

SIMON FRASER UNIVERSITY

S.75-163

MEMORANDUM

To..... SENATE

From..... SENATE COMMITTEE ON UNDERGRADUATE

STUDIES

Subject..... PROPOSED CHANGES - DEPARTMENT OF
ECONOMICS AND COMMERCE

Date..... NOVEMBER 13, 1975

MOTION 1: "That Senate approve and recommend approval to the Board, as set forth in S.75-163, the proposed revision of requirements for majors, minors, honors in Economics, Commerce, Economics and Commerce (subject to approval of course changes)."

MOTION 2: "That Senate approve and recommend approval to the Board of Governors, as set forth in S.75-163, the following new courses:

ECON/COMM	231-3	Introduction to Model Building in Economics and Commerce
ECON	480-3	Seminar in Employment and Social Security Policy
COMM	221-3	Introduction to Accounting
COMM	222-3	Accounting: Structure and Methods
COMM	270-3	Introduction to Organizational Behaviour and Decision-making
COMM	307-3	Managerial Economics
COMM	320-3	Financial Accounting: Assets
COMM	321-3	Financial Accounting: Equities
COMM	347-3	Buyer Behaviour
COMM	403-3	Seminar in Business and Society
COMM	421-3	Accounting Theory
COMM	472-3	Seminar in Organizational Behaviour
COMM	477-3	Seminar in Small Business Administration
COMM	489-3	Small Groups and Organizations"

(Note: Upon introduction of the above new courses, COMM 203-3, 223-5, 322-3, and 423-5 will be discontinued.)

MOTION 3: "That Senate approve and recommend approval to the Board of Governors, as set forth in S.75-163, the recommended changes in course descriptions and prerequisites for ECON 381-5 - Labor Economics (formerly ECON 481-5), ECON/COMM 332-3 - Elementary Economic and Business Statistics I, COMM 312-4 - Business Finance (formerly 313-3), COMM 371-3 - Organization Theory, COMM 413-3 - Financial Management, COMM 444-4 - Marketing Research (formerly 433-3)."

MOTION 4: "That Senate approve and recommend approval to the Board of Governors, as set forth in S.75-163, the deletion of COMM 203-3, 223-5, 322-3, 423-5 (1977-78) and ECON 481-5 (renumbered - see Motion 3) from the Economics and Commerce curriculum."

MOTION 5: "That Senate approve, as set forth in S.75-163, the following course credit changes:

ECON 304-3 to 305-5
ECON 302-3 to 301-5
ECON 363-5 to 362-4
COMM 345-5 to 348-4
COMM 443-3 to 444-4
COMM 313-3 to 312-4"

SIMON FRASER UNIVERSITY

S.75-163

MEMORANDUM

To SENATE

From SENATE COMMITTEE ON UNDERGRADUATE STUDIES

Subject Calendar Changes - Economics &
Commerce

Date 13th November, 1975

Actions taken by the Senate Committee on Undergraduate Studies at its November 12th, 1975 give rise to the following motions:

MOTION 1

That Senate approve and recommend approval to the Board of Governors of the proposed revision of requirements for majors, minors, honors in Economics, Commerce, Economics and Commerce (subject to approval of course changes).

MOTION 2

That Senate approve and recommend approval to the Board of Governors the following new courses:

ECON/COMM	231-3	Introduction to Model Building in Economics and Commerce
ECON	480-3	Seminar in Employment and Social Security Policy
COMM.	221-3	Introduction to Accounting
COMM.	222-3	Accounting: Structure and Methods
COMM.	270-3	Introduction to Organizational Behaviour and Decision-making
COMM.	307-3	Managerial Economics
COMM.	320-3	Financial Accounting: Assets
COMM.	321-3	Financial Accounting: Equities
COMM.	347-3	Buyer Behaviour
COMM.	403-3	Seminar in Business and Society
COMM.	421-3	Accounting Theory
COMM.	472-3	Seminar in Organizational Behaviour
COMM.	477-3	Seminar in Small Business Administration
COMM.	489-3	Small Groups and Organizations

Note - The question of potential overlap with other departments, specifically with reference to COMM.489-3 and the Psychology Department, was discussed at some length. It was observed that the Psychology Department has no existing course specifically in this field and with this emphasis. However, representatives of the Department assured SCUS that, should the Psychology Department develop such a course, it would be considered for credit toward a major in the Economics and Commerce Department. Please note further that upon approval of the courses listed in this motion COMM.203-3, 223-5, 322-3, and 423-5 will be discontinued.

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MOTION 3

That Senate approve the recommended changes in course descriptions and prerequisites for ECON.381-5 - Labor Economics (formerly ECON.481-5) ECON/COMM 332-3 - Elementary Economic and Business Statistics I. COMM.312-4 - Business Finance (formerly 313-3) COMM.371-3 - Organization Theory, COMM.413-3 - Financial Management, COMM. 444-4 - Marketing Research (formerly 433-3).

MOTION 4

That Senate approve and recommend approval to the Board of Governors the deletion of COMM.203-3, 223-5, 322-3, 423-5 (1977-78) and ECON.481-5 (renumbered - see above) from the Economics and Commerce curriculum.

MOTION 5

That Senate approve the following course credit changes, ECON.304-3 to 305-5. ECON.302-3 to 301-5. ECON 363-5 to 362-4. COMM.345-5 to 348-4. COMM.443-3 to 444-4. COMM.313-3 to 312 - 4 (see description change above)



Daniel R. Birch

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SCUS 75-53

I DEPARTMENT OF ECONOMICS AND COMMERCE - CURRICULUM CHANGES (SUMMARY)A. Lower level curriculum changesNew courses

Commerce 221-3
 Commerce 222-3
 Ec/Comm 231-3
 Commerce 270-3

Discontinued courses

Commerce 203-3
 Commerce 223-5

B. Upper level accounting curriculum changesNew courses

Commerce 320-3
 Commerce 321-3
 Commerce 421-3

Discontinued courses

Commerce 322-3
 (Commerce 423-5) * to be phased out of
 programme

C. Upper level changes in Labour EconomicsNew courses

Economics 381-5
 Economics 480-3

Discontinued courses

Economics 481-5 (renumbered with pre-
 requisite changes)

D. New courses in Commerce

Commerce 307-3
 Commerce 403-3
 Commerce 472-3
 Commerce 477-3
 Commerce 489-3

Commerce 347-3

E. Course credit changes + deletion of former numbers

Commerce 345-5 to 348-4
 Commerce 443-3 to 444-4
 Commerce 313-3 to 312-4 (new description)
 Economics 363-5 to 362-4
 Economics 302-3 to 301-5
 Economics 304-3 to 305-5

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F. Prerequisite changes

Commerce 371-3	Add prerequisite of Comm 270-3
Commerce 413-3	Add prerequisite of Ec/Comm 333-3
	Changed description
Commerce 44 ⁴ 1 -4	Add prerequisite of Ec/Comm 332-3 and corequisite of Ec/Com 333-3
Ec/Comm 332-3	Add prerequisite of 231-3
Commerce 31 2 -4	Add prerequisite of 221-3

G. Changes in requirements for DEC majors and honours students

- All majors and honours students will be required to take
Comm 221-3, Ec/Comm 231-3 and Comm 270-3
- Commerce majors will have the option of substituting for
the existing requirements of Econ 301 and 305 the following
courses:
 - For Econ 301: Comm 307 Econ 308, 309, 362 367, 381,
395, 396 or 397.
 - For Econ 305: Econ 310, 355, 365 or 390
- Drop requirement for Commerce majors of one course from each
of four groups within the Commerce field.

II DEC CURRICULUM CHANGES (RATIONALE)

A. Generation of the proposals

During the year 1974-75, a special subcommittee of the DEC Undergraduate Curriculum Committee was charged with the responsibility of undertaking a major review of the undergraduate programme in Economics and Commerce. Since the previous major review (1971) had focussed primarily upon the Economics side of the programme, it was recognized from the outset that the main emphasis in this case would be upon the Commerce side. Our concern here was also heightened by indications, from both faculty and students, of dissatisfaction with the Commerce side of our programme.

Accordingly, the subcommittee proceeded by attempting to establish appropriate objectives for our undergraduate curriculum and then to assess the existing curriculum in that light. Faculty and students in the department were surveyed to determine perceived inadequacies and, on the basis of this information and discussions within the subcommittee, a report including proposed curriculum changes was provided to the Department Undergraduate Curriculum Committee.

Subsequently, the subcommittee report was adopted by the Undergraduate Curriculum Committee and was brought to a Departmental meeting. On the basis of questions raised at this meeting in relation to the proposed changes in the report, a straw poll was conducted among faculty early this semester to determine the weight of any objections to the changes. The straw poll revealed substantial agreement with the proposed curriculum. On this basis, therefore, the Undergraduate Curriculum Committee passed its final proposals for curriculum change. When these committee decisions went without challenge within the Department

after a requisite time period, they became departmental decisions. (It should be noted that the method of development and consultation over the course of a full year in relation to the curriculum changes ensured that there would be little, if any, disagreement within the Department with the final committee decision.)

While there are, as may be expected, a number of minor changes in relation to particular courses (including prerequisite changes), the major shifts may be considered under two categories: problems in the Commerce curriculum and integration of Economics and Commerce. These will be considered in turn.

