

SEMON FRASER UNIVERSITY

MEMORANDUM

S.79-103

Mr. Harry Evans

Registrar

Subject

From Robert C. Brown

Dean

Faculty of Arts

Date 1979-09-28

I have received a memorandum (attached) from the Department of Economics and Commerce requesting that the name of the "School of Economics and Commerce" be changed to the "School of Business Administration and Economics".* I support their request and recommend that the following motion be placed before Senate at its meeting of October 1st.

MOTION 1:

That Senate approve and recommend to the Board of Governors that the name of the "School of Economics and Commerce" be changed to the "School of Business Administration and Economics."

MOTION 2:

That Senate approve and recommend to the Board of Governors that the name of the "Department of Commerce" be changed to the "Department of Business Administration."

*NOTE: Effective 1 November, 1979

RCB/tb

R C Brown
R. C. Brown

cc: J. M. Munro
G. Pedersen

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Bob Brown, Dean

Faculty of Arts

Subject: The Name of the New School

From: Bert Schoner, Chairman

Economics/Commerce

Date: September 26th, 1979

At our last department meeting, a motion was passed to change the proposed name of the new school from "School of Economics and Commerce" to "School of Business Administration and Economics." The motion had overwhelming support.

The reasons for the desired change are:

1. "Commerce" is a rather old-fashioned term that was used fairly extensively in the establishment of educational units prior to the Second World War. Virtually all schools established since the Second World War, and a great many which previously had used the term "commerce", have gone to some name which employs the term "business" or "administration" or both.

The reason for the change is that commerce is a term which means "trade." We do not focus our study on trade per se but on organizations and their administration; most (but not all) of which are engaged in trade. They may also be engaged in such activities as production, transportation or in non-profit activities. Thus, the term "commerce" is not only misleading but it also evokes an image of a somewhat backward looking focus.

2. A vast majority of the students are on the commerce side of the department. We could expect a majority of the faculty to elect this option. It would appear that neither hierarchy in the alphabet nor numbers would suggest that economics be listed first. The name for the school passed by senate thus appears to be symbolic of a subservient role to those who view themselves on the commerce (or business administration) side of the department. But more important, this may also condition outsiders to also view the commerce or business administration area as secondary.

In view of the fact that a change in name should occur as expeditiously as possible if it is to occur at all, I would ask you to have the name change placed on the agenda for Senate in October, and to move the change.

cc: H. Evans
J. Munro
G. Pedersen



BS/jm

SEP 26 1979

FACULTY OF ARTS