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MEMORANDUM

ATTENTION Senate **DATE** March 23, 2010
FROM Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP **PAGES** 1/1
RE: Faculty of Business Administration: Full Program Proposal for BusOne (SCUP 10-22)

At its March 10, 2010 meeting SCUP reviewed and approved the Full Program Proposal for BusOne within the Faculty of Business Administration.

Motion

That Senate approve and recommend to the Board of Governors the Full Program Proposal for BusOne within the Faculty of Business Administration.

encl.

c: C. Collins



OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC AND ASSOCIATE PROVOST

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www.sfu.ca/vpacademic**MEMORANDUM**

ATTENTION	Senate Committee on University Priorities	DATE	February 5, 2010
FROM	Bill Krane, Chair	PAGES	1/1
RE:	Senate Committee on Undergraduate Studies Faculty of Business Administration (SCUS 10-14ii)		

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of February 4, 2010, gives rise to the following recommendation:

Motion:

That SCUP approve and recommend to Senate the full program proposal for Business via BusOne.

The relevant documentation for review by SCUP is attached.

Program Proposal
Business via BusOne
Faculty of Business Administration
Simon Fraser University
March, 2010

Executive Summary

- A new direct entry pathway, called Business via BusOne, is proposed in the Faculty of Business Administration at the Surrey campus
- The intent of this proposal is to create a cohort option for prospective students who are directly admitted into the Business program and begin their studies at the Surrey campus
- The Business Administration degree curriculum and requirements will not change
- BusOne combines existing courses in the Faculty of Business Administration as well as FASS and Science courses that form lower division requirements and electives for the BBA.
- The program proposal is consistent with Michael Stevenson's vision for the Surrey campus:
 - "we are committed to broadening the range of programme opportunities available to students entering SFU Surrey" (September, 9th, 2002).

Background:

Currently, there are only three approved direct entry pathways for new students entering the Business Administration degree program at the Surrey campus: TechOne, Explorations and Science Year One. However, with these direct entry programs imposing restricted enrollments and new curriculum, they are no longer the best option for Business students. It is recommended that an additional option, called BusOne, be created to better suit the needs of students directly admitted to Business.

Credential to be awarded:

Bachelor of Business Administration (BBA)

Location:

SFU, Surrey Campus

Faculty offering the new program:

Faculty of Business Administration

Anticipated program start date:

September 2011

Description of proposed program:

a) Aims, goals, and/or objectives

The intent of this proposal is to allow for an entry pathway for direct admits to the Faculty of Business Administration at the Surrey campus. It will enable a cohort type experience for students by organizing first year courses into a similar schedule. Business students will share classes and get to know each other more easily. It is a cohort to the extent that all BusOne students will share the same course sections, however they will share these classes with students outside BusOne taking Business lower division courses as electives.

It will also help students meet their lower division requirements by providing a more structured path.

b) Anticipated contribution to mandate and strategic plan of the institution

The direct entry pathway will create an opportunity for the Business Administration program to support enrollment and recruitment for the Surrey campus as well as enhance the student first year experience and improve access to courses for students in the first year.

c) Target audience

All students who qualify for direct admission into the Faculty of Business Administration from high school would be eligible to select Business via BusOne at SFU Surrey campus. BusOne is not a required pathway, it is an option for students who also choose the Surrey campus. Business direct admit students may also select other first year pathways.

d) Content/ Curriculum

The curriculum will consist of 5 lower division required courses for the Business Administration degree program as well as an elective at the Surrey campus. The cohort two semester program plan will be as follows:

Fall Semester	Spring Semester
Bus 201 – Business in the Networked Economy	Econ 105 - Principles of Macroeconomics
Econ 103 – Principles of Microeconomics	Bus 251 – Financial Accounting I
Math 157 – Calculus for the Social Sciences I	Engl/Phil course from requirement list
Optional Elective	Optional Elective
Optional Elective	Optional Elective

e) Delivery Methods

Since the program is based upon existing courses the standard delivery methods already in place for on campus education, Lecture/Lab/Tutorial, will be used.

f) Linkages between learning outcomes and curriculum design

The students in the BusOne program will have assured access to the Business Administration degree program core courses at the Surrey campus.

g) Distinctive characteristics

This program will be a first year entry pathway for Business Administration students at the Surrey campus. Additionally, students will be introduced to their peers (i.e. fellow Business students) within the first semester at SFU Surrey. Currently, there is no common cohort experience at the undergraduate level for Business Administration students.

h) Anticipated completion time

The BusOne program will not impact completion times for Bachelor of Business Administration degree program. The program leaves room for students to take at least two additional courses per term if they so choose.

i) Enrolment plan for the length of the program

It is proposed that students be accepted directly into the BusOne program by meeting the Business Administration admissions requirements (<http://students.sfu.ca/admission/requirements/>).