B. Problems in the Commerce Curriculum

As noted above, the subcommittee was aware at the outset of its work, of dissatisfaction with the existing Commerce programme. There had been, for example, numerous complaints from both faculty and students concerning the intermediate Economic theory requirements for Commerce majors and also the restricted variety of courses available on the Commerce side. Rather than deal with question on an ad hoc basis, the subcommittee began by setting out the following set of objectives for the undergraduate curriculum:

A. Undergraduate Curriculum Objectives

1. The role of education in a University is to provide the student with opportunities to examine various world views as a vehicle for understanding society. Within our department this implies that we provide insights into the functioning of the economy and its various sectors. Courses offered will provide the intellectual enquiry of theory and practice in Economics and Commerce.
2. We are prepared to offer sufficient specialization in an area (e.g. labour economics or marketing) to provide a comprehensive view of that area, consistent with objective (1). Our fundamental goal, however, is that our students graduate with a broad, rather than narrow, background. We hope to strike a balance between the diletante, who has a background consisting primarily of introductory courses in a wide variety of subjects, and the specialist.

3. The Honours program provides a mechanism for the recognition of exceptional performance as well as for preparation for graduate school. The Honours graduate will be prepared to enter any good graduate program.

In addition, the subcommittee determined certain objectives specific to the Commerce side. It proposed, for example that:

The study of Commerce is interdisciplinary. The three basic disciplines are Economics, Behavioural Science and Quantitative Analysis. A good understanding of these three disciplines and their application to Commerce is required before the student can advance to more specialized work within each discipline or to study more problem-focussed functional areas such as Marketing, Finance, Production, or Accounting.

Having proposed these objectives, the subcommittee subsequently concluded that, although the department had reasonable success in servicing Economics majors, we had been less successful in servicing the Commerce major. They noted that we offered, for example, very few courses in any one area (with the exception of accounting) and provided the following comparison with UBC:

Commerce Course Offerings - UBC (excluding Urban Land Economics and Transportation)

Quantitative Methods	12
Industrial Relations	11
Commercial Law	2
Accounting and M.I.S.	19
Marketing	14
Finance	13
Industrial Administration	5
Management and Policy	5
	81

Commerce Course Offerings - SFU (includes Ec/Comm courses but excludes Special Topics numbers)

Quantitative Methods	3	(includes 2 Statistics courses)
Industrial Relations and Organizational Behaviour	5	(includes Labour Economics)
Law	2	
Accounting and M.I.S.	7	
Marketing	3	
Finance	2	
Management and Policy	6	(includes 2 Economics courses)
Industrial Administration	1	
	29	

The subcommittee concluded that, while it was not our intention to emulate UBC, "in terms of the 'striking a balance between the dilettante and the specialist', we are servicing the dilettante." It was on this basis that a select number of specific new courses were proposed to and accepted by the Department.

Fortunately, while this curriculum review was still in progress, the Department had an opportunity to obtain an outside judgement in relation to the nature of our undergraduate Commerce programme. We found that the external examiners assigned to conduct our departmental review confirmed much of what was already apparent to our faculty and students.

Thus, one reviewer noted that "all three of the external review team felt that the undergraduate Commerce program was weak." A second call for "strong faculty additions on the Commerce side" and "a more even balance in the variety of course offerings than currently available in DEC." The third described our curriculum on the Commerce side as "an undergraduate Commerce program which contains a lesser variety of senior Commerce course than are found in most commerce programs in other universities." He went on to note that the program "appears to require considerable expansion. It is a limited program; and in its limitations it probably serves students badly."

To improve the undergraduate Commerce programme, we are introducing two new courses at the second-year level, one in Organizational Behaviour and decision-making (comm 270-3) and, another, in Model-building (Ec/Comm 231-3). These, in addition to a restructured Introductory Accounting course (Comm 221-3) are intended to provide a basic background in technique and approach to permit students to move directly into more specialized work within specific functional areas in the Department. Further, our revision calls for the development of a

greater variety of courses at the upper levels for Commerce students (Comm 30~~7~~3, 347-3, 403-3, 4~~7~~2-3, 477-3, 489-3).

Basically these changes represent a move away from emphasis on an early introduction of specific sub-functional areas toward an emphasis on methods and approaches common to all functional areas. Thus, in conjunction with these new course changes, we intend to drop Commerce 203-3 (a smorgasbord course introducing students to the functional areas) and also the previous requirement that Commerce majors take at least one course in each of four groups within the Commerce field.

Although we do not accept one external examiner's prediction of dire consequences should the Commerce area not be strengthened, we do agree with him that "strengthening both courses and faculty should be an item of high priority within the Department." And we feel that the way in which we are proposing to do this will ensure that our ommerce programme satisfies appropriate objectives for an undergraduate ommerce curriculum in an integrated Department such as the DEC.

C. Integration of Economics and Commerce

The benefits -- for both Economics and Commerce students -- of an integrated programme in Economics and Commerce have long been emphasized as one of the unique features of the DEC. In fact, however, the integration has been quite incomplete and one-sided.

For Commerce students, integration has meant the necessity to take two Statistics courses (Ec/Comm 332-3 and 333-3) plus two Economic Theory courses at the lower levels (Ec 200-3 and 205), and two Economic Theory courses

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at the upper levels (Ec 302-3 and 304-3). In contrast, the integration currently required by Economics students consists of proximity to Commerce students. (In the past, there have been specific course requirements.)

This lack of symmetry in our course requirements has been for some time a source of dissatisfaction among both students and faculty. In particular, the requirements for the two upper level theory courses has been considered onerous and unnecessary. Initially, the response of the Department to this question was to lower the credit of the two upper level theory courses from five credits to three credits each. Unfortunately, this change, affected in our last major curriculum revision, has satisfied no one. The courses are still considered too abstract by those on our Commerce side; the economists, on the other hand, feel that the courses cannot cover the appropriate material.

At the same time as these problems with the requirements for Commerce students have become apparent, there has been concern on the part of economists that Economics students are not obtaining some of the potential benefits from a greater exposure to Commerce side courses. While, for example, the desirability of economists being able to read a balance sheet has often been noted, there is, in fact, no such requirement built into the programme. Similarly, in reviewing desirable objectives for the Economics curriculum, the subcommittee concluded that "a comprehensive understanding of Economics ... require a critical analysis of the behavioural concepts underlying models of rational economic behaviour of individuals and firms."

Accordingly, we propose both to increase the degree of integration of our programme at the lower levels and also to provide greater options for commerce students at the upper levels. At the lower levels, the new commerce courses

(noted above) in Organizational Behaviour and Model-building and the restructured introductory course in Accounting will be required of all majors. Thus in the lower levels, there will be identical requirements for all Economics and Commerce majors; these requirements are as follows:

Any 100-level in Economics or Commerce

Econ 200-3 Principles: Microeconomics

Econ 205-3 Principles: Macroeconomics

Comm 221-3 Introduction to Accounting

Ec/Comm 231-3 Introduction to Model-Building in Economics and
Commerce

Comm 270-3 Introduction to Organizational Behaviour and
Decision-making

At the upper levels, Commerce majors will be permitted to substitute selected alternative courses (generally in applied areas) for the core theory courses. Accordingly, the greater credit previously assigned to those upper theory courses would now be restored.

III Calendar Descriptions

A. New Courses

Ec/Comm 231-3

Econ 480-3

Comm 221-3

Comm 222-3

Comm 270-3

Comm 30~~7~~-3

Comm 32~~0~~-3

Comm 32~~4~~-3

Comm 347-~~3~~

Comm 403-3

Comm 421-3

Comm 472-3

Comm 477-3

Comm 489-3

III Calendar Descriptions

B. Changes in Course Descriptions and Prerequisites

1. p. 102 Econ 481-5 Labour Economics

From: 481-5 to 381-5

From: prerequisites of Econ 302-3 and 304-3 and Econ/Com 280-3

To: prerequisites of Econ/Comm 280-3 or permission of instructor.

Rationale: Prerequisites of 307 and 305 not considered necessary and course renumbered accordingly.

2. p. 103 Comm 313-3 Business Finance

From: 313-3 to 312-4

From: prerequisite of Comm 223-5

To: prerequisite of Comm 221-3

New Description: Role and Function of financial managers, risk vs. profitability, financial analysis, valuation and capital budgeting, management of current assets, planning the financial structure, sources of short-term and long-term capital.

Rationale: Reorganization of finance sequence. Additional course material.

3. p. 99 Econ 302-3 Intermediate Microeconomic Theory

From: 302-3

To: 301-5

Rationale: Inclusion of additional course material (see discussion above).

4. p. 99 Econ 304-3 Intermediate Macroeconomic Theory

From: 304-3

To: 305-5

Rationale: Inclusion of additional course material (see discussion above).

5. p. 100, 104 Econ 332-3, Comm 332-3 Elementary Economic and Business Statistics I

From: prerequisite: B.C. Grade 12 or equivalent and Econ 200-3 or Econ 205-3

To: prerequisite: Econ/Comm 231-3 and Econ 200-3 or Econ 205-3

6. p. 104 Comm 345-5 Promotion Management

From: 345-5 to 348-4

Rationale: Adjustment of course credit in accordance with course load.

7. p. 106 Comm 443-3 Marketing Research

From: 443-3 to 44~~3~~-4

From: prerequisite: Comm 343-3

To: prerequisite: Comm 343-3, Ec/Comm 332-3

corequisite: Econ/Comm 333-3

Rationale: Adjustment of course credit in accordance with course load.

