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**MEMORANDUM**

<b>ATTENTION</b>	Senate	<b>DATE</b>	February 7, 2014
<b>FROM</b>	Gordon Myers, Chair Senate Committee on Undergraduate Studies	<b>PAGES</b>	1/1
<b>RE:</b>	Beedie School of Business		

**For information:**

Acting under delegated authority at its meeting of February 6, 2014, SCUS approved the following curriculum revisions.

**a. Beedie School of Business (SCUS 14-01) effective Spring 2015**

- (i) New Course Proposals:
  - BUS 404-1, Technology Entrepreneurship I
  - BUS 405-1, Technology Entrepreneurship II

**b. Beedie School of Business (SCUS 14-06) effective Fall 2014**

- (i) New Course Proposal: BUS 238-3, Introduction to Entrepreneurship and Innovation and B-Soc Designation
- (ii) Program changes to the Entrepreneurship and Innovation concentration within the Bachelor of Business Administration.
- (iii) Title and description or prerequisite change to BUS 314, 338, 450, 453, 477
- (iv) Description and prerequisite change to BUS 490 and BUS 491
- (v) Program changes to each concentration in the Bachelor of Business Administration
- (vi) Requirement changes to the Non-BUS/BU EC Degree



**BEEDIE SCHOOL OF BUSINESS**  
**SIMON FRASER UNIVERSITY**

Item 4

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SCUS 14-01(vii)

**MEMORANDUM**

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**ATTENTION** Senate Committee on Undergraduate Studies  
**FROM** Andrew Gemino  
**RE:** Curriculum Changes for Ken Spencer Incubator  
**DATE** December 12, 2013

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The Beedie School of Business would like to add two 1-unit courses and one 3-unit course to support our redesign of the Ken Spencer Incubator program. The program is in its third year and we are looking for a format that works for both Mechatronics and Business students.

Three related new course proposals are provided in this package. The two 1-units courses will be taken in sequential terms and will provide the curriculum bridge between Mechatronics and Business students within the program. The third course will be taken in conjunction with the second 1-unit course to support the transition of entrepreneurial initiatives from classroom to real-world business ventures.

Thank you.

Andrew Gemino  
Associate Dean, Undergrad Programs



**COURSE SUBJECT/NUMBER** BUS 404

**COURSE TITLE**

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

**AND**

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

**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.**  
Business students within the technology entrepreneurship@SFU program will work in cross-disciplinary teams of MSE and BUS students to develop their capstone projects, which will focus on an entrepreneurial initiative. Teams convene and receive guidance, mentorship and content support to assist in project execution. *STUDENTS WITH CREDIT FOR MSE 403 CANNOT TAKE BUS 404 FOR FURTHER CREDIT.*

**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.

Library report status

**RATIONALE FOR INTRODUCTION OF THIS COURSE**

Developed to create ongoing and engaged collaboration between MSE / BUS students in the Ken Spencer technology entrepreneurship@SFU program. The course will function as a space for collaboration as well as support in execution of the capstone project.

**SCHEDULING AND ENROLLMENT INFORMATION**

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

Spring 2015

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

What is the probable enrollment when offered? Estimate:





**RESOURCES**

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:  
None.

**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.

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Chair, Department/School Date

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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.

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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 \_\_\_\_\_



BUS 405

COURSE SUBJECT/NUMBER

COURSE TITLE

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

Technology Entrepreneurship II

AND

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

Technology Entrepreneurship II

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. Business students within the technology entrepreneurship@SFU program will work in cross-disciplinary teams of MSE and BUS students to develop their capstone projects, which will focus on an entrepreneurial initiative. Teams convene and receive guidance, mentorship and content support to assist in project execution. This is the final phase of the project. *STUDENTS WITH CREDIT FOR MSE 404 CANNOT TAKE BUS 405 FOR FUTURE CREDIT.*

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.

Library report status

RATIONALE FOR INTRODUCTION OF THIS COURSE

Developed to create ongoing and engaged collaboration between MSE / BUS students in the Ken Spencer technology entrepreneurship@SFU program. The course will function as a space for collaboration as well as support in execution of the capstone project.

