

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate

From: Jon Driver
Dean of Graduate Studies

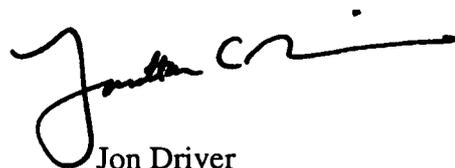
Date: January 24, 2002

Subject: Calendar Revisions, Faculty of Business Administration

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For Information:

Acting under delegated authority, the Senate Graduate Studies Committee, at its Meeting on January 14, 2002, approved the following:

- a) Change in course title and expansion of course description for BUS 846-4
- b) Change in name of Field Concentration: Management Science and Information Systems becomes Marketing and Information Systems. Minor revision of course options.
- b) New Courses (previously taught as Special Topics)
 - BUS 877-4 Managing Information Technology
 - BUS 878-4 Electronic Commerce



Jon Driver
Dean of Graduate Studies

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Attach.

Any Senator wishing to consult the full report of curriculum revisions should contact Bobbie Grant, Senate Assistant, at 291-3168 or email bgrant@sfu.ca

FOR INFORMATION

- a) **Change of Course Title and expansion of course description**

From:

Management Science and Information Systems

Bus 846-4 Marketing Theory and Models

**The construction, analysis and application of models of marketing phenomns,
Prerequisite: Bus 801**

To:

Bus 846-4 Data Mining and Models in Marketing

**The construction, analysis and application of models of marketing phenomena.
The focus is on turning data into strategically useful information by using
analytical tools. Prerequisite: Bus 801**

- b) **Change in name for Field of Concentration**

**From: Management Science and Information Systems
BUEC 819-4 Mathematical Programming for Economics and Business
BUEC 820-4 Analysis of Dynamic Processes
BUEC 823-4 Business and Economics Forecasting
BUS 822-4 Decision Theory
BUS 876-4 Decision Support Systems
BUS 904 Selected Topics in Business Administration
BUS 905 Selected Topics in Business Administration**

**To: Marketing and Information Systems
BUS 822-4 Decision Theory
BUS 876-4 Decision Support Systems
BUS 845-4 Marketing Systems
BUS 846-4 Data Mining and Models in Marketing
BUS 877-4 Managing Information Technology
BUS 878-4 Electronic Commerce
and minor revision in course options**

- c) **New Courses**

**BUS 877-4 Managing Information Technology
BUS 878-4 Electronic Commerce**