

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate

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

Subject: Faculty of Business Administration
Graduate Curriculum Revisions
SCAP Reference: SCAP 91-51

Date: December 10, 1991

Action undertaken by the Senate Committee on Academic Planning and the 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.92-6 graduate curriculum revisions in the Faculty of Business Administration as follows:

New courses BUS 893-4 Selected Topics in Business Administration III
BUS 894-4 Selected Topics in Business Administration IV"

SIMON FRASER UNIVERSITY
NEW GRADUATE COURSE PROPOSAL

CALENDAR INFORMATION:

Department: Faculty of Business Administration Course Number: BUS 893-4
BUS 894-4
Title: Selected Topics in Business Administration (III & IV)
Description: Same as description in 1991-92 Calendar (BUS 895-4, BUS 896-4)
Credit Hours: 4 Vector: 0-4-0 Prerequisite(s) if any: Not applicable

ENROLLMENT AND SCHEDULING:

Estimated Enrollment: 20 When will the course first be offered: 92-1
How often will the course be offered: Once per year

JUSTIFICATION:

There are an insufficient number of selected topics courses to
accommodate the number of electives being offered in the
Day MBA Program

RESOURCES:

Which Faculty member will normally teach the course: N/A
What are the budgetary implications of mounting the course: N/A (fully budgeted)

Are there sufficient Library resources (append details): Yes

Appended: a) Outline of the Course

b) An indication of the competence of the Faculty member to give the course.

c) Library resources Dr. Stanley Shapiro, Professor and Dean of the Faculty, will be offering the Business 893-4 in the 1992 Spring Semester. His curriculum vitae is attached for your review.

Approved: Departmental Graduate Studies Committee: _____ Date: _____
Faculty Graduate Studies Committee: A.R. Viaring Date: Oct 31st 1991
Faculty: Stanley Shapiro, Dean FBA Date: Oct 31, 1991
Senate Graduate Studies Committee: B.P. Clay Date: Nov 27/91
Senate: _____ Date: /

SIMON FRASER UNIVERSITY
Faculty of Business Administration

COURSE: BUS 893-4

SEMESTER: Spring 92-1

TITLE: Marketing and Society **INSTRUCTOR:** S.J. Shapiro

TEXT: No test is used. Students are required to purchase collections of readings from the instructor.

COURSE DESCRIPTION:

This course differs from other marketing courses in that it is neither managerial nor methodological in emphasis. Rather, it focuses on a variety of marketing or business related social issues. Each class has been clearly structured to focus your attention on one or two key issues. Some of these are marketing related (advertising directed at children, the product liability crisis, conflict in marketing channel); others focus on business ethics (paying bribes to get contracts, business responsibilities to the environment), and readings concerned with equity issues (preferential treatment for women and minorities). The relative role of government and the market system is a theme running throughout the course.

PREREQUISITES & LIMITATIONS:

The real prerequisites for this course include an inquiring mind, a willingness to participate fully in class discussion, and an ability to live with academic ambiguity (in many cases there are only personal beliefs, not right answers). Prepare to participate rather than to absorb! Willingness to carry your own weight in the successful completion of a term project on some aspect of marketing and society is also essential.

TOPICS TO BE COVERED:

- * The Appropriate Role of the Corporation
- * Regulatory Controversies
- * Pay Equity / Minimum Wage
- * The Market for Human Body Organs / User Fees
- * Product Liability
- * The Conserver Option / Green Marketing