SCHEDULING AND ENROLLMENT INFORMATION

Indicate effective term and year course would first be offered and planned frequency of offering thereafter:  
Spring 2015

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

What is the probable enrollment when offered? Estimate:



**CREDITS**

Indicate number of credits (units):

1

Indicate number of hours for:

Lecture

1

Seminar

Tutorial

Lab

Other

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

Dr. Sarah Lubik

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

**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.**

Instructor permission, following acceptance into the technology entrepreneurship@SFU program; BUS 360W (or successful completion of an upper division Writing (W) course) and BUS 404 and BUS 477. This course may not be applied toward the three 400 division BUS or BUEC course requirement in the Bachelor of Business Administration.

**COREQUISITE**  
BUS 406

**STUDENT LEARNING OUTCOMES**

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

- Work collaboratively and effectively in multi-disciplinary entrepreneurial teams including with both technical and business focused resources.
- Incorporate market-based feedback into project execution and prototype development.
- Construct and deliver an appropriate and effective presentation aimed at communicating the technical and business merits of an entrepreneurial initiative, in search of development and growth phase funding.

**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: None.

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 \_\_\_\_\_

SIMON FRASER UNIVERSITY  
Office of the Dean/ Beedie School of Business  
MEMORANDUM

SCUS 14-06

To: Jo Hinchliffe  
Senate Committee on  
Undergraduate Studies

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

Date: January 23, 2014

Subject: Material for next SCUS meeting

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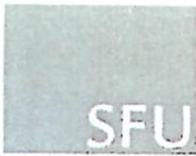
The Undergraduate Curriculum Committee in the Beedie School of Business approved:

1. Fall 2014: BUS 238 – Introduction to Entrepreneurship & Innovation Memo
  - a. New Course Proposal
    - i. Course Outline
    - ii. Breadth Proposal
    - iii. Breadth Approval
2. Fall 2014: Calendar & Course Changes: Entrepreneurship & Innovation Memo
  - a. Calendar Change: Entrepreneurship & Innovation Concentration
  - b. Course Changes - BUS 314 – New Venture Finance (title, prerequisite)
  - c. BUS 338 – Foundations of Innovation (prerequisite)
  - d. BUS 450 – Emerging Technologies for Business (title, prerequisite)
  - e. BUS 453 – Sustainable Innovation (prerequisite)
  - f. BUS 477 – New Venture Planning (prerequisite, title, description)
3. NOI Proposal: Certificate in Entrepreneurship & Innovation
4. Fall 2014: Course Changes: Selected Topics Courses from Integrated Studies Program Memo
  - a. Course Change: BUS 490 – Selected Topics in Business Administration
  - b. Course Change: BUS 491 – Selected Topics in Business Administration
5. Fall 2014: Calendar Change: BBA Concentrations Update Memo
  - a. Calendar Change: Inclusion of Selected Topics Courses in Concentrations
6. Fall 2014: Calendar Change: Non-Business/BU EC Requirements Memo
  - a. Revision of 15 non-BUS/BU EC courses, inclusion of alternative of “a minimum of 45 units of non-BUS/BU EC”

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

Sincerely,

Andrew Gemino  
Associate Dean  
Beedie School of Business



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MEMORANDUM

ATTENTION **Senate Committee on Undergraduate Studies**  
FROM **Andrew Gemino**  
RE: **Introduction of New 200-Level Entrepreneurship and Innovation Course:  
BUS 238-Introduction to Entrepreneurship and Innovation**  
DATE **January 23, 2014**

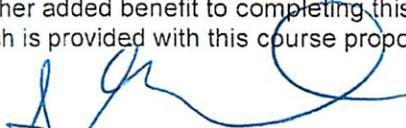
The Beedie School of Business proposes to offer a new 200-level entrepreneurship and innovation course in response to the growing demand for entrepreneurship and innovation courses from non-business students. Already, without a formal pathway into the courses required for the BBAs Entrepreneurship and Innovation (E&I) concentration, non-business students make up, on average: 20% of BUS 361, 18% of BUS 338 and 68% of BUS 450 over the last four terms. It is further expected that the implementation of this course will generate increased awareness and interest in entrepreneurship and innovation across SFU, and provide much needed foundational skills.

This course is also intended to create a pathway for non-business students into E&I courses in the proposed new certificate in the areas of entrepreneurship and innovation. Please refer to the proposed NOI also brought forward to this committee.

