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**MEMORANDUM**

<b>ATTENTION</b>	Senate	<b>DATE</b>	March 5, 2010
<b>FROM</b>	Bill Krane, Chair	<b>PAGES</b>	1/1
<b>RE:</b>	Senate Committee on Undergraduate Studies Faculty of Business Administration (SCUS 10-22)		

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**For information:**

Acting under delegated authority at its meeting of March 4, 2010, SCUS approved the following curriculum revisions:

1. Calendar revisions for:
  - Marketing Concentration
  - Entrepreneurship and Innovation Concentrations
  - International Business Concentration
2. Course changes for BUS 443, 445, 430, 431, and 435
3. Course deletion for BUS 454

**Senators wishing to consult a more detailed report of curriculum revisions may do so on the Web at [http://www.sfu.ca/senate/Senate\\_agenda.html](http://www.sfu.ca/senate/Senate_agenda.html) following the posting of the agenda. If you are unable to access the information, please call 778-782-3168 or email [bgrant@sfu.ca](mailto:bgrant@sfu.ca).**

## **Faculty of Business Administration**

### **Revision of Marketing Concentration for the 2010/2011 calendar.**

#### **Conclusion**

The Marketing Area wishes to change the requirements for the concentration to allow students to take Bus 443-3 as one of their 400 level concentration electives. A name change for Bus 445 has also been included.

#### **Rationale**

BUS 443-3 New Product Development and Design was a marketing course offered through the Entrepreneurship concentration. Allowing marketing students to include this course as part of the Marketing concentration provides them with a broader choice of relevant options.

#### **Calendar Change**

The calendar change required is on page 145 of the 2009/2010 of the printed SFU calendar:

##### **From:**

Bus 343-3	Introduction to Marketing
Bus 345-4	Marketing Research
Bus 347-3	Consumer Behavior

and Three of

Bus 444-3	Business to Business Marketing
Bus 445-3	Analysis of Data for Management
Bus 446-4	Marketing Strategy
Bus 447-3	Global Marketing Management
Bus 448-4	Integrated Marketing Communications
Bus 449-3	Ethical Issues in Marketing
Bus 459-3	Services Marketing

##### **To:**

Bus 343-3	Introduction to Marketing
Bus 345-4	Marketing Research
Bus 347-3	Consumer Behavior

and Three of

Bus 443-3	New Product Development and Design
Bus 444-3	Business to Business Marketing
Bus 445-3	Customer Analytics
Bus 446-4	Marketing Strategy
Bus 447-3	Global Marketing Management

**Bus 448-4**      **Integrated Marketing Communications**  
**Bus 449-3**      **Ethical Issues in Marketing**  
**Bus 459-3**      **Services Marketing**

## **Faculty of Business Administration**

### **Revision of the Entrepreneurship and Innovation concentrations for the 2010/2011 calendar.**

#### **Conclusion**

The Business UCC wishes to combine the Entrepreneurship and Innovation concentrations to create one concentration called Entrepreneurship and Innovation.

#### **Rationale**

Because entrepreneurship and innovation are often (but not necessarily) co-occurring activities, the combined concentration allows students to choose the mix of courses that best reflects their interests. One combined concentration also leaves more room in students' programs to take another complementary concentration in Business Administration.

#### **Calendar Change**

The calendar change required is on page 145 of the 2009/2010 of the printed SFU calendar:

#### **From (remove):**

##### **Entrepreneurship**

<b>Bus 342-3</b>	<b>Foundations of Entrepreneurship</b>
<b>Bus 361-3</b>	<b>Project Management</b>
<b>Bus 314-3</b>	<b>New Venture Finance</b>
<b>Bus 443-3</b>	<b>Marketing for New Ventures</b>
<b>Bus 486-3</b>	<b>Leadership</b>

#### **From (remove):**

##### **Management of Innovation**

<b>Bus 338-3</b>	<b>Managing Technological Innovation</b>
<b>Bus 361-3</b>	<b>Project Management</b>

##### **and three of**

<b>Bus 450-3</b>	<b>Emerging Technologies for Business</b>
<b>Bus 453-3</b>	<b>Sustainable Innovation</b>
<b>Bus 452-3</b>	<b>Strategic Management of Innovation</b>
<b>Bus 454-3</b>	<b>Creativity in Business</b>

