

# SIMON FRASER UNIVERSITY

## MEMORANDUM

**To:** Senate  
**From:** L. Salter  
Chair, SCAP  
**Subject:** Faculty of Business Administration - Curriculum Revisions  
**Date:** November 9, 1989  
**Reference:** SCUS 89-24, 89-32, 89-34  
SCAP 89-47

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

### Motion 1

"That Senate approve and recommend approval to the Board of Governors as set forth in S.89-62 the proposed curriculum revisions, including

- a) New courses
  - BUS 304 - 3 Business Ethics
  - BUS 394 - 3 Selected Topics in Business Administration
  - BUS 395 - 3 Selected Topics in Business Administration
  - BUS 349 - 3 Policy Issues in International Business
  - BUS 447 - 3 International Marketing Management
  - BUS 484 - 3 Workplace Industrial Relations

b) change in Accounting Concentration requirements

c) change in requirements for admission as major, minor or honours students."

### Motion 2:

"That Senate approve and recommend approval to the Board of Governors as set forth in S.89-62 the new program - Joint Major in Business Administration and Psychology."

### For Information

Course prerequisite changes.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department Business Administration

Abbreviation Code: Bus Course Number: 304 Credit Hours: 3 Vector: 0-3-0

Title of Course: Introduction to Business Ethics

Calendar Description of Course: This seminar fosters the examination of perspectives in moral reasoning within the decision-making process of business men and women. Three salient levels in the analysis of ethical dilemmas will be discussed and integrated. These are the personal, organizational and systemic. Topics to be discussed will be drawn from the following: meaning of work, good conscience, product liability, advertising and Nature of Course fair-world depictions, whistle blowing and loyalty, corporate bribery Seminar pay equity, health and safety.  
Prerequisites (or special instructions):

60 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? One every other semester

Semester in which the course will first be offered? 1991/2

Which of your present faculty would be available to make the proposed offering possible? Mark Wexler, Jerry Sheppard

3. Objectives of the Course

The objectives of this course are: to establish a evaluative framework for moral decision making in the corporation or business; to integrate and supplement the rational-technical and rational-legal skills of business students with a moral dimension; to aid the student in envisioning some of the downstream and unintended consequences of short term profit-

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

|              |             |
|--------------|-------------|
| Faculty      | <u>None</u> |
| Staff        | <u>None</u> |
| Library      | <u>None</u> |
| Audio Visual | <u>None</u> |
| Space        | <u>None</u> |
| Equipment    | <u>None</u> |

5. Approval

Date: October 6, 1989 October 6, 1989 11/1/89

Robert Rogan Stanley Shepparo [Signature]  
Department Chairman Dean Chairman, SCUS

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

## **COURSE OUTLINE**

**BUS. 304**

### **INTRODUCTION TO BUSINESS ETHICS**

**INTENT:** The purpose of this course is to introduce the student to models and perspectives useful for evaluating the moral dilemmas imbedded in decision making in the modern business. Three levels of ethical concern - the personal, the organizational and the systemic will be discussed. On each level we will apply three different ways of looking at morality in applied settings. One will be to simply understand the facts, that is to describe or explain the actual moral beliefs of the individual, group or corporate culture, making no assumptions whatsoever about the validity of these beliefs and convictions. Secondly, we will focus on meta-ethics, that is an analysis of the person, organization or systemic meaning and justification of moral beliefs and convictions. For example, how is it possible, if it is at all, to defend or provide a rationale for the moral beliefs and convictions adhered to by persons, organizations or systems? Thirdly, we will turn to normative ethics, the pursuit, at each level of inquiry of what moral convictions and beliefs we ought to hold.

The student will employ his or her skills to work through the descriptive, meta-ethics and normative ethics of persons, organizations and systems in selected cases focusing upon such topics as corporate loyalty, workaholism, falsifying reports, whistle blowing, workplace justice, due-process and conflict of interest.