This course provides an introduction to different entrepreneurial and innovative opportunities in areas such technological, environmental and social innovation. It will provide students with basic knowledge of:

- How entrepreneurs and innovators create economic opportunity
- Canadian economic structures (proprietorship, partnership, corporation) and the basics of starting a business/non-profit in Canada.
- How value can be created through markets and how markets are served through a variety of channels and marketing approaches
- Business model creation

It is also intended that this course will provide a breadth credit for non-business students, which will be a further added benefit to completing this course for non-business students. Approval for designation as such is provided with this course proposal.

  
Andrew Gemino  
Associate Dean, Undergrad Programs



**COURSE SUBJECT/NUMBER** BUS 238

**COURSE TITLE**

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

**AND**

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

**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.**  
Students will build collaborative and creative skills necessary to become effective innovators through hands-on application via interdisciplinary teamwork. Entrepreneurship and innovation of all types will be addressed including social, commercial, creative, sustainable and technological perspectives.

**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.

Library report status

**RATIONALE FOR INTRODUCTION OF THIS COURSE**

Entrepreneurship and innovation-centred education prepares students to become engaged citizens, capable of the creativity and adaptability necessary for success in a rapidly changing world. Entrepreneurs and innovators exist in every faculty and developing capabilities in these areas will enable students to create their own opportunities. Students from faculties other than business have already been participating in entrepreneurship courses within Beedie (through faculty permission), which demonstrates demand. In turn, this introductory class will provide clear access and equal opportunity for non-business students to this education. In addition, this course may provide a gateway to further entrepreneurial coursework for students from faculties outside business, allowing them to continue to develop their interest in this field.

**SCHEDULING AND ENROLLMENT INFORMATION**

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

Effective Fall 2014 and each term thereafter.

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

What is the probable enrollment when offered? Estimate: 120



**CREDITS**

Indicate number of credits (units):

3

Indicate number of hours for:

Lecture  
3

Seminar

Tutorial

Lab

Other

**FACULTY** Which of your present CFL faculty have the expertise to offer this course?  
Dr. Kamal Masri, Dr. Lisa Papania

**WQB DESIGNATION** (attach approval from Curriculum Office)  
Breadth-Social Science

**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.**

12 units

**COREQUISITE**

**STUDENT LEARNING OUTCOMES**

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

1. Understand how entrepreneurs and innovators create economic opportunity through a variety of perspectives (social, sustainable, commercial).
2. Understand Canadian economic structures (proprietorship, partnership, corporation) and the basics of starting a business/non-profit in Canada.
3. Understand how value can be created through markets and how markets are served through a variety of channels and marketing approaches.
4. Synthesize the understanding of opportunity and markets by creating a business model of an opportunity.

**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**

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 \_\_\_\_\_



UNIVERSITY CURRICULUM AND INSTITUTIONAL LIAISON  
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**MEMORANDUM**

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**ATTENTION** Andrew Gemino, Associate Dean, Beedie  
School of Business      **DATE** January 15, 2014  
**FROM** Susan Rhodes, Acting Director      **PAGES** 1  
University Curriculum & Institutional Liaison  
**RE:** B-Soc designation approval

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The University Curriculum Office has approved the following designation:

BUS 238 Introduction to Entrepreneurship and Innovation – B-Soc  
Effective 1147 (Fall 2014).

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



BEEDIE SCHOOL OF BUSINESS  
SIMON FRASER UNIVERSITY

SCUS 14-06(ii)

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MEMORANDUM

ATTENTION **Senate Committee on Undergraduate Studies**  
FROM **Andrew Gemino**  
RE: **Curriculum Changes to the E&I Concentration within the BBA**  
DATE **January 23, 2014**

The Beedie School of Business proposes the revision of the current structure of the Entrepreneurship and Innovation concentration within the Bachelor of Business Administration, specifically, the revision of the core and elective courses. This revision gives improved flow and clarity of the concentration and allows it to more clearly build from foundational courses to culminate in the capstone course, BUS 477, which now expresses the more hands-on practice the capstone. These proposed changes address both the demand and desire for non-business student access to Entrepreneurship and Innovation courses.

These changes include the removal of BUS 342 from the core and BUS 486 from the elective courses and the change from elective to core designation of BUS 314 and BUS 361. Moreover, there are also several course change proposals to accompany this concentration change; namely for BUS 314, BUS 338, BUS 450, BUS 453, and BUS 477. The removal of BUS 342 from the core is due to streamlining the delivery of the foundational skills. However, the course will still be offered over the course of the next year in order to allow current E&I students to complete their concentration in order to avoid delays in graduation.

