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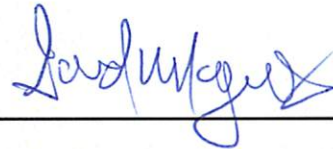
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**MEMORANDUM**

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<b>ATTENTION</b>	Senate	<b>DATE</b>	May 8, 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 15-20)		



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**For information:**

Acting under delegated authority at its meeting of May 7, 2015 SCUS approved the following curriculum revisions effective Spring 2016.

1. Title and prerequisite changes to BUS 439
2. Requirement changes to the Certificate in Business Analytics and Decision Making
3. Changes to the overlap clause for the Certificate in Business Analytics and Decision Making and the Certificate in Business Technology Management

Office of the Dean/ Beedie School of Business

## MEMORANDUM

To: Jo Hinchliffe  
Senate Committee on  
Undergraduate Studies

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

Date: April 22, 2015

Subject: Material for next SCUS meeting

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

1. Course Change (**Fall 2016**): BUS 439 Name Change to Analytics Project
2. Calendar Change (**Fall 2016**): CBADM Requirement Changes:
  - a. Addition of BUS 441 – Web Analytics
  - b. Addition of BUS 440 – Simulation in Management Decision Making
  - c. Removal of BUEC 232
  - d. Format change to structure of certificate and what is required to satisfy completion. This includes:
    - i. a list of 8 courses that must all be completed, followed by a list of 2 courses of which one course must be completed
    - ii. 30 minimum units instead of 31
3. Calendar Change (**Fall 2016**): CBADM & CBTM Certificate Overlap Clause

Would you please place this item on the May 7, 2015 Senate Committee on Undergraduate Studies agenda?

Sincerely,



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Andrew Gemino, Associate Dean  
Beedie School of Business

COURSE SUBJECT	BUS	NUMBER	439	TITLE	Advanced Decision Making
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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	X	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.

BUS 439- ~~Analytics Project~~ Advanced Decision Making (3)

Examines complex, real-world decision making issues using an evidence-based approach that employs decision making strategies involving statistics, data management, analytics, and decision theory. Through a major decision making project within the community, students will experience first-hand the process of consultation, data acquisition, analysis, and recommendation.

Prerequisite: ~~BUS 343~~, BUS 360W, BUS 437, BUS 445, BUS 462, and BUS 464; BUS 343 or BUS 440; 90 units.

**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 change of name, from "Advanced Decision Making" to "Analytics Project," as this is more indicative of the fact that this is an applied, capstone courses for the Certificate in Business Analytics and Decision Making (CBADM). Consequently, the proposed title change would make the purpose of the course more apparent, as well as enhance the clarity of the Certificate's applied component.

**EFFECTIVE TERM AND YEAR, FOR CHANGES**



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

Fall 2016

RATIONALE

More space if needed.

Additionally, the prerequisite change is reflective of proposed certificate changes that impact students' progression toward the capstone course, as they would have the ability to take either BUS 343 or BUS 440. Therefore, this change should be reflected in the prerequisites of the capstone as well.

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

**Effective:** Fall 2016

### **Summary of Changes:**

- Addition of BUS 441 – Web Analytics
- Addition of BUS 440 – Simulation in Management Decision Making
- Removal of BUEC 232
- Format change to structure of certificate and what is required to satisfy completion. This includes:
  - a list of 8 courses that must all be completed, followed by a list of 2 courses of which one course must be completed
  - 30 minimum units instead of 31

### **Rationale:**

The Beedie School of Business proposes the revision of the course requirements for the Certificate in Business Analytics and Decision Making (BADM). Since its inception in Fall 2013, 47 students declared the BADM certificate; of those currently enrolled, 8 students are in progress in the capstone course. Consequently, significant interest has been

shown in the certificate. However, the proposed revisions will aid in offering students an enhanced and well-rounded certificate for students in various related concentrations.

Specifically, the changes include:

- Addition of BUS 441 – Web Analytics, as it complements and enhances the skill development of students within this certificate.
- Addition of BUS 440 – Simulation in Management Decision Making, as a substitution option in place of BUS 345 – Marketing Research, as it is a comparable course that will aid in completion and interest for students pursuing Operations Management as a concentration.
- Removal of BUEC 232 – Data and Decisions I, as it is already a required course for all Beedie students and increases the course and unit load of the certificate without due need.

The changes will also address current market needs regarding skill development and ability.

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

- Certificate in Business Analytics and Decision Making

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

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## CALENDAR CHANGE:

# Business Analytics and Decision Making

## CERTIFICATE

### Grade Requirements

In addition to normal university grade point average requirements, the Beedie School of Business requires a minimum 2.40 cumulative grade point average (CGPA) for entry into all 300 and 400 division business courses.

### Program Requirements

Students must complete a minimum of ~~30~~ 31 units, comprised of the following courses from across three concentrations.