**Week 1:** Ethics, Moral Reasoning & Business: The Framework

**Week 2:** Personal Values and Collective Decisions  
Case I: Ethics in the Consulting Business

**Week 3:** Ethical Egoism: Pro and Con

**Week 4:** Truth Telling: Knowing and Doing  
Case II: Viking Air Compressor (Canada) Ltd.

**Week 5:** Organizational Values and Personal Ambitions

**Week 6:** Agency Theory: Representing Others  
Case III: Sudbury, Ames and Done Inc.

1 b)

**Week 7: Justice, Balance and Systemic Logic**

**Week 8: Measuring Costs and Benefits/Technical Routines, Moral Routines**

Case IV: Plasma International Inc. in Trouble

**Week 9: Moral Rights and Duties**

**Week 10: The limits of Utility**

Case V: Ford Pinto

**Week 11: Legal and Non-Moral Parameters**

**Week 12: Conscience, Religion and Morality**

Case VI: Conscience at B.F. Goodrich Company

**Week 13: Business Ethics and Environmental Ethics**

**EVALUATION:**

- 30% casework (6 cases 5% per case)
- 20% research paper (10-15 pages)
- 20% midterm exam
- 30% final exam

**TEXTBOOKS:**

- (1) Velasquez, Manuel, 1982. Business Ethics, Prentice Hall
- (2) Matthews, J.B. et al, 19985. Policies and Persons: A Casebook, McGraw-Hill

**MEMORANDUM**  
**Faculty of Business Administration**  
**SIMON FRASER UNIVERSITY**

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To: W. R. Heath, Secretary  
Senate Committee on Undergraduate Studies

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

Subject: Proposed Calendar Changes

Date: August 14, 1989

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The Undergraduate Curriculum Committee of the Faculty of Business Administration has approved the following proposed changes in Calendar language, and requests that these proposals be placed on the agenda of the next available S.C.U.S. meeting:

| <u>PROPOSAL</u>                                                                                          | <u>U.C.C./F.B.A.</u><br><u>APPROVAL DATE</u>            |
|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| (1) New Course:<br>BUS 349-3 Policy Issues in International Business                                     | July 6, 1989                                            |
| (2) New Course:<br>BUS 447-3 International Marketing Management                                          | July 6, 1989                                            |
| (3) New Course:<br>BUS 484-3 Workplace Industrial Relations                                              | June 12, 1989                                           |
| (4) Change in Accounting Concentration requirements                                                      | June 12, 1989                                           |
| (5) Change in requirements for admission as major,<br>minor or honours student: Addition of BUEC 232-3   | June 12, 1989                                           |
| <del>(6) Change in prerequisites for BUEC 232-3, Elementary<br/>Economic and Business Statistics I</del> | <del>June 12, 1989</del> <i>Elsewhere<br/>on Agenda</i> |
| (7) New program:<br>Joint Major in Business Administration and Psychology                                | July 31, 1989                                           |

(The Faculty of Arts Curriculum Committee approved a substantially similar earlier version of this document, and anticipates approving this final version at a September meeting. We request S.C.U.S. action conditional upon later S.C.U.S. receipt of a F.A.C.C. approval memorandum.)

(8) New Courses:

BUS 394-3 Selected Topics in Business Administration  
BUS 395-3 Selected Topics in Business Administration

The Undergraduate Curriculum Committee of the Faculty of Business Administration approved these new courses at its April 28, 1989 meeting.

The course descriptions will be the same as those for the existing Selected Topics courses (492, 493, 494, 495, 496):

The subject matter will vary from semester to semester depending upon the interests of faculty and students. Prerequisites: Permission of the Faculty; 60 credit hours.

Rationale:

The existing 400-division selected topics numbers have proved very convenient for experimenting with new courses, for drawing on specialized expertise of visiting faculty, for offering occasional supplements to existing curricula to advanced undergraduates. In many semesters these numbers are fully utilized. They are not fully appropriate, however, for courses that should be offered at the 300 division. This results either in our limiting experimentation and enrichment at the 300 division or in our offering 400 division credit for courses offered at a lower level.

*Robert Rogers*

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department Business Administration

Abbreviation Code: BUS Course Number: 349 Credit Hours: 3 Vector: 0-3-0

Title of Course: Policy Issues in International Business

Calendar Description of Course:

Examines international trade and investment in a historical and policy context from the perspective of North American business. Emphasizes the implications for strategic management. Focuses on the development of trade policy in Canada and the United States, but also reviews Europe, Japan and other Pacific rim countries. Studies problems and legal issues of the world Nature of Course trade system, and considers its future.