The removal of BUS 486 from the elective list is due to the heavily team-based approach of most E&I courses, including BUS 238. BUS 486 still remains an elective course within our Human Resource Management concentration and so may be taken and applied there.

The core courses for the concentration now include BUS 314, BUS 338, BUS 361 and BUS 477. The foundational knowledge and skills gained in BUS 314, BUS 338, and BUS 361 are:

- Matching new ideas to business opportunities (BUS 338)
- Evaluating business opportunities based on customer needs, competition and market viability (338)
- Understanding financing and resources options available (BUS 314)
- Planning resource requirements from startup to exit (BUS 314)
- Integrating effective risk management and communication plans into practice (BUS 361)
- Managing budgets, designing schedules and meeting deadlines (BUS 361)

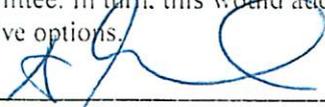
This above knowledge base will better prepare students to further develop this skillset in BUS 477, as it delves more deeply into cultivating the understanding and knowledge required for development of the above skillset. Additionally, BUS 477's role as a capstone is to help students move beyond understanding into application. In turn, the course change for BUS 477 revolves expressing this further emphasis on hands-on application.

Lastly, the course change proposals for BUS 314, BUS 338, BUS 450, BUS 453, and BUS 477 are not



only designed to reflect the new Entrepreneurship & Innovation structure, but also access for non-Business students to these courses based on the demand for such. Without a formal pathway into the concentration, non-business students currently make up on average 20% of BUS 361, 18% of BUS 338 and 68% of BUS 450 over the last four terms. These changes are also consistent with the proposed new certificate in the areas of entrepreneurship and innovation. Please refer to the NOI also brought forward to this committee for approval.

Lastly, the faculty realizes there has been a reduction in elective courses for students pursuing this concentration (from 5 to 3). However, there is another proposed change to all Business concentrations regarding the inclusion of Selected Topics courses, which is also being brought forward to this committee. In turn, this would add up to an additional 7 courses to the 3 revised electives, for a total of 10 elective options.



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**Andrew Gemino**  
**Associate Dean, Undergrad Programs**

**Calendar Change, Undergraduate Department, Beedie School of Business**

**Effective:** Fall 2014

**Summary of Changes:**

- Revision of core and elective courses within the Entrepreneurship and Innovation concentration

**Rationale:**

Please refer to the accompanying memo for details.

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

- Business Major Program
- Business Honours Programs – Segal & non-Segal Honours
- Business Joint Major Programs – all
- Business Joint Honours Programs – all
- Double Degree Program
- Business Second Degree Program

**\* Please use the most recent calendar when applying these changes.**

**Note:** Revised content appears **highlighted in bold.**

CHANGE: Addition of Selected Topics to all Concentrations

Area of Concentration

Students choose one of the following areas of concentration and complete all the requirements as specified below.

Entrepreneurship and Innovation

For this concentration, students complete all of

**BUS 314 - New Venture Finance (3)**

BUS 338 - Foundations of Innovation (3)

**BUS 361 - Project Management (3)**

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

BUS 477 - New Venture Planning (4)

and two of

~~BUS 314 - New Venture Finance (3)~~

~~BUS 361 - Project Management (3)~~

BUS 443 - New Product Development and Design (3)

BUS 450 - Emerging Technologies for Business (3)

BUS 453 - Sustainable Innovation (3)

~~BUS 486 - Leadership (3)~~

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**EXISTING COURSE, CHANGES RECOMMENDED**

Please check appropriate revision(s):

Course number    Credit    Title    Description    Prerequisite    Course deletion    Learning Outcomes

Indicate number of hours for: Lecture \_\_\_\_\_ Seminar \_\_\_\_\_ Tutorial \_\_\_\_\_ Lab \_\_\_\_\_

**FROM**                      **BUS 450**                      **TO**  
Course Subject/Number \_\_\_\_\_ Course Subject/Number \_\_\_\_\_

Credits \_\_\_\_\_ Credits \_\_\_\_\_

**TITLE**

(1) LONG title for calendar and schedule, no more than 100 characters including spaces and punctuation.

**FROM:**                      **Emerging Technologies in Business**                      **TO:**                      **Managing Emerging Opportunities**

(2) SHORT title for enrollment and transcript, no more than 30 characters including spaces and punctuation.