#### **To:**

##### **Entrepreneurship and Innovation**

<b>Bus 338-3</b>	<b>Managing Technological Innovation</b>
<b>Bus 342-3</b>	<b>Foundations of Entrepreneurship</b>
<b>Bus 477-3</b>	<b>New Venture Planning</b>

##### **and two of**

<b>Bus 314-3</b>	<b>New Venture Finance</b>
<b>Bus 361-3</b>	<b>Project Management</b>
<b>Bus 443-3</b>	<b>New Product Development and Design</b>
<b>Bus 452-3</b>	<b>Strategic Management of Innovation</b>
<b>Bus 453-3</b>	<b>Sustainable Innovation</b>
<b>Bus 486-3</b>	<b>Leadership</b>

**Faculty of Business Administration**

**Changes to International Business Concentration (To be effective Fall 2010)**

The calendar change required is on page 145 of the 2009/2010 of the printed SFU Calendar.

**Rational**

The International Business decided on the need to streamline its course offerings in order to allow students greater flexibility in selecting International Business courses that best complement their areas of interest.

Additionally, this change accommodates the change in course code and course name to the course previously identified as BUS 380-3 Comparative Management to BUS 430-3 Cross-Cultural Management.

Amend calendar as follows for the 2010/2011 calendar:

From:	To:
<p><b>International Business</b></p> <p>BUS 346-3 International Business</p> <p>and one of            BUS 380-3 Comparative Management            BUS 432-3 International Human Resources Management</p> <p>and one of            BUS 434-3 Foreign Market Entry*            BUS 435-3 Management of International Firms</p> <p>and one of            BUS 431-3 Business with East Asian Countries            BUS 492-3 Selected Topics in Business Administration            BUS 493-3 Selected Topics in Business Administration            BUS 494-3 Selected Topics in Business Administration            BUS 495-3 Selected Topics in Business Administration</p> <p>Students must also complete one of any 400 division international business course that has not previously been used to satisfy the above requirements, or one of</p> <p>BUS 418-3 International Financial Management            BUS 447-3 International Marketing Management</p> <p>Other upper division courses deemed to have significant international business relevance may, with prior faculty permission, be substituted for the above courses. These may be offered in another faculty.</p> <p>*or an approved selected topics course in international business</p>	<p><b>International Business</b></p> <p>BUS 346-3 International Business</p> <p>and four of</p> <p>BUS 430-3 Cross-Cultural Management            BUS 418-3 International Financial Management            BUS 431-3 Business with East Asian Countries            BUS 432-3 International Human Resources Management            BUS 434-3 Foreign Market Entry            BUS 435-3 Management of International Firms            BUS 447-3 International Marketing Management            BUS 492-3 Selected Topics in Business Administration (when offered in an International Business related topic)</p> <p>Other upper division courses deemed to have significant international business relevance may, with prior faculty permission, be substituted for the above courses. These may be offered in another faculty.</p> <p>Note: students concentrating in international business are strongly advised to consider combining it with another business concentration.</p>

**Note: students concentrating in international business are strongly advised to consider combining it with another business concentration.**

**SIMON FRASER UNIVERSITY**  
**Senate Committee on Undergraduate Studies**  
**Course Change/Deletion Form**

Existing Course Changes Recommended: Bus 443-3, Marketing for New Ventures

Please check appropriate revision(s)

Course Number: \_\_\_\_\_ Credit Hour: \_\_\_\_\_ Title: X \_\_\_\_\_

Description: \_\_\_\_\_ Prerequisite: \_\_\_\_\_ State number of hours for:  
Lect ( ) Sem ( ) Tut ( ) Lab ( )

Course deletion: \_\_\_\_\_

FROM: TO  
Course Number Course Number

Credit Hour Credit Hour

Title:

(1) Long title for calendar/schedule no more than 100 characters including spaces and punctuation

FROM TO  
Marketing for New Ventures New Product Development and Design

(2) Short title for enrolment and transcript no more than 30 characters including spaces and punctuation

FROM TO  
Marketing for New Ventures New Product Develop. & Design

**RATIONALE:**

The new name better represents the nature of the material actually delivered.

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 pre-requisite.