Seminar

Prerequisites (or special instructions):

60 credit hours; BUS 346 recommended.

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

2. Scheduling

How frequently will the course be offered? Once a year

Semester in which the course will first be offered? 91-1

Which of your present faculty would be available to make the proposed offering possible? S. Globerman, J. Richards

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 ) None

Space )

Equipment )

5. Approval

Date: August 11, 1989

OCT 03 1989

Robert Rogner  
Department Chairman

Stanley Shapiro  
Dean

PSK  
Chairman, SCUS

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

## **New Course Proposal: BUS 349-3 Policy Issues in International Business**

### **Calendar Description:**

Examines international trade and investment in a historical and policy context from the perspective of North American business. Emphasizes the implications for strategic management. Focuses on the development of trade policy in Canada and the United States, but also reviews Europe, Japan and other Pacific rim countries. Studies problems and legal issues of the world trade system, and considers its future.

### **Prerequisites:**

60 credit hours. BUS 346 recommended.

### **Preliminary Course Outline:**

1. Theories of International Business
  - (a) Country specific advantages
  - (b) Firm specific advantages
  - (c) Eclectic model of international business
2. Modes of International Business
  - (a) Joint ventures
  - (b) Licensing and franchising agreements
  - (c) Foreign direct investment
3. Strategic Issues in Choice of International Business Mode
  - (a) Government policy
  - (b) Intangible asset transfers
  - (c) Economies of scale
4. Trade and Investment Environment as a Factor in Choosing Mode of International Business
  - (a) General Agreement on Tariffs and Trade
  - (b) Canada-U. S. free trade agreement
  - (c) European Economic Community
  - (d) Other major agreements
5. Choosing Geographic Areas for International Expansion
  - (a) Rise of ASEAN and Pacific Rim
  - (b) Regional economic blocs
6. Choosing International Business Partners

Rationale:

Major and ongoing institutional changes in the international business environment make it desirable to offer a course that identifies these changes, provides historical and policy backgrounds for them, and explores their implications for strategic management of international business. The course reflects a Faculty of Business Administration commitment to expand its course offerings in the international business field.

SIMON FRASER UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION

BUS 494-3 SELECTED TOPICS IN BUSINESS ADMINISTRATION  
POLICY ISSUES IN INTERNATIONAL BUSINESS

INSTRUCTORS: D. ETCHISON & J. MATKIN

Course Description:

Examines international trade and investment in a historical and policy context from perspective of North American business. Emphasizes the implications for strategic management. Concentrates on the development of trade policy in Canada and the United States, but also reviews Europe, Japan and other Pacific rim countries. Studies problems and legal issues of the world trade system and considers its future.

Class Topics

1. Concepts and Theories of International Trade and Investment  
Mercantilism, autarky, protectionism, comparative advantage, capitalism, communism, fair trade and free trade, international trade agreements.
2. International Trade in History  
Problems and issues of international trade in world history. Discuss and review the problems of war, peace, prosperity as they relate to world trade, World Trade in the 20th Century  
Impact of World War I, the Smoot-Hawley Act and depression, World War II, the GATT, developments in the post war period.
3. Legal issues in international business, export contracts, letters of credit, choice of law, currency protection, resolving disputes.
4. A Business Perspective of Canadian Trade Policy. Review of the evolution of trade policy and trade law in Canada, commonwealth status, internal pressures, positions on international policy issues.
5. Development of United States Trade Policy.  
Revolution and independence period; robber barons and imperialism in the 19th century; the Congress and the Executive; U.S. trade law and the Omnibus Trade Act of 1988.
6. Canadian-American Business Relations.  
Historical background; problems and issues; the Free Trade Agreement-sector by sector review; future developments.