**FROM:**                      **Emerging Technologies in Business**                      **TO:**                      **Managing Emerging Opportunities**

**DESCRIPTION**

**FROM:**

**DESCRIPTION**

**TO:**

**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**.

**FROM:**                      **60 units, BUS 338, BUS 360W**

**PREREQUISITE**

**TO:**                      **BUS 360W (or another upper division Writing (W) course); 60 units.  
Recommended: BUS 338**

**LEARNING OUTCOMES**

**RATIONALE**

Changes are to fulfill two functions. The title change enhances the relevancy of the course to students outside of business. The prerequisite changes are to address both the fact BUS 338 was often being waived and also to increase the accessibility of non-business students.



**EXISTING COURSE, CHANGES RECOMMENDED**

Please check appropriate revision(s):

Course number    Credit    Title    Description    Prerequisite    Course deletion    Learning Outcomes

Indicate number of hours for: Lecture \_\_\_\_\_ Seminar \_\_\_\_\_ Tutorial \_\_\_\_\_ Lab \_\_\_\_\_

**FROM**                      **BUS 453**                      **TO**  
Course Subject/Number \_\_\_\_\_      Course Subject/Number \_\_\_\_\_

Credits \_\_\_\_\_                      Credits \_\_\_\_\_

**TITLE**

(1) LONG title for calendar and schedule, no more than 100 characters including spaces and punctuation.

**FROM:**                                              **TO:**  
Sustainable Innovation

(2) SHORT title for enrollment and transcript, no more than 30 characters including spaces and punctuation.

**FROM:**                                              **TO:**

**DESCRIPTION**

**FROM:**                                              **DESCRIPTION**

**TO:**

**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.**

**FROM:** BUS 360W; 60 units

**PREREQUISITE**

**TO:** BUS 360W (or another upper division Writing (W) course); 60 units.  
Recommended: BUS 338

**LEARNING OUTCOMES**

**RATIONALE**

This prerequisite change will ensure that as non-business students are allowed entry to this course they will meet the equivalent prerequisite to BUS 360W, which is only accessible to business students. Students, regardless of faculty, will be equipped for BUS 453.





BEEDIE SCHOOL OF BUSINESS  
SIMON FRASER UNIVERSITY

SCUS 14-06(v)

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MEMORANDUM

ATTENTION **Senate Committee on Undergraduate Studies**  
FROM **Andrew Gemino**  
RE: **Course Changes for Integrated Studies Program Selected Topics Courses**  
DATE **January 23, 2014**

The Liberal and Business Studies Program, with the Integrated Studies Program (ISP), has been discontinued as of Spring 2014. The two Selected Topics in Business Administration courses, BUS 490 and BUS 491, therefore are no longer required for exclusive use by ISP students. In turn, the Beedie School of Business would like to repurpose BUS 490 and BUS 491 for use by Bachelor of Business Administration Students by changing both course descriptions and also their respective prerequisites. Both courses are selected topics and therefore there is no conflict with previous credit awarded, as the topic must be the same for the course to be considered a repeat.

Andrew Gemino  
Associate Dean, Undergrad Programs







BEEDIE SCHOOL OF BUSINESS  
SIMON FRASER UNIVERSITY

SCUS 14-06(vi)

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MEMORANDUM

ATTENTION **Senate Committee on Undergraduate Studies**  
FROM **Andrew Gemino**  
RE: **Curriculum Changes to the Concentrations with the BBA**  
DATE **January 23, 2014**

The Beedie School of Business proposes the inclusion of all 400-level business selected topics courses within each concentration in the Bachelor of Business Administration. This change is for administrative and communication purposes. With the university's development of the Academic Progress Report (APR), it has become necessary to ensure that all courses a student may take for credit toward a specific program requirement are clearly included within the SFU Calendar in order to ensure they will be captured by the APR. This will alleviate any confusion and ensure accuracy of the APR for students who may choose to complete a selected topics course toward completion of their concentration when that selected topics course is offered as a topic in their respective concentration.

  
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Andrew Gemino  
Associate Dean, Undergrad Programs

**Calendar Change, Undergraduate Department, Beedie School of Business**

**Effective:** Fall 2014

**Summary of Changes:**

- Addition of Selected topics courses to each concentration within Business

**Rationale:**

Please refer to the accompanying memo for details.