Students complete all of

~~BUEC 232 – Data and Decisions I (4)~~

BUS 336 – Data and Decision II (4)

BUS 362 - Business Process Analysis (4)

BUS 437 - Decision Analysis in Business (3)

BUS 439 – Analytics Project (3)

BUS 441 – Web Analytics (3)

BUS 445 - Customer Analytics (3)

BUS 462 - Business Analytics (3)

BUS 464 - Data Management and IS Audit (3)

And one of

BUS 345 - Marketing Research (4)

BUS 440 – Simulation in Management Decision Making (4)

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

**Effective: Fall 2016**

**Summary of Changes:**

- Inclusion of a limitation on the pursuit and awarding of both the Certificate in Business Analytics and Decision Making (CBADM) and the Certificate in Business Technology Management (CBTM), as there is significant overlap between both and so only one may be completed.

**Rationale:**

The Beedie School of Business proposes the insertion of an overlap clause pertaining to the Certificate in Business Analytics and Decision Making (CBADM) and the Certificate in Business Technology Management (CBTM).

This clause is brought forward as substantial overlap was identified between the two programs following the inception of the CBADM. Specifically, three courses apply to both certificates, resulting in an overlap of approximately a third of both certificates respective requirements. This was not the intention of either certificate when each was created. Additionally, this is supported by Senate's recommendations against such overlap in S.11.104.

Consequently, the proposed change will ensure that students have a clear understanding of this limitation when planning.

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

- Certificate in Business Analytics and Decision Making (CBADM)
- Certificate in Business Technology Management (CBTM)

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

**Note:** Revised content appears through *Track Changes*.

Calendar Change:

## Business Analytics and Decision Making CERTIFICATE

### Limitations:

Students may complete either the Certificate in Business Analytics and Decision Making or the Certificate in Business Technology Management, but not both certificates.

Additionally, units applied to one certificate may not be applied to another Simon Fraser University certificate or diploma, as noted here (<http://www.sfu.ca/students/calendar/2015/summer/fees-and-regulations/credentials-offered/definitions.html#certificate>).

### Grade Requirements

In addition to normal university grade point average requirements, the Beedie School of Business requires a minimum 2.40 cumulative grade point average (CGPA) for entry into all 300 and 400 division business courses.

### Program Requirements

Students must complete a minimum of 30 units, comprised of the following courses from across three concentrations.

Students complete all of

- BUS 336 – Data and Decision II (4)
- BUS 362 - Business Process Analysis (4)
- BUS 437 - Decision Analysis in Business (3)
- BUS 439 – Analytics Projects (3)
- BUS 441 – Web Analytics (3)
- BUS 445 - Customer Analytics (3)
- BUS 462 - Business Analytics (3)
- BUS 464 - Data Management and IS Audit (3)



And one of

BUS 345 - Marketing Research (4)

BUS 440 - Simulation in Management Decision Making (4)

## Business Technology Management CERTIFICATE

### Limitations:

Students may complete either the Certificate in Business Technology Management, or the Certificate in Business Analytics and Decision Making, but not both certificates.

Additionally, units applied to one certificate may not be applied to another Simon Fraser University certificate or diploma, as noted here(<http://www.sfu.ca/students/calendar/2015/summer/fees-and-regulations/credentials-offered/definitions.html#certificate>).

### Grade Requirements

In addition to normal university grade point average requirements, the Beedie School of Business requires a minimum 2.40 cumulative grade point average (CGPA) for entry into all 300 and 400 division business courses.

### Program Requirements

Students complete a minimum of 28 units as follows.

CMPT 165 - Introduction to the Internet and the World Wide Web (3) or IAT 201 - Human-Computer Interaction and Cognition (3)

And all of

BUS 338 - Foundations of Innovation (3)

BUS 361 - Project Management (3)

BUS 362 - Business Process Analysis (4)

BUS 462 - Business Analytics (3)

BUS 464 - Data Management and IS Audit (3)

BUS 466 - Web-Enabled Business (3)

BUS 468 - Managing Information Technology for Business Value (3)

BUS 486 - Leadership (3)

and completion of one of the following approved experiential or service learning components.

- Experience in a volunteer, internship or other non co-op work role related to Business and Technology. Prior approval from one of the Undergraduate Academic Directors in the Beedie School of Business is required through submission of a detailed outline of the activities that will be undertaken. Upon completion of these activities, students must submit a detailed outline of the activities undertaken to the Undergraduate Academic Directors in the Beedie School of Business for final approval.
- Successful completion of at least one Co-operative Education (Co-op) work term with a focus related to Business and Technology. Prior approval from one of the Undergraduate Academic Directors in the Beedie School of Business is required. Upon completion of the Co-op work term, final approval will awarded by one of the Undergraduate Academic Directors in the Beedie School of Business after reviewing the final work report and supervisor evaluation. Co-op should be declared within or prior to the first term of entry into the Business Technology Management Certificate Program, and not later than 90 credits. Students who choose to satisfy the experiential learning component through Co-op will also need to plan for completion of either Co-op certification (3 work terms) or degree designation (4 or more work terms). For more information on Co-op please see the Business Co-operative Education section of the SFU calendar: <http://students.sfu.ca/calendar>