The students will then be required to meet the Bachelor of Business Administration degree requirements for graduation.

j) Policies on student evaluation (degree requirements)

As per general regulations of the University and the Faculty of Business Administration.

k) Policies on faculty appointment (minimum qualifications)

N/A

l) Policies on program assessment

All academic units at SFU are subject to external review once every seven years.

m) Level of support and recognition from other post-secondary institutions (including plans for admission and transfer within BC) and relevant regulatory or professional bodies

Not applicable as there are no changes to degree requirements. Students transferring from other institutions into Business would not be required to complete BusOne.

n) Evidence of student interest and labour market demand

Currently there are 39 students who have been admitted into the BusOne pilot program for fall 2009. With an approved direct entry pathway in fall 2011, this number should increase and help the Business Administration program meet its enrollment targets at the Surrey campus. Students have expressed strong satisfaction with the pilot experience.

Additional Information Required by SFU:

Contact information for the faculty member responsible for program development:

Colleen Collins, Associate Dean, Business Administration, 778.782.3653

Bill Holmes, Executive Director, Undergraduate Programs Business Administration, 778.782.3700

Andrew Gemino, Associate Director, Business Administration, Surrey Campus, 778.782.8196

Jennifer Ashton, Business Administration, Surrey Campus, 778.782.7587

Summary of requirements for graduation (courses, project/thesis, etc.):

No change to current degree requirements

Summary of resources (faculty members, space, and equipment) required to implement the program:

The program can be accommodated with present courses and faculty.

Brief description of any program and associated resources that will be reduced or eliminated when the new program is introduced:

It is possible that the faculties of Business, Arts and Social Sciences and Science can more efficiently schedule relevant sections.

No changes to existing fees are anticipated.

Approved Faculty of Business UCC – October 16, 2009

Faculty of Business Administration

2010/2011 Calendar change to include BUSONE cohort under the SFU Business@Surrey heading.

Rationale

Currently, there are only three approved direct entry pathways for new students entering the Business Administration degree program at the Surrey campus: TechOne, Explorations and Science Year One. However, with these direct entry programs imposing restricted enrollments and new curriculum, they are no longer the best option for Business students. It was recommended that an additional option, called BusOne, be created to better suit the needs of students directly admitted to Business.

Calendar Change

The calendar change required is on page 146 of the 2009/2010 of the printed SFU calendar:

From:

SFU Business@Surrey

Associate Director

A.C. Gemino BA, MA, MBA (S Fraser), PhD (BR Col)

The first two BBA study years are similar at both the Burnaby and Surrey campuses since the core courses are common. The first year's preparatory courses form the business studies basis. At Simon Fraser University Surrey, these first year courses are offered through integrated, cohort-based programs in the Faculty of Arts and Social Sciences (Explorations), Faculty of Science (Science List 1 or 2), or Faculty of Communication, Art and Technology (TechOne). Students in these should complete ECON 103, 105, BUS 251, MATH 157 (or MATH 150, 151, or 154) during the first year. Visit <http://business.sfu.ca/bba/the-program/academic/program-requirements/course-planner-surrey.php>

The third and fourth year are also similar at both campuses. Students complete core upper division business courses, at least one area of concentration, and lower and upper division electives. The finance, entrepreneurship, management and technology, and marketing concentrations are offered at the Surrey campus; a concentration not offered in Surrey can be completed at the Burnaby campus.

Business Co-operative Education Program, International Exchange Program, Business Career Management Centre, and Business Student Affairs Office, are available at both campuses.

To:

SFU Business@Surrey

Associate Director

A.C. Gemino BA, MA, MBA (S Fraser), PhD (BR Col)

The Business program is similar at both the Burnaby and Surrey campuses since the core courses are common. Students who want to begin their studies at the Surrey campus can choose the Business via BusOne cohort program pathway. BusOne is a cohort experience which allows Business students to move through their first year courses together. Students in the BusOne cohort complete ECON 103, 105, BUS 201, 251, MATH 157 (or MATH 150, 151, 154), and two ENGL/PHIL courses from the requirement list during the first year. For details, visit <http://business.sfu.ca/bba/options/course-planners.php>

The finance, entrepreneurship, management and technology, and marketing concentrations are offered at the Surrey campus; a concentration not offered in Surrey can be completed at the Burnaby campus.

Business Co-operative Education Program, International Exchange Program, Business Career Management Centre, and Business Student Affairs Office, are available at both campuses.