SIMON FRASER UNIVERSITY
MEMORANDUM
Registrar and Secretary of the Senate

To: Senate

From: J. M. Munro, Chair
Senate Committee on
Academic Planning

Subject: Curriculum Changes -
Faculty of Business Administration

Date: November 8, 1991

Action undertaken by the Senate Committee on Undergraduate Studies (SCUS Reference - SCUS 91-14) and the Senate Committee on Academic Planning (SCAP Reference SCAP 91-37) gives rise to the following motion:

Motion: "that Senate approve and recommend approval to the Board of Governors the curriculum revisions for the Faculty of Business Administration as set forth in S.91-56, including:

a) a new Concentration in International Business, with **new courses**
BUS 430-3 Comparative Management
BUS 431-3 Business with The Pacific Rim Countries

b) changes to the core course requirements

c) change in Finance Concentration requirements

d) **deletion** of BUS 328-3 Accounting for Management

e) change to Accounting Concentration core requirements

f) change in requirements for admission to the Faculty

For Information:

Acting under delegated authority of Senate, SCUS has approved revisions to the following courses as detailed in SCUS 91-14:

BUS 324-4	Change in prerequisite
BUS 349-3	Change in course title and description

SCUS 91-14

MEMORANDUM

August 22, 1991

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

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

Subject: Requested Calendar Changes

The Undergraduate Curriculum Committee of the Faculty of Business Administration has approved the following proposed Calendar changes. Would you please schedule them for discussion at an appropriate meeting of S.C.U.S. ?

(1) Change in Core Course requirements:
Addition of language to the "Core Courses in Business Administration" section of the Calendar:

> Students must complete the 300 division Core Courses before their 105th hour, unless prior permission of the Faculty is obtained.

Rationale:

> These Core Courses are compulsory introductory or intermediate courses in each of seven different sub-specialties within Business. They survey the field and provide some useful concepts and tools for the student. The new language is intended to compel majors to sample one course from each of these areas early enough to equip them to handle the more integrative 400 division courses, and to discourage the practice of delaying until their last semester those core courses about which students are least enthusiastic or most fearful.

(2) Change in Finance concentration requirements:

From: BUS 312-4 Business Finance
BUS 315-4 Investments
BUS 413-4 Financial Management
BUS 416-3 Investment Analysis and Design

And at least one of the following:
BUS 410-3 Financial Institutiona
BUS 418-3 International Financial Management

To: BUS 312-4 Business Finance
BUS 315-4 Investments
BUS 413-4 Financial Management
BUS 416-3 Investment Analysis and Design
And at least two of the following:
ECON 310-3 Money and Banking
ECON 345-3 International Finance
BUS 410-3 Financial Institutions
BUS 418-3 International Financial Management

Rationale:
The S.C.U.S. (and, subsequently, Senate) decision to make 310 a prerequisite for 410 and 345 a prerequisite for 418 had not been anticipated when the "one of 410 and 418" language was proposed. The proposed change also gives students more flexibility.

(3) Changes in Accounting Core Course; course deletion Bus 328-3.

(a) BUS 328-3, Accounting for Management, to be deleted from the Business course listing in the Calendar and from the list of required Core Courses
(b) BUS 324-3, Managerial Accounting I, to become the Core Course requirement

Rationale:
The original intention of differentiating between the management accounting courses given to accounting concentrators and non-concentrators has never been achieved; 324 and 328 course content is quite similar. With minor revisions 324 can service both streams of students. Some minor changes to the content of BUS 424-3, ManagerialAccounting II, will compensate for the slightly greater breadth and slightly lesser depth of 324.

The change will make it easier for students who are not accounting concentrators to take 424; special permission from the instructor is now required for students completing 328. The change will also permit staffing economies; for example, we estimate that the 6 offerings of 324 and the 5 offerings of 328 over the past 3 semesters could probably have been presented in no more than 9, rather than 11, sections if a combined 324 had been in effect.

