPICS TO RECOVERED:

- * The Appropriate Role of the Corporation
- * Regulatory Controversies
- * Pay Equity / Minimum Wage
- * The Market for Human Body Organs / User Fees
- * Product Liability
- * The Conserver Option / Green Marketing