8. p. 100 Econ 363-5 Economics of Natural Resources

From: 363-5 to 36~~3~~-4

Rationale: Adjustment of course credit in accordance with course load.

9. p. 104 Comm 371-3 Organization Theory

From: no prerequisite

To: prerequisite: Comm 270-3

Rationale: new course in an appropriate prerequisite.

10. p. 105 Comm 413-3 Financial Management

From: prerequisite: Comm 313-3

To: prerequisite: Comm 31~~3~~-4 and Ec/Comm 333-3

New Course Description: Advanced problems of financial management: capital budgeting under uncertainty, introduction to portfolio analysis and the capital asset pricing model, leverage and the cost of capital, financing strategies, dividend policy, mergers and consolidation.

Rationale: Reorganization of finance sequence.

11. p. 103 Comm 324-3 Managerial Accounting I

From: Prerequisite: Comm 223-5

To: Prerequisite: Comm 222-3

Rationale: Change in accounting course sequence.

III C. Deletion of Courses

p. 103 - Comm 203-3 Fundamentals of Business

Rationale: As noted above, the new curriculum approach emphasizes as an introduction the development of approaches and techniques common to study of all functional areas in commerce.

p. 103 - Comm 223-5 Introductory Accounting

Rationale: Course is replaced by an introductory course required of all majors and appropriate for non-majors and also a course emphasizing structure and methods.

p. 103 - Comm 322-3 Intermediate Financial Accounting

Rationale: Course is replaced as part of the restructuring of the upper-level accounting sequence.

Note: Commerce 423-5 Advanced Accounting will be phased out of the programme and deleted from the 1977-8 calendar.

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Econ/Comm 231-3 Introduction to Model Building in Economics and Commerce

Introduction of students to the task of forming explicit quantitative models as they are used in Economics and Commerce. Consideration is given to an elementary understanding of quantification and to a familiarity with the types and sources of data available to Economics and Commerce students. Emphasis is on developing the skills needed in empirical model building. (Lecture/Tutorial)

Prerequisite: B.C. Grade 12 Math or Math 100 and any 100-level Economics or Commerce course.

Econ 480-3 Seminar in Employment and Social Security Policy

Seminar focussing on public policy as it relates to employment and income security. Special emphasis will vary from term to term, but may include such topics as examination of current manpower, welfare and public insurance programs, labour legislation, and private institutional practices (such as union-management pension arrangements) that may affect income security. (Seminar)

Prerequisite: Econ 301-5 and 305-5, or Econ 381-5.

Commerce 221-3 Introduction to Accounting

A survey course designed to give students some familiarity with financial statements as the output from the accounting process, with an emphasis on terminology, relationships and interpretation. Conventional financial statements (including national income accounts) and their limitations as well as potential different statements on different measurement bases will be covered. (Lecture/Tutorial)

Students may not receive credit for both this course and the former Comm 223-5.

Commerce 222-3 Accounting: Structure and Methods

Basic course for students planning further course work in accounting. Deals primarily with the selection of inputs to the accounting system and the basic accounting processing of data. (Lecture/Tutorial)

Prerequisite:

Comm 221-3, or it may be taken concurrently

Students may not receive credit for both this course and the former Comm 223-5.

Commerce 270-3 Introduction to Organizational Behaviour and Decision-Making

Introduction to basic behavioural concepts pertinent to an understanding of the business organization. Attention will be directed to the resource allocation process together with an elaboration of models describing rational and subjectively rational (behavioural) decision-making processes. (Lecture/Tutorial)

Prerequisite: Any 100-~~series~~^{division} economics or commerce course.

Commerce 307-3 Managerial Economics

Emphasis is upon the relevance of economic models to business decision-making and, in particular, upon the rational analysis of choice alternatives within the firm. Course will include consideration of optimizing techniques and analysis of risk, demand, production and profit in addition to examination of long-term investment decisions and business forecasting. (Lecture/Tutorial)

Prerequisite: Econ 200-3, Econ 205-3, Econ/Comm 231-3.

Commerce 320-3 Financial Accounting: Assets

In depth coverage of the accounting methods, problems and limitations associated with assets. Alternative valuation bases will be emphasized and illustrated together with the impact on income. Integration of theory and practice in relation to the treatment of assets. (Lecture/Tutorial)

Prerequisite: Comm 222-3 or permission of the *department*.

Students may not receive credit for both this course and the former Comm 322-3.

Commerce 320-3 Financial Accounting: Equities

In depth coverage of accounting methods, problems and limitations associated with liabilities and owners' equity. Consideration of effect of alternate valuation bases. Integration of theory and practice in relation to treatment of equities. (Lecture/Tutorial)

Prerequisite: Comm 320-3 or permission of *department*

Students may not receive credit for both this course and the former Comm 322-3.

Commerce 348-4 Buyer Behaviour

A study of the manner in which decisions are made in the market place, both by the ultimate consumer and the industrial buyer. Course will include consideration of consumer decision processes, individual and group influences and special cases such as brand loyalty and consumerism. (Lecture/Tutorial)

Prerequisite: Comm 332-3, Comm 343-3.

Commerce 403-3 Seminar in Business and Society

Advanced topics in business and society. Specific emphasis may vary and may include the evolution of the business system in Canada, foreign investment and its impact, consumerism, environmental protection, business ideologies, etc. (Seminar)

Prerequisite: Completion of 90 credit hours.

Commerce 421-3 Accounting Theory

Consideration of methods by which accounting theory is developed and examination of specific models including historical costs, replacement costs, resale price and price level adjustment models. (Lecture/Tutorial)

Prerequisite: Comm 321-3 or permission of the *department*

Students may not receive credit for both this course and the former Comm 423-5.

Commerce 472-3 Seminar in Organizational Behaviour

Advanced topics in organizational behaviour. Specific emphasis may vary, but general content will extend basic theories and problem descriptions covered in Comm 371 and Comm 387 and will include advanced organizational theory and special topics in personnel. (Seminar)

Prerequisite: Comm 371 or Comm 387.

Commerce 477-3 Seminar in Small Business Administration

Emphasis may vary but may include in any given semester consideration of small business in the Canadian economy, career comparisons in small and large businesses, evaluation of new ventures, organization, capitalization, planning, marketing and financial management. (Seminar)

Prerequisite: Commerce major and completion of 90 credit hours.

Commerce 489-3 Small Groups and Organizations

A cognitive, intellectual examination of the theories of small group behaviour and their empirical relevance for an understanding of organizational behaviour. (Seminar)

Prerequisite: Comm 371 or Comm 387.

COURSE
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CHANGES REQUESTED FOR 1975-76 CALENDAR

1974-75 CALENDAR

Programs of Study

ECONOMICS AND COMMERCE

(COMM). Students may elect to take a major or honours in either subject area or jointly in both. Students interested in a joint major or joint honours degree combining economics or commerce with some other discipline should consult the Department. A common basic core is prescribed for all students in the Department. The common core for lower division (100 and 200 divisions) students is set out on page 63. In the upper division (300 and 400 divisions) only ECON 302, 304, ECON/COMM 332 and 333 are prescribed for all students majoring or honours in the Department. Other upper division requirements are listed on page 65-68 for various programs in the Department.

All students taking a major or honours in economics or commerce must complete the basic course work in statistics (ECON/COMM 332-3 and 333-3). In addition, the Department offers more advanced courses in statistics and other "quantitative methods" (ECON 435-5 and COMM 436-5) on an optional basis. Students wishing to take the latter courses must have a preparation in mathematics equivalent to MATH 150-3 or 151-3. CMPT 100-3 is also recommended. In view of the increasing importance that the practical applications of quantitative methods have gained in the fields of economics and commerce, students with adequate aptitude in mathematics are encouraged to take these courses.

In conjunction with a major in economics or commerce, students may find it useful to select a minor in mathematics, geography, political science, sociology, history, Canadian Studies, or biological sciences. Students desiring such a minor program should contact both the Departments involved.

The commerce program of the Department emphasizes the value of a broadly based education. For this reason it has been structured as part of a liberal arts program leading to a B.A. degree. A solid core of economics courses is included in the curriculum to give the commerce graduate an adequate appreciation of the position of the business firm in the national and international economy. Basic instruction is provided in all the major functional areas of business studies. The Department encourages commerce students to undertake "in-service" training with a business firm for one semester each year. The intention is that commerce students on graduation should be equipped with a measure of practical business experience in addition to a well-rounded education.

The University's trimester system offers a special opportunity to students who wish to follow a career in accounting. By pursuing their university studies in the summer and fall semesters, they may be available for employment with a firm of chartered accountants each year during the spring semester. This is the period of peak activity in accounting practice, when firms are seeking additional help. Interested students should check with the office of the Institute of Chartered Accountants of British Columbia before embarking on an intermittent work-study program.

The Department has an arrangement with the Institute of Canadian Bankers that recognizes specific course work undertaken in the Department as qualification towards the designation of Fellow of the Institute of Canadian Bankers. Students in the Institute's personal development program may register in the Department's courses on a part-time basis. Selected banking students are sponsored by their banks for full-time degree study at the University.

