

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate

From: J.W.G. Ivany
Chair, SCAP

Subject: Proposal for Joint Major
Business Administration/Communication
Faculties of Business Administration and
Applied Sciences

Date: November 17, 1988

Action undertaken by the Senate Committee on Academic Planning/Senate Committee on Undergraduate Studies gives rise to the following motion:

Motion:

that Senate approve and recommend approval to the Board of Governors as set forth in S.88-44 the proposed Joint Major in Business Administration and Communication

M E M O R A N D U M
SIMON FRASER UNIVERSITY
FACULTY OF APPLIED SCIENCES

To: R. Heath, Registrar and Secretary to the
Senate Committee on Undergraduate Studies.

From: J. Blanchet, Secretary to the Faculty of Applied
Sciences Undergraduate Studies Committee.

Date: October 13, 1988

Subject: Joint Undergraduate Major in Business Administration
and Communication.

The attached document has been reviewed and approved
by the Faculty of Applied Sciences Undergraduate Studies Committee
for furtherance to the Senate Committee on Undergraduate Studies.

Enclosure.



MEMORANDUM
Simon Fraser University
Faculty of Business Administration

To: W. Ron Heath, Registrar

From: Robert Rogow, Director
Undergraduate Program
Faculty of Business Administration

Subject: Calendar Changes

Date: October 20, 1988

The attached calendar change proposals have been approved by the Faculty
of Business Administration Undergraduate Curriculum Committee.

Proposed Joint Major in Business Administration and
Communication, with approval letter from Faculty of Applied
Science Undergraduate Studies Committee.

We request that these proposed changes be considered by SCUS.



FBA-SCUS 88-6

PROPOSED JOINT UNDERGRADUATE MAJOR IN BUSINESS ADMINISTRATION AND
COMMUNICATION - WITH AN AREA OF CONCENTRATION IN EITHER
MARKETING OR POLICY ANALYSIS

The FBAUCC, at a meeting on September 26, 1988, approved a proposed Joint Major between Business Administration and Communication.

I. GENERAL REQUIREMENTS

1. The student must complete the Faculty requirements of either the Faculty of Business Administration or the Faculty of Applied Sciences, subject to the degree the student desires: Bachelor of Business Administration or Bachelor of Applied Sciences.
2. The student must complete the requirements stated below for both Business Administration and Communication.

II. BUSINESS ADMINISTRATION REQUIREMENTS FOR JOINT
BUSINESS/COMMUNICATION MAJORS:

1. The student must qualify for and receive formal admission to the Faculty of Business Administration to be eligible to complete the Joint Major in Business Administration/Communication; as well, the student must be accepted as a major by the Department of Communication.
2. The student must complete the BUEC 232 and BUEC 333 statistics sequence. BUEC 333 will NOT count as part of the minimum 32 Upper Division hours required for Business Administration.
3. Lower Division Requirements for Business Administration

Math 110-3 (or Math 100-3)
Cmpt 100-3 (or Bus 237-3)
*Econ 200-3
*Econ 205-3
Math 157-3
Bus 251-3

* Econ 200-3 and 205-3 have a 100 level Econ course as prerequisite.

Plus one course from the following:

Engl 101-3
Engl 102-3
Engl 103-3
Engl 104-3
Phil 001-3
Phil 110-3

4. Upper division Business requirements (a minimum of 32 hours required).

a) The student must complete the 'core' courses in the Faculty of Business Administration; this comprises 23 hours in total (not including Buec 232 or Buec 333).

Business Administration Core:

Bus 307-3	Managerial Economics
Bus 312-4	Business Finance
Bus 328-3	Accounting for Management
Bus 336-4	Management Science
Bus 343-3	Introduction to Marketing
Bus 372-3	Micro perspectives on Organization
(or Bus 374-3	Macro perspectives on Organization)
Bus 478-3	Seminar in Administrative Policy

b) The student must complete the courses specified below in either the Marketing or the Policy Analysis area of Concentration.

The required courses in the Marketing area of concentration are:

(minimum 9 hours beyond core)

Bus 343-3	Introduction to Marketing (core)
Bus 347-3	Buyer Behaviour
Bus 442-3	Marketing Research, and
	(one additional 400 level Marketing course: Bus 445-3, Bus 446-4, Bus 448-4, Bus 449-3).

The required courses in the Policy Analysis Area are:

(minimum 11 hours beyond core)

Bus 478-3	Seminar in Administrative Policy
Buec 397-5	Government and Business
Bus 452-3	Seminar in Strategic Analysis and
	(one additional 400 level Policy course: Bus 403-3, Buec 495-3, Buec 497-5.

5. Directed Studies (Readings) and Field Placement credit will NOT count as part of the 24 U.D. hours required by Communication for the Joint Majors.
6. Students graduating with a joint major in Business Administration/Communication must meet the requirements of both units except as modified in this document.

RATIONALE:

Two topics are of mutual but complementary interest to the Communication Department and to two of the Faculty of Business Administration's areas of specialization. The Department shares an interest in Communications and Telecommunications Policy and in Science Policy with FBA's Policy Analysis area. It shares an interest in Advertising and Media with FBA's Marketing area. Students choosing the Joint Major will benefit from the distinctive but mutually supportive approaches of the Department and the Faculty, both in their intellectual grasp of these topics and in their professional careers within these fields.

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III. COMMUNICATION DEPARTMENT REQUIREMENTS FOR JOINT BUSINESS/
COMMUNICATION MAJORS:

1. The student must meet the Lower Division requirements of the Department of Communication (a total of 18 credit hours) and must include the following courses:

CMNS 110-3 Introduction to Communication Theory
CMNS 130-3 Explorations in Mass Communication

plus 4 additional Department of Communication courses.

2. The student must complete 24 hours of Upper Division Communication courses.

3. (a) The completion of a course in "basic science or social science methods", as required for the Communication Major, will be deemed fulfilled by the requirements for a Major in Business Administration.

(b) The student must also complete one Methods course:

CMNS 301-4 Communication Network Research Methods
or
CMNS 361-4 Documentary Research in Communication
or
CMNS 362-4 Evaluation Methods for Applied
Communication Research.

4. Joint Majors in Business/Communication must complete the course sequence in Communication complementary to the area of specialization chosen in Business Administration:

Business Policy Analysis:

EITHER CMNS 333-4 Broadcasting Regulation and Policy in Canada, and either
CMNS 433-4 Issues in Communication Policy, or
CMNS 448-4 Telecommunication Regulation in North America.

OR CMNS 342-4 Science and Public Policy I: Risk Communication, and
CMNS 442-4 Science and Public Policy II: Standards.

Business Marketing:

EITHER CMNS 221-3 Media and Audiences, and
CMNS 421-4 Issues Seminar (Media)

OR CMNS 215-3 Advertising as Social Communication, and
CMNS 315-4 Cultural Dimensions in Advertising.