

S.87-73

SIMON FRASER UNIVERSITY

MEMORANDUM

TO: Senate **FROM:** J.W.G. Ivany,
Chair, SCAP

SUBJECT: Graduate Curriculum **DATE:** Nov.19, 1987
Changes - Business Admin.
Reference: SCAP 87-44

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

MOTION: "That Senate approve and recommend approval to the Board of Governors, as set forth in S.87-73 a change in Area name for the Business, Government and Society Area to Policy Analysis Area"

October 19, 1987

TO: Marion McGinn, Secretary, SGSC
FROM: Debbie Walker, Administrative Assistant *DW*
SUBJECT: Agenda Item for SGSC

The Faculty of Business Administration's Graduate Curriculum Committee has approved a change in name for the Business, Government and Society Area (BGS) to Policy Analysis.

Rationale: Members of the BGS Area desire to change the Area's name to something more descriptive of the Area's purpose. The best rationale for the existence of BGS - and the existence of analagous divisions within most business faculties - is to provide courses in **integrative policy analysis**. Most of the Area's course offerings can be divided into one of the following categories: business policy (the study of internal strategic decisions made by managers) and public policy (the study of the external constraints on business decisions imposed by the market, legal and political environments).

Secondly, the Faculty of Business Administration is well aware of the confusion generated by using the acronym BGS to describe two different programs in two different Faculties. BGS is used by the Business, Government and Society Area in Business Administration and the Bachelor of General Studies program in the Faculty of Arts. We seek to eliminate this confusion.