The Department offers courses in economics (ECON), courses in commerce (COMM), and courses that are classified under both these areas of study (ECON/COMM). Students may elect to take a major or honours in either subject area or jointly in both. Students interested in a joint major or joint honours degree combining economics or commerce with some other discipline should consult the Department. In conjunction with a major in economics or commerce, students may find it useful to select a minor in mathematics, geography, political science, sociology, history, Canadian Studies, or biological sciences. Students desiring such a major/minor program should contact both the Departments involved.

A common basic core is prescribed for all students in the Department at the lower levels (100 and 200 divisions). These core courses (set out on page 63) are intended to provide both economics and commerce students with the basis for further work in any area of the Department. In addition, the Department encourages students to fulfill faculty requirements outside economics and commerce early in their program and to obtain a broadly-based background before entering upper level courses (after 60 hours of credit). In the upper divisions students may select a program of study within the Department in accordance with their own particular interests subject to the requirements shown on page 65.

All students taking a major or honours in economics or commerce must complete the basic course work in statistics (ECON/COMM 332-3 and 333-3). In addition, the Department offers more advanced courses in statistics and other "quantitative methods" (ECON 435-5 and COMM 436-5) on an optional basis. Students wishing to take the latter courses must have a preparation in mathematics equivalent to MATH 150-3 or 151-3. CMPT 100-3 is also recommended. In view of the increasing importance that the practical applications of quantitative methods have gained in the fields of economics and commerce, students with adequate aptitude in mathematics are encouraged to take these courses.

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COURSE
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CHANGES REQUESTED FOR '975-76 CALENDAR

1974-75 CALENDAR

The Department has an arrangement with the Institute of Canadian Bankers that recognizes specific course work undertaken in the Department as qualification towards the designation of Fellow of the Institute of Canadian Bankers. Students in the Institute's professional development program may register in the Department's courses on a part-time basis. Selected banking students may be sponsored by their banks for full-time degree study at the University.

Graduate Programs

The Department offers graduate work leading to the degrees of M.A., Ph.D. in Economics, and M.B.A. (Master of Business Administration) in Commerce. Details of these programs can be found in the University's Graduate Calendar.

Languages Other than English

Most graduate schools require some proficiency in one or two languages other than English. Those who contemplate graduate studies in economics and commerce are advised to include language courses other than English in their programs.

Overall Requirements for Majors, Minors and Honours

All majors and honours students must meet the requirements for the B.A. degree in either the General or Honours Program under the Faculty of Arts regulations as described on pages 79-86 of the Calendar. Students wishing to minor in Economics or Commerce will be required to take a selection of lower level courses in the Department and a minimum of 15 hours in upper level courses. Individual programs must be developed with the approval of the Chairman of the Undergraduate Program in Economics and Commerce.

A. LOWER DIVISION WORK

Following are the lower ~~level~~ ^{division} requirements for the various degree programs:

Majors

- Math 100 (if S.C. Grade 12 Math has not been completed)
- Any 100-level course in Economics and Commerce
- Econ 200
- Econ 205
- Comm 221
- Econ/Comm 231
- Comm 270

Honours Ec/Comm also requires Math 150 or 151

Honours Economics also requires Math 150 or 151 and Econ 150 and 152 (or Econ 351 or 353 may be taken in the upper levels).

Graduate Programs

The Department offers graduate work leading to the degrees of M.A., Ph.D. in Economics, and M.B.A. (Master of Business Administration) in Commerce. Details of these programs can be found in the University's Graduate Calendar.

Languages Other than English

Most graduate schools require some proficiency in one or two languages other than English. Those who contemplate graduate studies in economics and commerce are advised to include language courses other than English in their programs.

Overall Requirements for Majors, Minors and Honours

All major and honours students must meet both the lower level and upper level requirements for the B.A. degree in either the General or Honours Program under the Faculty of Arts regulations as described on pages 79-86 of the Calendar. All economics majors and honours must take at least one commerce course in addition to the Economics requirements.

A. LOWER DIVISION WORK (Normally taken in Lower Levels)

Following are the lower level requirements for the various degree programs:

Majors		Honours	
MATH 100 (if B.C. Grade 12 Math has not been completed)	MATH 100 (if B.C. Grade 12 Math has not been completed)	MATH 100 (if B.C. Grade 12 Math has not been completed)	MATH 100 (if B.C. Grade 12 Math has not been completed)
A 100-level Economics or Commerce Course	A 100-level Economics or Commerce Course	A 100-level Economics or Commerce Course	A 100-level Economics or Commerce Course
ECON 200	ECON 200	ECON 200	ECON 200
ECON 205	ECON 205	ECON 205	ECON 205
Comm 221	Comm 221	Comm 221	Comm 221
Econ/Comm 231	Econ/Comm 231	Econ/Comm 231	Econ/Comm 231
Comm 270	Comm 270	Comm 270	Comm 270

Honours Economics also requires: Econ 150 and Math 150 or 151
Honours Ec/Comm also requires: Econ 150 and Math 150 or 151
Honours Ec/Comm also requires: Econ 150 and Math 150 or 151
Honours Ec/Comm also requires: Econ 150 and Math 150 or 151

Major and honours students will not be permitted to take more than eight hours of the Department's Upper Division courses (courses numbered 300 and 400) during their first 60 hours.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Economics & Commerce

Abbreviation Code: Econ/Comm Course Number: 231 Credit Hours: 3 Vector: 2-1-0

Title of Course: Introduction to Model Building in Economics and Commerce

Calendar Description of Course:

Introduction of students to the task of forming explicit quantitative models as they are used in economics and commerce. Consideration is given to an elementary understanding of quantification and to a familiarity with the types and sources of data available to economics and commerce students. Emphasis is on developing the skills needed in empirical model building.

Nature of Course Lecture/Tutorial

Prerequisites (or special instructions):

B.C. Grade 12 Math or Math 100 and any 100-level economics or commerce course.

What course (courses), if any, is being dropped from the calendar if this course is approved: None

2. Scheduling

How frequently will the course be offered? 2/3 times per year

Semester in which the course will first be offered? Fall '76

Which of your present faculty would be available to make the proposed offering possible?

Boland, Christensen, Schoner

Objectives of the Course

This course will prepare students to apply basic quantitative thinking to problems in economics and commerce. The progression is from (1) perception of reality, (2) models of that perception, (3) analysis of models, and (4) decision making implications. The emphasis is not on the mathematics, but on the use of mathematics.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty Additional faculty

Staff None

Library None

Audio Visual None

Space None

Equipment None

5. Approval

Date: October 27/75

Oct 30/75
WAS Smith

[Signature]
Department Chairman

[Signature]
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).✓

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Econ/Comm 231-3

TITLE: Introduction to Model Building in Economics and Commerce

Week Part ONE

- 1 The Elementary Nature of Logic
- 2 Quantification
- 3 Confirming Evidence
- 4 Refuting Evidence and testing

Part TWO

- 5 Survey data and Governmental "Statistics"
- 6 Sampling data
- 7 Experimental data

Part THREE

- 8-9 Models for testing hypothesis
- 10-11 Models for explanation of observable phenomena
- 12-13 Models for policy recommendations

Text - material to be taken from such books as:

Doby, An Introduction to Social Research
Nemmers and Myers, Business Research
Forcese and Richer, Social Research Methods
Rigby, Conceptual Foundations of Business Research
Ackoff, Scientific Method
Kaplan, The Conduct of Inquiry
Simon, Basic Research Methods in Social Science
Diesing, Patterns of Discovery in the Social Sciences
Quine, Elementary Logic

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

CHANGE OF COURSE NUMBER
AND CREDIT HOURS ONLY

COURSE PROPOSAL FORM

1. Calendar Information

Department: ECONOMICS AND COMMERCE

Abbreviation Code: ECON Course Number: 302 Credit Hours: 5 Vector: 3-2-0

Title of Course: INTERMEDIATE MICROECONOMIC THEORY

Calendar Description of Course:

A study of the main principles and techniques of economic analysis in their application to modern theories of price, production, distribution, and the theory of the firm.

(Lecture/Tutorial)

Prerequisite: ECON 200-3

Students may not receive credit for both this course and the former ~~ECON 302-3~~ ECON 302-3

Nature of Course

Prerequisites (or special instructions):

What course (courses), if any, is being dropped from the calendar if this course is approved: ECON 302-3

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible?

3. Objectives of the Course

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: Nov 4/75 Nov 4/75

Department Chairman

Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

Oct. 1973

SENATE COMMITTEE ON UNDERGRADUATE STUDIES CHANGE OF COURSE NUMBER
AND CREDITS ONLY
NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: ECONOMICS AND COMMERCE

Abbreviation Code: ECON Course Number: 305 Credit Hours: 5 Vector: 3-2-0

Title of Course: INTERMEDIATE MACROECONOMIC THEORY

Calendar Description of Course:

Concepts and methods of analysis of macroeconomic variables — consumption, investment, government and foreign trade. Classical and Keynesian models compared; analysis of economics statics and dynamics. (Lecture/Tutorial)

Prerequisite: ECON 205-3

Students may not receive credit for both this course and the former ~~ECON 304-3~~ ECON 304-3

Nature of Course

Prerequisites (or special instructions):

What course (courses), if any, is being dropped from the calendar if this course is approved: ECON 304-3

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible?

3. Objectives of the Course

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: Nov 4/75 Nov 4/75

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

SCUS 73-34b:— (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

Oct. 1973

COURSE PROPOSAL FORM

Department: ECONOMICS AND COMMERCE

Abbreviation Code: ECON Course Number: 362 Credit Hours: 4 Vector: 2-2-0

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

COURSE PROPOSAL FORM

NEW NUMBER
PRE-REQUISITE
CHANGE ONLY.