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

- Business Major Program
- Business Honours Programs – Segal & non-Segal Honours
- Business Joint Major Programs – all
- Business Joint Honours Programs - all
- Double Degree Program
- Business Second Degree Program

**\* Please use the most recent calendar when applying these changes.**

**Note:** Revised content appears **highlighted in bold.**

CHANGE: Addition of Selected Topics to all Concentrations

Area of Concentration

Students choose one of the following areas of concentration and complete all the requirements as specified below.

Accounting

Admission to this concentration requires a cumulative grade point average of 2.70 or higher. Students may apply once they have completed their lower division requirements and have either completed or enrolled in both BUS 320 and 360W. Students must have a minimum grade of a C+ in both of these courses before they are admitted to the concentration. Only students admitted to this concentration will be permitted to enroll in upper division (300- and 400-level) accounting courses required for this concentration (with the exception of BUS 320).

Students must complete all\* of

- BUS 320 - Financial Accounting: Assets (3)
  - BUS 321 - Financial Accounting: Equities (3)
  - BUS 322 - Intermediate Managerial Accounting (3)
  - BUS 421 - Accounting Theory (3)
- at least two\* of

- BUS 420 - Advanced Accounting (3)
  - BUS 424 - Advanced Managerial Accounting (3)
  - BUS 426 - Auditing and Assurance: Concepts and Methods (3)
  - BUS 427 - Financial Statement Analysis (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 Accounting

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\*Must be completed at SFU

Entrepreneurship and Innovation

For this concentration, students complete all of

- BUS 338 - Foundations of Innovation (3)
- BUS 342 - Foundations of Entrepreneurship (3)
- BUS 477 - New Venture Planning (4)

and two of

- BUS 314 - New Venture Finance (3)
- BUS 361 - Project Management (3)
- BUS 443 - New Product Development and Design (3)
- BUS 450 - Emerging Technologies for Business (3)
- BUS 453 - Sustainable Innovation (3)
- BUS 486 - Leadership (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 Entrepreneurship & Innovation

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#### Finance

For this concentration, students complete all of

- BUS 312 - Introduction to Finance (4)
- BUS 315 - Investments (4)
- BUS 316 - Derivative Securities (3)

and two of

- BUS 410 - Financial Institutions (3)
- BUS 413 - Corporate Finance (4)
- BUS 417 - Security Analysis (4)
- BUS 418 - International Financial Management (3)
- BUS 419 - Advanced Derivative Securities (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 Finance

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#### Human Resource Management

For this concentration, students complete both of

BUS 374 - Organization Theory (3)  
BUS 381 - Introduction to Human Resource Management (3)  
and three of

BUS 432 - International Human Resource Management (3)  
BUS 472 - Seminar in Organizational Behavior (3)  
BUS 481 - Recruitment and Selection (3)  
BUS 482 - Performance Management (3)  
BUS 484 - Employment Systems (3)  
BUS 485 - Negotiations and Conflict Management (3)  
BUS 486 - Leadership (3)  
BUS 487 - Organizational Development and Change Management (3)  
BUS 488 - Group Dynamics and Teamwork (3)  
BUS 489 - Management Practices for Sustainability (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 Human Resource Management

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#### OPTION A

It is recommended that students who wish to become a personnel specialist in a human resource function complete three of

BUS 432 - International Human Resource Management (3)  
BUS 481 - Recruitment and Selection (3)  
BUS 482 - Performance Management (3)  
BUS 484 - Employment Systems (3)

#### OPTION B

It is recommended that students who wish to develop skills in managing people, including employment systems design, change and organizational leadership, complete three of

BUS 485 - Negotiations and Conflict Management (3)  
BUS 486 - Leadership (3)

BUS 487 - Organizational Development and Change Management (3)  
BUS 488 - Group Dynamics and Teamwork (3)  
BUS 489 - Management Practices for Sustainability (3)  
International Business

For this concentration, students complete

BUS 346 - International Business (3)  
and four of

BUS 418 - International Financial Management (3)  
BUS 430 - Cross-Cultural Management (3)  
BUS 431 - Business with East Asian Countries (3)  
BUS 432 - International Human Resource Management (3)  
BUS 434 - Foreign Market Entry (3)  
BUS 435 - Management of International Firms (3)  
BUS 447 - Global Marketing Management (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 International Business

~~BUS 492 - Selected Topics in Business Administration (3) +~~

Other 400 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. A course substitution for international business cannot be used for any other concentration.

Students concentrating in international business are strongly advised to consider combining it with another business concentration.