7. Rise of Japan and Asia in International Trade. Evolution of Japan as a world trader, analysis of Japanese trade policies; the four tigers; the China question and Asian trade future.
8. World Trade, the Socialist Bloc and the Third World Structures, handicaps, policy issues and problems with liberalizing trade practices and participating in the world trade.
9. Barriers to International Trade. Protectionism, tariffs, non-tariff barriers, the problem of subsidies, quotas, dumping, embargoes and political and business pressures.
10. Special Issues and Problems. Case studies of Canadian trade problems: softwood lumber, GATT rulings, Atlantic and Pacific fish.
11. World Trade, Investment, and the development of Regional Blocs Europe 1992 Project, North America, Asia and GATT.
12. The Future of the World Trading System. Problems and opportunities--the challenge for Canadian business and government.
13. Going Global in the 1990s and Beyond. Developing an international strategy, pricing exports, foreign government procurement, imports and adding value.

#### **Class Requirements**

Preparation of a paper (20%)  
Midterm exam (30%)  
Final exam (50%)

#### **Required Text and Supplemental Reading List**

(Still being considered and developed. One of the several assigned texts is likely to be William R. Clive, Trade Policy in the 1980s, Institute for International Economics, Washington, D.C., 1986).

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Calendar Information

Department Business Administration

Abbreviation Code: BUS Course Number: 447 Credit Hours: 3 Vector: 0-3-0

Title of Course: International Marketing Management

Calendar Description of Course:

The marketing of goods and services in an international context, with emphasis on Pacific Rim countries. Theoretical concepts, environmental influences. Researching and forecasting international markets. The management of international marketing.

Nature of Course                      Seminar

Prerequisites (or special instructions):  
BUS 343, 60 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: Have offered this course for 5 years as a "Special Topics" course.

2. Scheduling

How frequently will the course be offered? Once a year

Semester in which the course will first be offered? 90-3

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

June Francis, Lindsay Meredith

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)                      None

Space           )

Equipment      )

5. Approval

Date: August 11, 1989

OCT 03 1989

Robert Rogers  
Department Chairman

Stanley J. Shapiro  
Dean

PS  
Chairman, SCUS

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

## New Course Proposal: BUS 447-3 International Marketing Management

### Calendar Description:

The marketing of goods and services in an international context, with emphasis on Pacific Rim countries. Theoretical concepts, environmental influences. Researching and forecasting international markets. The management of international marketing.

### Prerequisites:

BUS 343, 60 credit hours

### Preliminary Course Outline:

#### I. INTRODUCTION AND ENVIRONMENTAL ANALYSIS

Introduction

International trade concepts and theory

Economic environment and dynamics

Political and legal environment and dynamics

Cultural environment and dynamics

Regional market characteristics

#### II. UNDERSTANDING AND FORECASTING INTERNATIONAL MARKETS

Researching international markets

Sales forecasting in international markets

#### III. INTERNATIONAL MARKETING MANAGEMENT

Mode of entry

International marketing segmentation

International product positioning

International pricing strategy

International channel management

International advertising and promotion strategy

International negotiation and personal selling

Global strategy and international marketing ethics

Marketing services and industrial products

### Rationale:

This course has been offered four times since 1984, under a 400 division Selected Topics title, with a Sessional Instructor. Student demand has been high (26 is the lowest of the four enrolments), and faculty and student assessments of the course have been positive. A tenure track faculty member with a major interest in this area has just joined us. The course reflects a Faculty of Business Administration commitment to expand its course offerings in the international business field.

SIMON FRASER UNIVERSITY

Faculty of Business Administration

COURSE OUTLINE

COURSE: Business Administration <sup>447-3</sup>~~495-3~~ (~~1988~~)

SEMESTER: Fall, 1988

TITLE: International Marketing *Management*

INSTRUCTOR: G. Jacob

OBJECTIVES:

1. To expose the student to the international marketing environment.
2. To teach basic skills involved in the export and import of a product or service to/from a foreign market.

TEXT: (required)

M.R. Czinkota and I.A. Ronkainen, International Marketing, Dryden Press.

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

An Export Marketing Manual by George T. Jacob;  
Small Business Secretariat, Ottawa

A Guide to Canadian Importers, by the Canadian  
Importers Association, World Trade Centre, 60  
Harbour Street, Toronto, Ontario M5J 1B7

COURSE DESCRIPTION:

The course deals with the international marketing environment and various strategies an exporter may employ in the export of a product or service to world markets. Essentially, an exporter has to put together an export marketing plan, and the student will be taught the various elements of such a plan.