(4) International Business: New Course Proposals (documentation attached):

BUS 430-3 Comparative Management
BUS 431-3 Business with the Pacific Rim Countries

(6) International Business: Proposed Concentration

Required Courses:

BUS 346-3 International Business

and any two of the following:

BUS 418-3 International Financial Management
BUS 427-3 Seminar in International Accounting
BUS 430-3 Comparative Management
BUS 447-3 International Marketing Management

and any one of the following:

ECON 345-3 International Finance
BUEC 384-3 Industrial Relations
BUS 349-3 North American International Trade Issues
BUS 431-3 Business with the Pacific Rim Countries
or any upper-division course deemed to have significant international business relevance, with prior permission of the Faculty. Such course may be offered in another Faculty.

Note:

1. ECON 345 is recommended for students who do not take BUS 418.

2. Students are strongly advised to consider combining an international business concentration with another business concentration.

(Rationale included in attached documentation.)

(7) Change in requirements for admission to the Faculty:

Students wishing to enter the Faculty as majors, minors or honors students now must complete one of the following courses:

ENGL 101-3 Introduction to Fiction
ENGL 102-3 Introduction to Poetry

ENGL 103-3 Introduction to Drama
ENGL 104-3 Introduction to the Essay as Literature
PHIL 001-3 Critical Thinking
PHIL 110-3 Introduction to Philosphical Concepts and Reasoning

It is proposed that this be changed to a requirement that the student must complete two of the following courses:

ENGL 101-3 Introduction to Fiction
ENGL 102-3 Introduction to Poetry
ENGL 103-3 Introduction to Drama
ENGL 104-3 Introduction to the Essay as Literature
ENGL 199-3 University Writing
PHIL 001-3 Critical Thinking
PHIL 100-3 Knowledge and Reality
PHIL 120-3 Facts and Values

It is further proposed that the existing Calendar language excluding ENGL 010-3 and 099-2 from counting toward the four courses required from "Group A" (humanities) departments be deleted.

Rationale:

In response to concerns expressed by members of our Undergraduate Curriculum Committee and other colleagues that majors were entering the Business Administration program with inadequeate English writing and comprehension skills it was decided to increase to two the number of specified courses that students be required to complete successfully. The basis for selection was and is our belief that the courses, in addition to their other academic merits, require substantial written assignments that are carefully graded, with helpful feedback given to the student.

ENGL 010 disappeared from the Calendar some time ago. The decision made long ago to exclude ENGL 099 was based on a belief--perhaps then accurate, but no longer so--that the course was a remedial Grade 12 composition course. The course is today a university-level course taught by specialists in small sections. (Senate has approved the English Department's change of designation from ENGL 099-2 to ENGL 199-3, effective September 1991).

We believe that requiring two rather than one of these courses represents a moderate raising of the minimum English reading, analysis and writing levels required of entering Business majors.

Why the need for an International Business Concentration?

With the globalization of industries and the world economy, it is imperative that students in business administration, the future managers of our country, be sensitive to and knowledgeable of the dynamics and complexities of managing across national boundaries. According to the report by the Task Force on The Corporate Higher Education Forum (co-chaired by President William Saywell), "Canada's future economic well-being is dependent in large measure on success in international trade and world business; (and) Canadians educated and trained to work in international business will be in increasing demand".

In the United States, for example, since 1974, the American Assembly of Collegiate Schools of Business (AACSB), the accrediting agency for schools of business, has required its member schools to incorporate an international dimension into its curriculum, both at the graduate and undergraduate levels. While Canadian universities are not subject to the same requirement, the leading schools of business in Canada, such as that at McGill, University of Toronto, University of British Columbia, and the University of Western Ontario, have begun to offer concentrations in international business. In order for the Faculty of Business Administration at Simon Fraser University to develop into one of the premier programs in the country, it has to offer a concentration in international business to help prepare our students for the challenges and opportunities of the 1990s and the new century beyond.