+ when offered in an international business-related topic

Management Information Systems

For this concentration, students complete all of

BUS 361 - Project Management (3)  
BUS 362 - Business Process Analysis (4)  
BUS 468 - Managing Information Technology for Business Value (3)  
and two of

BUS 462 - Business Intelligence (3)

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BUS 464 - Data Management and IS Audit (3)

BUS 466 - Web-Enabled Business (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 Management Information Systems

~~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)~~

Operations Management

For this concentration, students complete both of

BUS 336 - Data and Decisions II (4)

BUS 473 - Operations Management (4)

and two of

BUEC 433 - Forecasting in Business and Economics (5)

BUS 437 - Decision Analysis in Business (3)

BUS 440 - Simulation in Management Decision-making (4)

BUS 474 - Supply Chain Management (3)

BUS 475 - Sustainable Operations (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 Operations Management

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

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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

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MEMORANDUM

ATTENTION Senate Committee on Undergraduate Studies  
FROM Andrew Gemino  
RE: Curriculum Changes to the Non-BUS/BUEC Degree Requirement  
DATE January 23, 2014

The Beedie School of Business proposes to amend the current non-BUS/ BUEC degree requirement within the Bachelor of Business Administration. Specifically, this amendment would be the inclusion of the option to complete *either* the current 15 non-BUS/BUEC courses (each worth 3 units minimum) or 45 units of non-BUS/BUEC coursework. This change is for two purposes: assurance of equity and clarity of administration.

The requirement currently states that students must complete 15 courses, each worth a minimum of 3 units, which would be equivalent to at least 45 units. However, with the current wording, this penalizes students who may have completed the minimum or more units but not 15 courses. Some students, such as transfer students, may receive cluster course credit (transfer credit for one course worth 6 units based on having taken 2 courses at their previous institution). This means that they would have the equivalent units to two courses but not the actual number of courses. Others may be pursuing lab-based science courses, worth 2 units that together are equivalent to one 4 unit course. This coursework should be recognized given the academic work is equivalent. In turn, with this amendment to the requirement's wording, these students would no longer require special waivers. Additionally, with the university's development of the Academic Progress Report (APR), it has become necessary to ensure that this wording is included in the SFU Calendar so that it is reflected in a student's APR. This also reduces administrative work by resolving the need to grant waivers.

  
Andrew Gemino  
Associate Dean, Undergrad Programs

**Calendar Change, Undergraduate Department, Beedie School of Business**

**Effective:** Fall 2014

**Summary of Changes:**

- Revision of degree requirement
  - Completion of either 15 courses (each worth 3 units minimum) or 45 units of non-BUS/BUEC

**Rationale:**

Please refer to the accompanying memo for details.

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

- Business Major Program
- Business Honours Programs – Segal & non-Segal Honours

**\* Please use the most recent calendar when applying these changes.**

**Note:** Revised content appears **highlighted in bold.**

MAJOR CHANGE: Non-BUS/BUEC Degree Requirement

Program Requirements

Students complete at least 120 units, which must include a minimum of either 15 courses (each worth ~~with~~ three or more units) or 45 units, outside the Beedie School of Business.\* Within ~~these 15~~ 15 courses, or 45 units, students must also meet the University requirements for breadth — ~~two courses~~ 6 units es-labeled as Breadth-Humanities, ~~two~~ 6 units ~~courses~~ labeled as Breadth-Science, ~~and two~~ 6 units ~~courses~~ labeled as Breadth-Social Science, and 6 units of additional breadth that may or may not be labeled.

\*Courses not labeled as BUS or BUEC that are completed as part of the lower division requirements may be used toward the 15 courses or 45 units outside business.

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HONOURS & HONOURS w/ SEGAL CHANGE: Non-BUS/BUEC Degree Requirement

**Program Requirements**

Students complete at least 132 units, which must include a minimum of either 15 courses (each with ~~worth~~ three or more units) or 45 units, outside the Beedie School of Business.\*

Within ~~these~~ 15 courses or 45 units, students must also meet the University requirements for breadth — ~~two~~ 6 units ~~courses~~ labelled as Breadth-Humanities, ~~two courses~~ 6 units labelled as Breadth-Science, ~~and 6 units~~ two courses labelled as Breadth-Social Science, and 6 units of additional breadth that may or may not be labeled.

\*Courses not labelled as BUS or BUEC that are completed as part of the lower division requirements may be used toward the 15 courses or 45 units outside business.