No

Effective semester and year Fall 2010



**SIMON FRASER UNIVERSITY**  
**Senate Committee on Undergraduate Studies**  
**Course Change/Deletion Form**

Existing Course Changes Recommended: Bus 445-3 Analysis of Data for Management

Please check appropriate revision(s)

Course Number: \_\_\_\_\_ Credit Hour: \_\_\_\_\_ Title: X \_\_\_\_\_

Description: X \_\_\_\_\_ Prerequisite: \_\_\_\_\_ State number of hours for:  
Lect ( ) Sem ( ) Tut ( ) Lab ( )

Course deletion: \_\_\_\_\_

**FROM:**

Course Number

**TO**

Course Number

Credit Hour

Credit Hour

**Title:**

(1) Long title for calendar/schedule no more than 100 characters including spaces and punctuation

**FROM**

Analysis of Data for Management

**TO**

Customer Analytics

(2) Short title for enrolment and transcript no more than 30 characters including spaces and punctuation

**FROM**

Analysis of Data for Management

**TO**

Customer Analytics

**Description**

**FROM**

The analysis and interpretation of data, particularly multivariate data. This course is complementary to Bus 345 but may be taken independently. Applications in management science and information systems, organizational behavior and other areas as well as in marketing will be examined. Prerequisite: Bus 343, 336, 360; 60 units

**Description**

**TO**

Exposes students to the art of using analytic tools from across the spectrum of data mining and modeling to provide powerful competitive advantage in business. Students will learn to recognize when a method should or should not be used, what data is required, and how to use the software tools. Areas covered include database marketing, geospatial marketing and fundamental strategic and tactical decisions such as segmentation, targeting and allocating resources to the marketing mix. Prerequisite: Bus 343, 336, 360; 60 units

**RATIONALE:**

To better reflect what is actually taught in class.

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 pre-requisite.

No

Effective semester and year Fall 2010



**SIMON FRASER UNIVERSITY**  
**Senate Committee on Undergraduate Studies**  
**Course Change/Deletion Form**

Existing Course Changes Recommended: BUS 431-3 Business with East Asian Countries

Please check appropriate revision(s)

Course Number: \_\_\_\_\_ Credit Hour: \_\_\_\_\_ Title: \_\_\_\_\_

Description: \_\_\_\_\_ Prerequisite:  X  State number of hours for:  
Lect ( ) Sem ( ) Tut ( ) Lab ( )

Course deletion: \_\_\_\_\_

Prerequisite:

FROM

BUS 346, 360, and one of BUS 380 or 432; 60 units.

Description

TO

BUS 346, 360, and one of BUS 430 or 432; 60 units.

**RATIONALE:**

To accommodate the change of course number of BUS 380 to BUS 430.

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 pre-requisite.

Effective semester and year  Fall 2010

**SIMON FRASER UNIVERSITY**  
**Senate Committee on Undergraduate Studies**  
**Course Change/Deletion Form**

Existing Course Changes Recommended: BUS 435-3 Management of International Firms

Please check appropriate revision(s)

Course Number: \_\_\_\_\_ Credit Hour: \_\_\_\_\_ Title: \_\_\_\_\_

Description: \_\_\_\_\_ Prerequisite: X State number of hours for:  
Lect ( ) Sem ( ) Tut ( ) Lab ( )

Course deletion: \_\_\_\_\_

Prerequisite:

FROM

BUS 346, 360, and one of BUS 380 or 432; 60 units.

Description

TO

BUS 346, 360, and one of BUS 430 or 432; 60 units.

**RATIONALE:**

To accommodate the change of course number of BUS 380 to BUS 430.

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 pre-requisite.

Effective semester and year Fall 2010

**SIMON FRASER UNIVERSITY**  
**Senate Committee on Undergraduate Studies**  
**Course Change/Deletion Form**

Existing Course Number/Title: Bus 454-3 Creativity in Business

Please check appropriate revision(s) being recommended:

Course Number: \_\_\_\_\_ Credit Hour: \_\_\_\_\_ Title: \_\_\_\_\_

Description: \_\_\_\_\_ Prerequisite: \_\_\_\_\_ State number of hours for: 3  
Lect (  ) Sem (  ) Tut (  ) Lab (  )

Course deletion:  \_\_\_\_\_

**RATIONALE:**

We are unable to provide faculty resources to teach this course in the foreseeable future.

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 pre-requisite.

No

Effective semester and year Fall 2010