1. Calendar Information

Department: D.E.C.

Abbreviation Code: ECON Course Number: 381 Credit Hours: 5 Vector: 3-2-0

Title of Course: Labor Economics

Calendar Description of Course:

Analysis of the economics of the labor market with particular emphasis on wage determination, the concept of full-employment, and manpower policies.

(Lecture/Tutorial)

Nature of Course

Prerequisites (or special instructions):

Prerequisites of Econ/Comm 280-3 or permission of department.

Students with credit for Econ 481-5 may not take this course for further credit.
What course (courses), if any, is being dropped from the calendar if this course is approved: ECON 481-5.

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible?

3. Objectives of the Course

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: Oct 30 1975

B. Schuman

per S. J. Roberts

Department Chairman

Date: Oct 30 1975

W. H. Smith

per S. J. Roberts

Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

Oct. 1973

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Economics & Commerce

Abbreviation Code: ECON Course Number: 480 Credit Hours: 3 Vector: 0-3-0

Title of Course: Seminar in Employment and Social Security Policy

Calendar Description of Course:

Seminar focussing on public policy as it relates to employment and income security. Special emphasis will vary from term to term, but may include such topics as examinations of current manpower, welfare and public insurance programs, labour legislation, and private institutional practices (such as union-management pension arrangements) that may affect income security.

Nature of Course

Prerequisites (or ^{Seminar} special instructions):

Given ECON 381-5 or both of 301-5 and 305-5

What course (courses), if any, is being dropped from the calendar if this course is approved: None

2. Scheduling

How frequently will the course be offered? once per year

Semester in which the course will first be offered? 77-1

Which of your present faculty would be available to make the proposed offering possible?

Christensen, Maki, Strand

Objectives of the Course

To fill gap in program. This course has previously been given as a Selected Topics course and it was well received.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None

Staff None

Library None

Audio Visual None

Space None

Equipment None

5. Approval

Date: October 27/75

Oct 30/75

[Signature]

Department Chairman

WAS Smith
ms. R. R. R.

Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline). ✓

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Economics 480-3

TITLE: Seminar in Employment and Social Security Policy

While the specific emphasis may vary from term to term, this course will focus on public policy as it relates to employment and income security. Specific topics may include a survey and critique of current manpower, welfare, and public insurance programs (i.e., social insurance and unemployment insurance); examination of other public policies that may affect income security (such as labour legislation, minimum wages, public tax and expenditure decisions); and examination of private institutional practices that may affect income security (such as union-management arrangements).

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Economics & Commerce

Abbreviation Code: Comm Course Number: 221 Credit Hours: 3 Vector: 2-1-0

Title of Course: Introduction to Accounting

Calendar Description of Course:

A survey course designed to give students some familiarity with financial statements as the output from the accounting process, with an emphasis on terminology, relationships and interpretation. Conventional financial statements (including national income accounts) and their limitations as well as potential different statements on different measurement bases will be covered.

Nature of Course Lecture/Tutorial

Prerequisites (or special instructions):

Students may not receive credit for both this course and the former Comm 223-5.

What course (courses), if any, is being dropped from the calendar if this course is approved: Comm 223-5 (see attached rationale)

2. Scheduling

How frequently will the course be offered? each semester

Semester in which the course will first be offered? 76-3

Which of your present faculty would be available to make the proposed offering possible?

D. McDonald, A. Guthrie, T. Var

3. Objectives of the Course

A survey course designed to give the student some familiarity with financial statements as the output from the accounting process. The emphasis will be on terminology, relationships, and interpretation. Any reference to the process of data accumulation will be minimal. Present financial statements and their limitations as well as potential different statements on different measurement bases will be covered.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty Additional faculty

Staff None

Library None

Audio Visual None

Space None

Equipment None

5. Approval

Date: October 27 /75

Oct 30 /75

[Signature]
Department Chairman

WASSMITH
Mc S. Roberts
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).✓

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Comm 221-3

TITLE: Introduction to Accounting

Objective:

A survey course designed to give the student some familiarity with financial statements as the output from the accounting process. The emphasis will be on terminology, relationships, and interpretation. Any reference to the process of data accumulation will be minimal. Present financial statements and their limitations as well as potential different statements on different measurement bases will be covered.

Topics: Brief history of accounting.

Nature and purpose of accounting -- related to historical development of societal needs.

Terminology.

Financial Statements -- form, content (Balance Sheet, Income Statement, and Statement of Changes in Financial Position). Emphasis on wealth and income.

Basic Accounting Theory -- present, potential and mechanics of change.

Valuation Bases, cost, amortized cost, market, discounted present value.

Analysis, interpretation and limitations of financial reports.

Income Tax -- brief introduction to distinction between income and taxable income.

Possible Texts:

Bruns, Introduction to Accounting

May, Mueller and Smith, A New Introduction to Accounting.

Perhaps develop our own selecting readings -- preferably from Canadian sources.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Economics & Commerce

Abbreviation Code: COMM Course Number: 222 Credit Hours: 3 Vector: 2-1-0

Title of Course: Accounting: Structure and Methods

Calendar Description of Course:

Basic course for students planning further course work in accounting. Deals primarily with the selection of inputs to the accounting system and the basic accounting processing of data.

Nature of Course Lecture/Tutorial

Prerequisites (or special instructions):

Comm 221-3 ^{or it may be taken concurrently.} (Students may not receive credit for both this course and the former Comm 223-5)

What course (courses), if any, is being dropped from the calendar if this course is approved:

Comm 223-5 (see attached rationale)

2. Scheduling

How frequently will the course be offered? Each semester

Semester in which the course will first be offered? 76-3

Which of your present faculty would be available to make the proposed offering possible?

D. McDonald, A. Guthrie, T. Var, P. Wooley

3. Objectives of the Course

The basic tool kit for those planning further course work in accounting. Deals primarily with the selection of inputs to the accounting system and the basic accounting processing of data.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty	Additional faculty
Staff	None
Library	None
Audio Visual	None
Space	None
Equipment	None

5. Approval

Date: October 27/75 Oct 30/75

WASSmith
Department Chairman

per S. Roberts.
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline) ✓

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Comm. 223-3

TITLE: Accounting: Structure and Methods

Objective: The basic tool kit for those planning further course work in accounting. Deals primarily with the selection of inputs to the accounting system and the basic accounting processing of data.

Co-requisites: Introduction to Accounting

Topics: Basic Bookkeeping.
The Accounting Role.
Specialized processing techniques manual, mechanical, and electronic.
Search for and evaluation of historical cost information leading to historical cost financial statements.
Search for and evaluation of market price information leading to current value financial statements.
Search for and evaluation of discounted present value information leading to discounted present value financial statements.
Search for and evaluation of price level changes leading to price level adjusted financial statements.
From and presentation of financial reports and of historical summaries.

Instructional methods should include programmed texts, computer assisted instructions.

Possible Texts: Johnson, Gentry, and Mitchell, Principles of Accounting,
(Canadian edition)
Pyle, White and Zin, Fundamental Accounting Principles,
(Canadian edition)

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Economics & Commerce

Abbreviation Code: Comm Course Number: 270 Credit Hours: 3 Vector: 2-1-0

Title of Course: Organizational Behaviour and Decision-making

Calendar Description of Course: Introduction to basic behavioural concepts pertinent to an understanding of the business organization. Attention will be directed to the resource allocation process together with an elaboration of models describing rational and subjectively rational (behavioural) decision-making processes.

Nature of Course Lecture and Tutorial

Prerequisites (or special instructions):

Any 100 division economics or commerce course

What course (courses), if any, is being dropped from the calendar if this course is approved:

None

2. Scheduling

How frequently will the course be offered? probably once per semester

Semester in which the course will first be offered? Fall 1976 (?)

Which of your present faculty would be available to make the proposed offering possible? Hoyt, Pinfield, Farquhar, Beynon and Silcox

3. Objectives of the Course

To provide broad background for students wishing to take Comm 371 (Organization Theory) and Comm 387 (Personnel Management). To provide all Ec/Comm students with an appreciation and understanding of resource allocation and decision-making processes in organizations. (See detail)

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None

Staff None

Library None

Audio Visual None

Space None

Equipment None

5. Approval

Date: October 27/75

Oct. 30/75

W.A.S. Smith
per S. Roberts
Department Chairman

W.A.S. Smith
per S. Roberts
Dean

Chairman, SCUS

COURSE OUTLINE

Course: Commerce 270

Title: Introduction to Organizational
Behaviour and Decision-Making

Purpose: To acquaint student with some basic behavioural concepts pertinent
to an understanding of the business organization.

1. Industrialization, The Firm and the Organization of the Business Enterprise

- 1. The impact of industrialization)
- 2. Occupational mobility) See Shepard
- 3. Bureaucracy as vehicle of industrialization)

2. Historical development of views of man as actor in organization and as
manager and entrepreneur

- 1. Taylor, Galbreth, Mayo, Urwick, ..., Bentham? Others?