The new concentration in international business proposed here requires the student to take 4 courses in the area. All students will be required to take the fundamentals of international business, Bus 346: International Business. In addition, students should be exposed to the various functional aspects of international business operations, such as international marketing, international financial management, comparative management and international accounting. Given the limited number of faculty specializing in this area at this time, instead of requiring students to take all four functional courses, they will be asked to take any 2 of the four. In addition, students will be required to take another additional course in the area of international business which has special appeal to them. The proposed program of study in international business includes 9 courses, 7 of which are currently on the books and which have been offered by the Faculty of Business Administration in the past.

Rationale for Bus. 430: Comparative Management

An important aspect of international business operations is managing across national boundaries. Students have to be aware of the similarities and differences in management practices and systems across countries in order to manage, compete and cooperate effectively across countries. The proposed course in comparative management sensitizes the students to the issues involved in managing across cultures in Europe, Latin and South America, Middle East, and Asia. Most of the business schools in North America with an international business concentration offer a course in comparative management.

Rationale for Bus. 431: Business with the Pacific Rim Countries

Most business leaders and politicians are agreed that the 21st century will be the century of the Pacific Rim. The countries in this region have experienced phenomenal growth rates in the past several decades. The socio-cultural differences between North American society and these countries can be substantial. In order to partake in the fruits of economic development in this region, students have to learn how to analyze the feasibility of entering into these markets, and how to do business effectively in these countries. As compared to the course in comparative management above, fewer schools of business in North America offer a similar course. However, there are at least two compelling reasons for such an offering at Simon Fraser: One, about 40% of British Columbia's trade is with the Pacific Rim countries. As such, doing business with these countries is very important to the vitality and prosperity of this province's economy. Two, an increasing number of leading business programs in the United States, such as the ones at Harvard, MIT, Columbia, University of Michigan, University of Western Ontario, offer a similar course.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information — Department: Business Administration

Abbreviation Code: BUS Course Number: 430 Credit Hours: 3 Vector: 0-3-0

Title of Course: Comparative Management

Calendar Description of Course:

This course examines the major similarities and differences in management systems and practices in a variety of countries, including western Europe, East Asia, Middle East, and Latin America. Topics include the following: comparative management frameworks, managing cultural differences, cross-cultural business negotiations, and international human resource management

Nature of Course: seminar

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? once a year

Semester in which the course will first be offered? 1992/3

Which of your present faculty would be available to make the proposed offering possible? Rosalie Tung, and other new faculty to be hired (budgeted postion)

3. Objectives of the Course

Through the theories, information, and research findings pertaining to management systems in different countries, students will acquire understandings and knowledge in how to manage (including how to communicate, organize, lead and motivate), compete, cooperate, and negotiate with people of different socio-cultural backgrounds.

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	Classroom only
Equipment	None

5. Approval

Date: August 21, 1991	August 22, 1991	October 29/91
Robert Rogow	Stanley J. Shapiro	[signature]
Department Chair	Dean	Chair SCUS

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

7.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information — Department: Business Administration

Abbreviation Code: BUS Course Number: 431 Credit Hours: 3 Vector: 0-3-0

Title of Course: Business with The Pacific Rim Countries

Calendar Description of Course:

This course examines the opportunities and challenges of doing business with the Pacific Rim countries such as China, Japan, and Korea. Topics inlude the following: the political and economic systems as they affect foreign investment; social and cultural systems as they affect management and business practices; the conduct of business negotiations for market entry; and marketing strategies.

Nature of Course: seminar

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? once a year

Semester in which the course will first be offered? 1992/3

Which of your present faculty would be available to make the proposed offering possible?
Rosalie Tung, and other new faculty to be hired (budgeted postion)

3. Objectives of the Course

Through the information and research findings on the political, economic and socio-cultural systems in China, Japan and Korea, students will acquire understanding and knowledge in how to enter into and manage collaborative agreements with business partners in these countries.

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	Classroom only
Equipment	None

5. Approval

Date: August 21, 1991	August 22, 1991	October 29/91
Department Chair	Dean	Chair SCUS

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