COURSE SUMMARY:

World marketing environment

Why Export? Canada's share of world markets.

International trade concepts. Cultural dynamics in marketing. International Marketing Research. Economic, political, and legal considerations. Assessing ways of penetrating specific markets. Consumer and industrial product strategies. Services. Pricing methods. Developing a distribution system. Promotional techniques. Trade Fairs. Documents required in Exporting. Financing and payment methods. Imports. Canadian Tariff Structure. Countertrade. Licensing arrangements. Joint Ventures. Cultural problems. Government and other agencies that help exporters in Canada.

(over)

EVALUATION

|                     |             |
|---------------------|-------------|
| Midterm (objective) | 20%         |
| Project             | 50%         |
| Participation       | 10%         |
| Topic Presentation  | 20%         |
|                     | <u>100%</u> |

SOME USEFUL REFERENCES

1. Cateora, P.R., International Marketing, Homewood: Richard D. Irwin.
2. Cundiff, E.W., and Hilger, M.T. Marketing in the International Environment, Englewood Cliffs: 1988.
3. Arnold, J.R., Techniques of Exporting, Winnipeg: Frye Publishing, 1984.
4. Terpstra, Vern, International Marketing, Chicago: The Dryden Press, 1985.
5. Kapoor Ashok, Ed., International Business in the Middle East, Boulder: Westview Press, 1979.
6. Mason, Hal R., International Business with Pacific Region, Lexington Books, 1978.
7. Kirpalani, V.H., International Marketing, Random House, 1984.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Calendar Information

Department Faculty of Business Adm.

Abbreviation Code: BUS Course Number: 484 Credit Hours: 3 Vector: 0-3-0

Title of Course: Workplace Industrial Relations

Calendar Description of Course: The administration of the day-to-day employment relationship in both unionized and non-unionized settings. Workplace industrial relations as a system of resolving conflicts between employee and employer interests and its implications for the attainment of due process in the workplace and the flexibility and efficiency of work organization.

Nature of Course

Prerequisites (or special instructions):

60 credit hours; BUEC 384 or BUEC 385. BUS 270, BUS 372, or BUS 374 recommended.

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 a year

Semester in which the course will first be offered? 90-3

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

Objectives of the Course

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: August 11, 1989

OCT 03 1989

Robert Rogow  
Department Chairman

Stanley J. Shapiro  
Dean

RS  
Chairman, SCUS

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

## BUS 484 Workplace Industrial Relations

### Course Description:

The administration of the day-to-day employment relationships in both unionized and non-unionized settings. Workplace industrial relations as a system of resolving conflicts between employee and employer interests and its implications for the attainment of due process in the workplace and the flexibility and efficiency of work organization.

### Topics:

1. Workplace industrial relations: Analytical framework
2. Attaining due process in the workplace
  - Procedural and substantive issues in the grievance procedure
  - Alternative conflict resolution procedures
  - Non-union complaint handling systems
  - Outcomes of workplace due process
3. Regulation of work organization
  - The role of work rules in union and non-union settings
  - Work organization through employee and union involvement
  - Alternative work arrangements
4. Management efficiency and employee rights: Are they mutually exclusive?

### Rationale:

Existing industrial relations courses (BUEC 384, Industrial Relations and BUEC 385, Collective Bargaining) devote only modest attention to this area of increasing academic and professional interest. Course work in this area has been offered under "Selected Topics" titles and has been assessed favourably by faculty and students.

An expanding body of research material and a rising rate of professional innovation and experimentation make the topic of interest to students considering a career in human resources management and related fields.

**Change in Courses Required to Qualify for an Area of Concentration in Accounting:**

**Present requirements:**

**Required Lower Division Courses:**

- BUS 251-3 Financial Accounting I
- BUS 252-3 Financial Accounting II

**Required Upper Division Courses:**

- BUS 324-3 Managerial Accounting I
- plus at least three of the following courses, at least one of which must be in the 400 division:
- BUS 320-3 Financial Accounting: Assets
- BUS 321-3 Financial Accounting: Equities
- BUS 329-2 Income Taxation for Business Decision-Making
- BUS 420-3 Advanced Accounting
- BUS 421-3 Accounting Theory
- BUS 424-3 Managerial Accounting II
- BUS 426-3 Auditing Concepts and Methods
- BUS 427-3 Seminar in International Accounting