3. Rational models of resource allocation and decision-making

- 1. Quick overview of micro-theory and assumptions

4. Alternative views of rational man

1. Some behavioural concepts

- reinforcement theory
- perception/problem-solving/cognition
- motivation of workers and managers
- communication/persuasion
- conformity/group pressure/social processes

2. Implications for 'rational' models of decision-making and resource-allocation

- maximization and satisficing
- aspiration-level theory
- informational and organizational effects on decisions (noise, structure)
- effects of environment and culture on political coalitions, organiza-
tional goals, uncertainty avoidance, etc.

Possible text: Organizational Issues in Industrial Society, Jon Shepard (ed)

Other sources: A Behavioural Theory of the Firm - Cyert and March
Theories of Business Behaviour - McGuire
Organizational Decision-Making - Alexis and Wilson
Organizational Decision-Making - Shull, Delbecq, Commings
Decision-Making - Ward Edwards

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Econ. and Comm.

Abbreviation Code: COMM Course Number: 307 Credit Hours: 3 Vector: 2-1-0

Title of Course: Managerial Economics

Calendar Description of Course:

Emphasis is upon the relevance of economic models to business decision-making and, in particular, upon the rational analysis of choice alternatives within the firm. Course will include consideration of optimizing techniques and analysis of risk, demand, production and profit in addition to examination of long-term investment decisions and business forecasting.

Nature of Course
(Lecture/Tutorial)

Prerequisites (or special instructions):

Econ 200-3, Econ 205-3, Econ/Comm 231-3

What course (courses), if any, is being dropped from the calendar if this course is approved: None

2. Scheduling

How frequently will the course be offered? 2/3 times each year

Semester in which the course will first be offered? 76-3

Which of your present faculty would be available to make the proposed offering possible? J. Herzog, P. Cheng

3. Objectives of the Course

The purpose of this course would be to direct the student's attention to the relevance of economic models in business decision-making. This would require that students (a) develop an understanding of basic economic method and (b) learn how to use economics as a vehicle for analysing business problems.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty Additional Faculty

Staff None

Library "

Audio Visual "

Space "

Equipment "

5. Approval

Date: October 27/75 Oct. 30/75

[Signature]
Department Chairman

W A S. Smith.
per S. Roberts
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline). ✓

Oct. '73

COMMERCE 307-3
MANAGERIAL ECONOMICS

J.P. Herzog

Proposed Course Description &
Topical Outline

Purpose

This purpose of this course would be to direct the student's attention to the relevance of economic models in business decision-making. This would require that students (a) develop an understanding of basic economic method and (b) learn how to use economics as a vehicle for analysing business problems.

Level and Prerequisites

Since the purpose is to teach the relevance of economic models in business decision-making, these models will be simplified to whatever extent is possible. There will be no attempt to train economic technicians or theoreticians. Nevertheless, some technique and some theory is unavoidable if decisions are to be examined in a general, rather than anecdotal, context.

It is recommended, therefore, that the course be considered a replacement for the no-longer-required Economics 302. In order to strip away excess verbiage and achieve a modicum of rigour, it is further recommended that the new quantitative course (if it includes some calculus, algebra, and mathematical statistics) be a prerequisite. Further, to insure that students have at least a minimum working vocabulary of economic terms and at least a rudimentary grasp of economic method, Economics 200 and 205 should likewise be prerequisites. It would also be desirable, though not necessary, for students to have taken Commerce 223.

Textbooks:

I have not been able to locate adequate Canadian texts or case material. I would recommend, therefore, that a book like Brigham, E.F. and Pappas, J.L., Managerial Economics or Spencer, M.H., Seo, K.K. and Simkin, M.G., Managerial Economics (4th Ed.) be adopted. The topical outline which follows conforms rather closely to the approach used in both of those texts.

Rationale

It seems to me (and others) that an undergraduate program in Commerce which requires only Economics 200 and 205 on the economics side runs a considerable risk of turning out graduates who's understanding of the process of resource allocation within organizations is wholly inadequate. While Economics 302 had many shortcomings from the point of view of Commerce majors, it did have the virtue of getting them thinking about that process. I don't pretend that rational analysis of choice alternatives is the only approach to the study of business, but it is hard for me to imagine how an accountant (as opposed to a bookkeeper), functional specialist (finance, production, marketing), management scientist, or industrial relations expert could understand his job well without understanding economic choice. To ignore this part of the study would seem to me to deprive the student of any coherent choice framework.

Topical Outline

- I. Method and Optimizing Techniques
- II. Risk Analysis
- III. Demand Theory and Analysis
- IV. Demand Estimation
- V. Production Analysis
- VI. Cost Theory and Analysis
- VII. Profit Analysis
- VIII. Market Structure and Pricing Practices
- IX. Long-Term Investment Decisions
- X. The Cost of Capital and Financing Decisions
- XI. Business Forecasting
- XII. Externalities and Social Responsibility

COURSE PROPOSAL FORM

HOURS AND DESCRIPTION

1. Calendar InformationDepartment: Economics and CommerceAbbreviation Code: COMM Course Number: 312 Credit Hours: 4 Vector: 2-2-0Title of Course: BUSINESS FINANCE

Calendar Description of Course:

Role and Function of financial managers, risk vs. profitability, financial analysis, valuation and capital budgeting, management of current assets, planning the financial structure, sources of short-term and long-term capital.

Nature of Course

Prerequisites (or special instructions):

Students with credit for COMM 313-3 may not take this course for further credit.

What course (courses), if any, is being dropped from the calendar if this course is approved: COMM 313-3

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible?

3. Objectives of the Course4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. ApprovalDate: Nov 4/75 Nov 4/75 _____Department ChairmanDeanChairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Econ. and Comm.

Abbreviation Code: COMM Course Number: 32D Credit Hours: 3 Vector: 2-1-0

Title of Course: Financial Accounting: Assets

Calendar Description of Course:

In depth coverage of the accounting methods, problems and limitations associated with assets. Alternative valuation bases will be emphasized and illustrated together with the impact on income. Integration of theory and practice in relation to the treatment of assets.

Nature of Course (Lecture/Tutorial)

Prerequisites (or special instructions):

Comm 222-3 or permission of the department.

Students may not receive credit for both this course and the former Comm 322-3.

What course (courses), if any, is being dropped from the calendar if this course is approved: Comm 322-3

2. Scheduling

How frequently will the course be offered? 2/3 times per year

Semester in which the course will first be offered? 76-3

Which of your present faculty would be available to make the proposed offering possible? D. McDonald, T. Var

3. Objectives of the Course

In depth coverage of the accounting methods, problems and limitations associated with assets. Rather than deal with assets at introductory intermediate and advanced level do it this once and do it thoroughly. In all cases alternative valuation bases will be emphasized and illustrated together with the impact on income. Where appropriate, impact on determination of taxable income will be discussed, theory and practice will be integrated.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty Additional faculty

Staff None

Library "

Audio Visual "

Space "

Equipment "

5. Approval

Date: October 27/75

M. A. Webb
Department Chairman

W. A. Smith
per S. Roberts
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).✓

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Comm. 320-3

TITLE: Financial Accounting: Assets

Objective:

In depth coverage of the accounting methods, problems and limitations associated with assets. Rather than deal with assets at introductory intermediate and advanced level do it this once and do it thoroughly. In all cases alternative valuation bases will be emphasized and illustrated together with the impact on income. Where appropriate, impact on determination of taxable income will be discussed, theory and practice will be integrated.

Pre-Requisite:

Accounting Structure and Methods (or permission)

Contents:

Cash
Receivables
Inventory
Short term investments) To be left for Financial Accounting:
Long term investments) Equities as some are reciprocal of
liabilities and also leads on directly
to consolidations.
Fixed assets
Intangibles

Possible Texts:

a standard intermediate accounting text (preferably a
Canadian edition)
Skinner, Accounting Principles

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Econ. and Comm.

Abbreviation Code: COMM Course Number: 321 Credit Hours: 3 Vector: 2-1-0

Title of Course: Financial Accounting: Equities

Calendar Description of Course:

In depth coverage of accounting methods, problems and limitations associated with liabilities and owners' equity. Consideration of effect of alternate valuation bases. Integration of theory and practice in relation to treatment of equities.

Nature of Course (Lecture/Tutorial)

Prerequisites (or special instructions):

Comm 320-3 or permission of department

Students may not receive credit for both this course and the former Comm 322-3.

What course (courses), if any, is being dropped from the calendar if this course is approved: Comm 322-3

2. Scheduling

How frequently will the course be offered? 2/3 times per year

Semester in which the course will first be offered? 76-1

Which of your present faculty would be available to make the proposed offering possible? D. McDonald, T. Var

3. Objectives of the Course

As for Financial Accounting: Assets but deals with equities (liabilities and owners' equity).

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty Additional faculty

Staff None

Library "

Audio Visual "

Space "

Equipment "

5. Approval

Date: October 27 /75

[Signature]

Department Chairman

Oct 30 /75

[Signature]
[Signature]

Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline). ✓

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Comm. 32 1-3

TITLE: Financial Accounting: Equities

Objective:

As for Financial Accounting: Assets but deals with equities (liabilities and owners' equity).

Pre-requisite:

Financial Accounting: Assets (or permission)

Contents:

Trade payables
Other current payables including those arising from payroll
Long term debt
Deferred income tax
Shareholder's equity
Investments as assets
Consolidated financial statements

Possible texts:

a standard intermediate text and a standard advanced text
Skinner, Accounting Principles

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Econ. and Comm.

Abbreviation Code: COMM Course Number: 347 Credit Hours: 3 Vector: 2-1-0

Title of Course: Buyer Behaviour

Calendar Description of Course:

A study of the manner in which decisions are made in the market place, both by the ultimate consumer and the industrial buyer. Course will include consideration of consumer decision processes, individual and group influences and special cases such as brand loyalty and consumerism.

Nature of Course (Lecture/Tutorial)

Prerequisites (or special instructions):

Comm 332-3, Comm 343-3

What course (courses), if any, is being dropped from the calendar if this course is approved: None

2. Scheduling

How frequently will the course be offered? 2 times per year

Semester in which the course will first be offered? 76-3

Which of your present faculty would be available to make the proposed offering possible? I. Andrews, G. Mauser, R. Wyckham

3. Objectives of the Course

A study of the manner in which decisions are made in the market place, both by the ultimate consumer and the industrial buyer.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None

Staff None

Library "

Audio Visual "

Space "

Equipment "

5. Approval

Date: October 27/75

M. A. LeBlond
Department Chairman

W. S. Smith
per S. Roberts
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Comm. 347-3

TITLE: Buyer Behaviour

Objective:

A study of the manner in which decisions are made in the market place, both by the ultimate consumer and the industrial buyer.

Pre-requisites:

Comm. 322, Comm. 343

Outline of Topics:

- I Consumer Decision Processes
 - A. Stages in Consumer Decisions
 - B. Comprehensive Models (e.g., Howard and Sheth)
 - C. More Specific Models (e.g., brand loyalty; information use)
- II The Nature and Influence of Individual Predispositions
 - A. Perception and Learning
 - B. Motivation and Personality
 - C. Attitude Structure and Attitude Change Theories
- III Group Influences in Consumer Decisions
 - A. Role Theory and Group Dynamics
 - B. Social Stratification (Social Class)
 - C. Cultural and Sub-Cultural Influences
- IV The Industrial Buyer
- V Special Topics
 - A. Diffusion of Innovation
 - B. Brand Loyalty
 - C. Consumerism

COURSE PROPOSAL FORM

AND NUMBER ONLY

1. Calendar InformationDepartment ECONOMICS AND COMMERCEAbbreviation Code: COMM Course Number: 348 Credit Hours: 4 Vector: 2-2-0Title of Course: PROMOTION MANAGEMENT

Calendar Description of Course: An integrative approach to the study of promotion including advertising publicity, personal selling and sales promotion; evaluation of the role promotion has in marketing and the economy; formulation and analysis of promotion goals, planning organizing and controlling; utilization of market research studies; forecasting, budgeting Nature of Course media selection; promotion institutions.

Prerequisites (or special instructions):

students with credit for Comm 345-5 may not take this course for further credit.

What course (courses), if any, is being dropped from the calendar if this course is approved: Comm 345-5

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible?

3. Objectives of the Course4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. ApprovalDate: Nov 4/75 Nov 4/75Department ChairmanDeanChairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Econ. and Comm.

Abbreviation Code: COMM Course Number: 403 Credit Hours: 3 Vector: 0-3-0

Title of Course: Seminar in Business and Society

Calendar Description of Course:

Advanced topics in business and society. Specific emphasis may vary and may include the evolution of the business system in Canada, foreign investment and its impact, consumerism, environmental protection, business ideologies, etc.

Nature of Course (Seminar)

Prerequisites (or special instructions): Completion of 90 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: None

2. Scheduling

How frequently will the course be offered? 1/2 times per year.

Semester in which the course will first be offered? 76-3

Which of your present faculty would be available to make the proposed offering possible? W. Dickson, J. Farquhar, G. Mauser, B. Schoner, R. Wyckham

3. Objectives of the Course

To fill gap in program.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty Additional faculty

Staff None

Library "

Audio Visual "

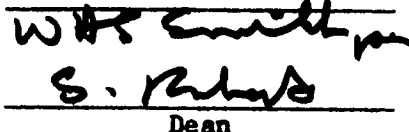
Space "

Equipment "

5. Approval

Date: Oct. 27/75


Department Chairman


Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

Oct. '73

Simon Fraser University

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Commerce 403

INSTRUCTOR:

TITLE: Seminar in Business and Society

SEMESTER:

Topics may include the evolution of the business system in Canada, foreign investment and its impact, consumerism, environmental protection, business ideologies, etc.

Pre-requisite: 90 credit hours accumulated.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Economics and Commerce

Abbreviation Code: Comm Course Number: 421 Credit Hours: 3 Vector: 2-1-0

Title of Course: Accounting Theory

Calendar Description of Course:

Consideration of methods by which accounting theory is developed and examination of specific models including historical costs, replacements costs, resale price and price level adjustment models.
(Lecture/Tutorial)

Nature of Course

Prerequisites (or special instructions): Comm 323-3 or permission of the department

Students may not receive credit for both this course and the former Comm 423-5

What course (courses), if any, is being dropped from the calendar if this course is approved: Comm 423-5

2. Scheduling

How frequently will the course be offered? 1/2 times per year

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible? D. McDonald, A. Guthrie, T. Var, B. Sigloch

3. Objectives of the Course

This will be a theory course. Throughout the Financial Accounting sequence theory will be dealt with primarily through the use of alternative valuation bases. In this course the objective will be to trace the methods by which theory is developed and to examine some specific types of models.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty	Additional faculty
Staff	None
Library	"
Audio Visual	"
Space	"
Equipment	"

5. Approval

Date: October 27/75

Oct 30/75

[Signature] WAS Smith
Department Chairman per S. Smith
Dean

Chairman, SCUS

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Comm. 421-3

TITLE: Accounting Theory

Objective:

This will be a theory course. Throughout the Financial Accounting sequence theory will be dealt with primarily through the use of alternative valuation bases. In this course the objective will be to trace the methods by which theory is developed and to examine some specific types of models.

Pre-requisite:

Financial Accounting: Equities (or permission)

Contents:

The process of theory development.
The process of change in accounting practice (emphasize Canadian practice).
The historical cost model (e.g. Ijiri).
The replacement cost model (e.g. Edwards and Bell).
The resale price model (e.g. Chambers).
Price level adjustment models.
Behavioral aspects of accounting.

Possible texts:

Hendriksen, Accounting Theory
and extensive periodical literature.

COURSE PROPOSAL FORM1. Calendar InformationDepartment: Economics and CommerceAbbreviation Code: COMM Course Number: 444 Credit Hours: 4 Vector: 2-2-0Title of Course: MARKETING RESEARCH

Calendar Description of Course:

An introduction to the identification of marketing problems, hypothesis formulation, data collection, processing and analysis; examination of secondary and primary sources of information; experimental, survey and clinical research designs; marketing, research proposals and presentation of findings; the theory and application of sampling, measurement and testing. (Lecture/Tutorial)

Nature of Course

Prerequisites (or special instructions):

Students with credit for COMM 443-3 may not take this course for further credit.

What course (courses), if any, is being dropped from the calendar if this course is approved: COMM 443-3

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible?

3. Objectives of the Course4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. ApprovalDate: Nov 4/75 Nov 4/75[Signature]
Department Chairman[Signature]
Dean[Signature]
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Economics & Commerce

Abbreviation Code: COMM Course Number: 472 Credit Hours: 3 Vector: 0-3-0

Title of Course: Seminar in Organizational Behavior

Calendar Description of Course:

Advanced topics in organizational behavior. Specific emphasis may vary depending on special interests of faculty. However, general content will extend basic theories and problem descriptions covered in Comm 371 and Comm 387 and will include advanced organization theory and special topics in Personnel.

Nature of Course Seminar

Prerequisites (or special instructions):

Comm 371-3 or Comm. 387-3

What course (courses), if any, is being dropped from the calendar if this course is approved: None

2. Scheduling

How frequently will the course be offered? Once per year

Semester in which the course will first be offered? 77-1

Which of your present faculty would be available to make the proposed offering possible?

Hoyt, Andrews, Beynon, Silcox, Cahoon, Farquhar, Rogow, Pinfield

3. Objectives of the Course

To provide an opportunity for students to advance beyond basic, survey-type knowledge of organizational behavior. It would be equivalent to Econ. 401 in its treatment of more advanced material.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty	Additional Faculty
Staff	None
Library	None
Audio Visual	None
Space	None
Equipment	None

5. Approval

Date: October 27/75

[Signature]
Department Chairman

Oct 30/75
W H S Smith
or S Pinfield
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline). ✓

Oct. '73

COMM. 472 - REPRESENTATIVE BIBLIOGRAPHY

- Hare, Paul, Handbook of Small Group Research, Free Press
1962.
- Shephard, Clovis, Small Groups, Chandler, 1964.
- Cartwright and Zander, Group Dynamics, R Peterson, Evanston
1960.
- Hare, Bogatta, Bales, Small Groups, Knoph, 1955
- Homans, The Human Group, Harcourt-Brace, 1950.
- Fiedler, Fred, A Theory of Leadership Effectiveness, McGraw
Hill, 1967.
- Krech, Crutchfield, and Ballachey, The Individual in Society,
McGraw-Hill, 1963.
- Brown, Roger, Social Psychology, Free Press, 1965.
- Bradford, Gibb & Benne, Group Theory and Laboratory Method.
- Bennis, Warren, Interpersonal Dynamics, Homewood, Dorsey
Press, 1964.
- Jones, and Gerard, Foundations of Social Psychology, Wiley,
1967.
- Secord & Bockman, Problems in Social Psychology, McGraw-
Hill, 1966.
- Stodgill, Ralph, Individual Behavior and Group Achievement,
Oxford Press, 1959.
- Schacter, Stanley, The Psychology of Affiliation, Stanford,
1959.
- Vroom, Victor, Work and Motivation, Wiley, 1964.
- Tagiuri, Rnato, Person Perception and Interpersonal Behavior,
Stanford, 1958.