**Proposed Requirements:**

**Required Lower Division Courses:**

- BUS 251-3 Financial Accounting I
- BUS 252-3 Financial Accounting II

**Required Upper Division Courses:**

- BUS 324-3 Managerial Accounting I
- BUS 320-3 Financial Accounting: Assets
- BUS 321-3 Financial Accounting: Equities
- BUS 421-3 Accounting Theory
- BUS 424-3 Managerial Accounting II

**Rationale:**

The changed requirements better specify the necessary academic core of the accounting field and require students to take 400 division course work in both managerial and financial accounting.

**Change in Requirements for Admission to Majors, Joint Majors\*,  
Minors and Honors Programs in the Faculty of Business  
Administration**

The Faculty of Business Administration proposes that BUEC 232-3, Elementary Economic and Business Statistics I, be added to the list of courses whose satisfactory completion is required of students applying for admission to these programs in the Faculty of Business Administration.

BUEC 232 is at present a required course for these programs, is a prerequisite to the also-required BUEC 333-3, Elementary Economic and Business Statistics II, and is a prerequisite and useful tools course for a number of other business courses.

Students uneasy about their quantitative abilities tend to postpone taking BUEC 232 until after their admission to one of the programs in the Faculty. This delay in taking 232 and subsequent courses for which it is necessary gives such students only a temporary benefit since performance in BUEC 232 is a good predictor of performance in a number of upper division courses in business. The absence of 232 as a requirement for admission leads, at the margin, to the rejection of students more likely to be successful in the program than some of those admitted.

Adding BUEC 232 to the list of courses required for admission to these programs in the Faculty, combined with the proposed changes in prerequisites for 232, results in a simplification of the Faculty of Business Administration section of the Calendar. It does so by making the courses required for admission identical to the Faculty's lower division requirements, thus eliminating the need for the somewhat confusing presentation of two almost-identical course listings.

*\*Note: If Senate also approves the Joint Major, Business Administration and Psychology, the admission requirements for that Joint Major would be flagged to note that applicants for this program only, with the advance approval of the Faculty of Business Administration, would be able to substitute PSYC 210 for BUEC 232. The detail is given in the Joint Major proposal which follows.*

**Implementation:**

This revision to the requirements for admission would first appear in the 1990/91 issue of the University Calendar, and would take effect for admission to the Fall 1991 and subsequent semesters. This delay will give prospective students the opportunity to satisfy the new requirements, and colleges that do not have articulated acceptable transfer credit some lead time to develop them if they wish to do so.

## **Proposal for Joint Major, Business Administration and Psychology**

### **(A) PROPOSED CALENDAR LANGUAGE**

#### **I. GENERAL REQUIREMENTS**

1. The student must complete the requirements for graduation of either the Faculty of Business Administration (if he/she wishes to obtain a Bachelor of Business Administration degree) or the Faculty of Arts (if he/she wishes to obtain a Bachelor of Arts degree)
2. The student must complete the requirements stated below for both the Faculty of Business Administration and the Department of Psychology.

#### **II BUSINESS ADMINISTRATION REQUIREMENTS FOR JOINT MAJORS**

1. The student must qualify for and receive formal admission to the Faculty of Business Administration and must remain qualified for continuation in that program.
2. The student must successfully complete at least two upper division Organizational Behaviour courses beyond the one course required as a Core Course.
3. The student must successfully complete the Core Courses of the Faculty of Business Administration, with the following exception:

With the advance permission of the Faculty of Business Administration the student may substitute the combination of PSYCH 210-3, Data Analysis in Psychology and PSYCH 301-3, Intermediate Research Methods and Data Analysis, for the combination of BUEC 232-3, Elementary Economic and Business Statistics I, and BUEC 333-3, Elementary Economics and Business Statistics II

#### **III DEPARTMENT OF PSYCHOLOGY REQUIREMENTS FOR JOINT MAJORS**

1. The student must successfully complete the following lower division courses:

PSYCH 100-3 Introduction to Psychology I  
PSYCH 102-3 Introduction to Psychology II

PSYCH 201-3 Research Methods in Psychology  
PSYCH 207-3 History of Psychology  
PSYCH 210-3 Data Analysis in Psychology

2. The student must successfully complete the following upper division courses:

a) Any five of the following seven courses:

PSYCH 301-3 Intermediate Research Methods and Data Analysis  
PSYCH 303-3 Perception  
PSYCH 304-3 Motivation  
PSYCH 306-3 Psychological Assessment Procedures  
PSYCH 325-3 Memory  
PSYCH 360-3 Social Psychology  
PSYCH 370-3 Theories of Personality

b) Four other upper division PSYCH courses.