- March, J. G., Handbook of Organizations, Rand McNally
- Thompson, V.A., Modern Organizations, Knopf, 1961
- Blau, P.M. and Scott, W.R., Formal Organizations, Chandler, 1961.
- Simon, H. S., Shape of Automation, Harper, 1965.
- March, J. G. & Simon, H., Organizations, Wiley, 1958.
- Simon, H., Administrative Behavior (2nd edition), MacMillan, 1957.
- Barnard, C.I., Functions of the Executive, Harvard, 1938.
- Cooper, W. et al, New Perspectives in Organization Research, Wiley, 1964.
- Crozier, M, The Bureaucratic Phenomenon, Phoenix, 1964.
- Cyert & March, The Behavioral Theory of the Firm, Prentice-Hall, 1963.
- Katz, D. & Kahn, R.L., The Social Psychology of Organizations, Wiley, 1966.
- Thompson, J.E., Approaches to Organizational Design, Pittsburgh 1966.
- Thompson, J.D., Organizations in Action, McGraw, 1967.
- Vroom, V., Methods of Organizational Research, Pittsburgh, 1967.
- Likert, R., Human Organization: Its Management and Value, McGraw, 1967.
- Rubenstein & Haberstroh, Some Theories of Organization, Irwin, 1966.
- Bennis, W., and Schein, E., Personal and Organizational Change Through Group Methods, Wiley, 1965.
- McGregor, D.M., The Human Side of Enterprise, McGraw-Hill, 1960
- Argyris, C., Organization & Innovation, Irwin, 1965.

- Burns & Stalker, Management of Innovation, Barnes & Noble, 1961.
- Lawrence, P., & Lorsch, Organization and Environment.
- Bennis, W., Benne, K. & Chum, R., The Planning of Change, Holt, Rinehart & Winston, 1967.
- Ginsberg, E & Reilly, E., Effecting Change in Large Organizations., Columbia Univ. Press, 1957.
- Likert, R., New Patterns of Management, McGraw, 1961.
- Woodward, J., Industrial Organization: Theory and Practice, Oxford Univ. Press, 1965.
- Campbell, D.T. & Stanley, J.C., Experimental and Quasi-Experimental Designs for Research, Rand-McNally, 1966.
- Webb, E.J. et al, Unobtrusive Measures, Rand-McNally, 1966.
- Zetterberg, Hans, On Theory and Verification in Sociology, Bedminster Press, 1963.
- Kerlinger, F., Foundations of Behavioral Research, Holt.
- Festinger & Katz, Research Methods in the Behavioral Social Sciences.
- Leavitt & Pondy, Readings in Managerial Psychology, University Press, 1964.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Econ. and Comm.

Abbreviation Code: COMM Course Number: 427 Credit Hours: 3 Vector: 0-3-0

Title of Course: Seminar in Small Business Administration

Calendar Description of Course:

Emphasis may vary but may include in any given semester consideration of small business in the Canadian economy, career comparisons in small and large businesses, evaluation of new ventures, organization, capitalization, planning, marketing and financial management.

Nature of Course Seminar

Prerequisites (or special instructions):

Commerce major and completion of 90 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: None

2. Scheduling

How frequently will the course be offered? once per year

Semester in which the course will first be offered? 77-2

Which of your present faculty would be available to make the proposed offering possible? W. Dickson, R. Vergin, D. Mann, W. Wedley, E. Scott

3. Objectives of the Course

To fill gap in program. This course was previously offered as a Selected Topics course and it was well-received.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None

Staff None

Library "

Audio Visual "

Space "

Equipment "

5. Approval

Date: Oct. 27/75

[Signature]
Department Chairman

W.B. Smith
per S. Smith
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).✓

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE: Commerce 477-3

INSTRUCTOR:

TITLE: Seminar in Small Business
Administration

SEMESTER:

COURSE OUTLINE

This course will focus on some of the following topics, but the particular emphasis may change from semester to semester. Small business and the Canadian Economy, career comparisons in small and large businesses, the search for business opportunities, financial evaluation of a new venture, market analysis of a new venture, legal compliance, organization, capitalization, planning, marketing, financial management.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Economics & Commerce

Abbreviation Code: COMM Course Number: 489 Credit Hours: 3 Vector: 0-3-0

Title of Course: Small Groups & Organizations

Calendar Description of Course:

A cognitive ~~examination~~ examination of the theories of small group behavior and their empirical relevance for an understanding of organizational behavior.

Nature of Course Seminar

Prerequisites (or special instructions):

Comm 371 or Comm 387

What course (courses), if any, is being dropped from the calendar if this course is approved:
None

2. Scheduling

How frequently will the course be offered? Once, possibly twice per year.

Semester in which the course will first be offered? Fall, 1976

Which of your present faculty would be available to make the proposed offering possible?

Andrews, Pinfield, Hoyt, Farquhar, Silcox, Beynon

3. Objectives of the Course

To provide balance and counterpoint to Comm 488 which is designed to provide experiential learning about small group behavior.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None

Staff None

Library None

Audio Visual None

Space None

Equipment None

5. Approval

Date: October 27/75

M. H. B. T.
Department Chairman

W. H. S. Smith
per S. Robert
Dean

Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline)✓

Oct. '73

SIMON FRASER UNIVERSITY

Department of Economics and Commerce

COURSE OUTLINE

COURSE: Commerce 489-3

TITLE: Small Groups & Organizations

The course is organized around a group of topics. These topics and some suggested readings for each are given below.

TOPICS AND SUGGESTED READINGS

- I. Affective Relations - affiliation, liking, aggression, emotions.
 - A. Schachter, Stanley. Psychology of Affiliation. Stanford University Press, Stanford, California, 1959.
 - B. Berkowitz, Leonard. Aggression: A social Psychological Analysis. McGraw-Hill, New York, 1962.
 - C. Buss, Arnold M. The Psychology of Aggression. John Wiley & Sons, Inc., New York, 1965.
 - D. Heider, Fritz. The Psychology of Interpersonal Relations. John Wiley & Sons, Inc., New York, 1958.
 - E. Schachter, S. and J.E. Singer. "Cognitive, Social and Psychological Determinants of Emotional State." Psychological Review, No. 62, 1962.
- II. Attitude Change - Factors that tend to reduce or increase resistance to change. (Primarily refer to Zimbard & Ebbeson: Influencing Attitudes and Changing Behaviors.
 - A. The Yale work on attitude change
 1. Hoveland, Carl I., Irving L. Janis, and Harold H. Kelley. Communication and Persuasion. Yale University Press, New Haven, Connecticut, 1953.
 2. Janis, Irving, L., et.al. Personality and Persuasibility. Yale University Press, New Haven, Connecticut, 1959.
 3. Rosenberg, Milton J., et.al. Attitude Organization and Change. Yale University Press, New Haven, Connecticut, 1960.

- B. Dissonance Theory
 - 1. Festinger, Leon. A Theory of Cognitive Dissonance. Stanford University Press, Stanford, California, 1957.
 - 2. Festinger, Leon, et.al. Conflict, Decisions and Dissonance. John Wiley & Sons, Inc., New York, 1962.
- C. Resistance
 - 1. McGuire, W.J. "Resistance to Persuasion Conferred by Active and Passive Prior Refutation of the Same and Alternate Counter-Arguments." Journal of Abnormal and Social Psychology, No. 63, 1961.
 - 2. _____. "Persistence of the Resistance to Persuasion Induced by Various Types of Prior Belief Defense." Journal of Abnormal and Social Psychology, No. 62, 1961.
- III. Conformity, Compliance, Obedience - Primarily, the effects of social pressure on behavior.
 - A. Berg, I.A. and B.M. Bass (Eds.). Conformity and Deviation. Harper, New York, 1961.
 - B. Asch, S.E. "Effects of Group Pressure upon the Modification and Distortion of Judgment." In H. Guetzkow (ed.) Groups, Leadership, and Men. Carnegie Press, Pittsburgh, Pennsylvania, 1951.
 - C. Milgram, Stanley. "Behavioral Study of Obedience." Journal of Abnormal and Social Psychology, No. 69, 1964.
- IV. Group Interaction - leadership, group structure, communication, cohesiveness, etc.
 - A. Lindzey, Gardner & Elliot Aranson (Eds.). Handbook of Social Psychology. (2nd Ed.) Addison-Wesley Publishing Company, Reading, Massachusetts, 1969.
 - B. Secord, Paul F. and Carl W. Backman. Social Psychology. McGraw-Hill, New York, 1964.
 - C. Cartwright, Dorwin and Alvin Zander. Group Dynamics. Row, Peterson, Evanston, Illinois, 1960.
 - D. Hare, A. Paul. Handbook of Small Group Research. Glencoe Free Press, New York, 1962.
 - E. Thibaut, J.W. and H.H. Kelley. The Social Psychology of Groups. John Wiley & Sons, Inc., New York, 1959.