3. With the advance permission of the Department the student may substitute the combination of BUEC 232-3, Elementary Economics and Business Statistics I, and BUEC 333-3, Elementary Economics and Business Statistics II, for the combination of PSYCH 210-3, Data Analysis in Psychology and PSYCH 301-3, Intermediate Research Methods and Data Analysis.

**(B) RATIONALE:**

a) Psychology is at least as central to Organizational Behaviour as is any other discipline.

b) Psychology graduates and Organizational Behaviour graduates often seek and obtain the same professional jobs (e.g. in such fields as human resource management, organizational development, and industrial psychology) or seek and obtain places in the same professionally-focused graduate programs.

c) Each group has weaknesses the other lacks:

The Psychology graduates are weaker on organizational applications and organizational realities. The Organizational

Behaviour graduates are weaker on conceptual and methodological training.

It is believed that the interaction between the two sets of courses, and the presence in both Psychology and Organizational Behaviour courses of students with these differing backgrounds would be intellectually stimulating and pedagogically sound.

SIMON FRASER UNIVERSITY  
DEAN OF ARTS

MEMORANDUM

TO: Dr. Ross Saunders,  
Vice President, Academic

FROM: Sheila Roberts  
Administrative  
Assistant  
Dean of Arts

RE: FACC Approval

DATE: October 4, 1989

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This memo is to confirm that the Faculty of Arts Curriculum Committee which met on July 20, 1989, approved the Joint Major in Business and Psychology, (C89-18)

Sheila Roberts

SR/kcp

18.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department Business Administration

Abbreviation Code: BUS Course Number: 394 Credit Hours: 3 Vector: 2-1-0

Title of Course: Selected Topics in Business Administration

Calendar Description of Course:

The subject matter will vary from semester to semester depending upon the interest of faculty and students.

Nature of Course Lecture/Tutorial

Prerequisites (or special instructions):

Permission of the Faculty; 60 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? As required

Semester in which the course will first be offered? Fall 1990

Which of your present faculty would be available to make the proposed offering possible? Depends on course content of each offering.

3. Objectives of the Course

To provide greater flexibility in course offerings and in course development.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

|              |   |      |
|--------------|---|------|
| Faculty      | } | None |
| Staff        |   |      |
| Library      |   |      |
| Audio Visual |   |      |
| Space        |   |      |
| Equipment    |   |      |

5. Approval

Date: October 2, 1989 October 2, 1989

OCT 03 1989

Robert Rogner  
Department Chairman

Stanley Shapiro  
Dean

[Signature]  
Chairman, SCUS

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

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department Business Administration

Abbreviation Code: BUS Course Number: 395 Credit Hours: 3 Vector: 2-1-0

Title of Course: Selected Topics in Business Administration

Calendar Description of Course:

The subject matter will vary from semester to semester depending upon the interest of faculty and students.

Nature of Course Lecture/Tutorial

Prerequisites (or special instructions):

Permission of the Faculty; 60 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? As required

Semester in which the course will first be offered? Fall 1990

Which of your present faculty would be available to make the proposed offering possible? Depends on course content of each offering.

3. Objectives of the Course

To provide greater flexibility in course offerings and in course development.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

|              |   |      |
|--------------|---|------|
| Faculty      | ) |      |
| Staff        | ) |      |
| Library      | ) |      |
| Audio Visual | ) | None |
| Space        | ) |      |
| Equipment    | ) |      |

5. Approval

Date: October 2, 1989 October 2, 1989 OCT 03 1989

Robert Rogers  
Department Chairman

Stanley J. Shapiro  
Dean

[Signature]  
Chairman, SCUS

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