

**SIMON FRASER UNIVERSITY
OFFICE OF THE VICE-PRESIDENT, ACADEMIC**

MEMORANDUM

To: Senate

From: D. Gagan, Chair *David Gagan*
Senate Committee on Academic Planning

Subject: Faculty of Business Administration -
Curriculum revisions

Date: November 12, 1996

SCUS Reference: SCUS 96-37

SCAP Reference: SCAP 96-52

For Information:

Acting under delegated authority of Senate, SCUS approved revisions of a minor nature in the Faculty of Business Administration as follows:

A. Area course changes:

- a) Accounting
 - i) Change in prerequisite BUS 319
- b) Human Resource Management
 - i) Deletion of BUS 483-3
- c) International Business
 - i) Change of number and prerequisites:
BUS 430-3 to BUS 380-3
 - ii) Change in concentration requirements
 - iii) Change in prerequisites: BUS 431, 432, 435, 438, 439
- d) Management Information Systems
 - i) Change in prerequisite: BUS 364, 468
- e) Management Science
 - i) Change in prerequisites: BUS 336
- f) Marketing
 - i) Change in course names: BUS 347, 344, 448, 477
 - ii) Change in prerequisites: BUS 347, 447, 448

B. Changes to Joint Major in Business Administration and Psychology

C. Addition to Group B requirements

D. New course:

BUS 242-3 Introduction to Financial Management

In all cases agreement has been reached between the Faculty and the Library in the assessment of library costs associated with new courses.

Any Senator wishing to consult the full report of curriculum revisions within the Faculty of Business Administration should contact Bobbie Grant, Senate Assistant at 291-3168 or e-mail bgrant@sfu.ca

Simon Fraser University

Memorandum

TO: Senate

FROM: Roger Blackman, Chair, Senate Committee on Undergraduate Studies

DATE: December 12, 1996

SUBJECT: Referral of Curriculum Revisions in the Faculty of Business Administration to SCUS

At the Senate meeting on December 2, 1996, questions were raised about the proposed changes in the International Business concentration.

In the days following the Senate meeting, Dr. Larry Pinfield had a lengthy meeting with Senator Chan to discuss the prerequisite/corequisite changes and the rationale for the program revisions.

The matter was also considered at the SCUS meeting on December 11, 1996 at which time the Director of Undergraduate Programs in that Faculty, M. Fizzell supplied additional information to clarify the purpose of the changes. The following was approved by SCUS:

Motion:

That SCUS reaffirms its approval of the curriculum revisions contained in SCUS 96-37 and forwards the revisions to Senate for Information.

SCUS noted that students have experienced difficulties getting into BUS 346. It was noted that the Faculty of Business Administration will shortly consider a recommendation to change the course offerings within the core component of the major, which if approved will mean that BUS 346 would not be included in the set of courses which constitute the "Business and Society" requirement. This is expected to reduce the enrolment pressure on BUS 346 in the future. However on behalf of SCUS, I conveyed a recommendation to the Dean that BUS 346 might be offered more frequently prior to the implementation of the changes in the concentration requirements in order to avoid BUS 346 becoming a bottleneck, particularly for those students who have been admitted to the major program but who have not yet taken BUS 346.

Attachment to SCUS 96-37 and S.96-75

Rationale for changes to International Business (IB) concentration in the Faculty of Business Administration

Following an extensive review of the undergraduate program in the Faculty of Business Administration in 96-2 (interested members of Senate may request copies of the Task Force Report from the Office of the Dean - 5746), recommendations were made to simplify, streamline, reduce and add focus to our UG course offerings. Implementation of these recommendations is planned to occur in stages over the 96-97, and 97-98 academic years. The recommendations noted in SCUS 96-37 and S.96-75 are those which can be implemented most readily but need to be understood in the context of other changes which will come to Senate for information/approval later.

Questions were raised in the December 2, 1996 meeting of Senate regarding the proposed changes to the International Business (IB) concentration. In particular, concern was raised that changing the corequisite of Bus 346 (International Business) for several other IB courses to that of a prerequisite could increase the amount of time required for students to complete the IB concentration requirements. This could indeed be a logical consequence if no other changes were being made or contemplated. However, Bus 346 was identified as a prerequisite rather than a corequisite for sound pedagogical reasons, while other changes are being made to reduce enrolment pressures on this and other IB courses. For example:

- a) Bus 346 will be removed from the set of courses which currently constitute the "Business and Society" requirement. This will reduce significantly enrolments in Bus 346 of students who are not IB concentrators.
- b) Bus 430, previously a seminar course, is being labelled as a 300-level course, permitting significantly larger class sizes and consequently larger through-puts of students.
- c) The sets of requirements for exposure to both geographic and functional IB courses have been combined and simplified.

Once all changes have been implemented, students will be able to complete a subject concentration in IB with increased academic coherence and in fewer semesters than is presently the case.

Because of the necessary time required to implement all proposed changes, students already enrolled in our BBA program may not necessarily receive any immediate benefit in increased or easier access to Bus 346 and subsequent IB courses. A more detailed rationale for the proposed minor course changes follow:

Course changes:

Before

BUS 346 - required.

One of
BUS 430, or
BUS 432

Proposed

BUS 346 - required.

BUS 430 has become BUS 380 - which will be required. The option to complete BUS 432 becomes one of a set of five courses (see below) of which students must take 2.

One of
BUS 434, or
BUS 435

BUS 434 and 435 had some areas of overlap in course content. These two courses have therefore been combined into BUS 435 which will be required of all IB subject concentrators.

One of
BUS 434, or
BUS 435, or
BUS 427, or
BUS 438 or BUS 418, or
BUS 447

These requirement, together with those which followed, have been simplified so that students would be required to take two courses from the set consisting of BUS 418, BUS 427, BUS 431, BUS 432, and BUS 447.

One of
BUS 431, or
BUS 439, or
BUS 492
BUS 493
BUS 494

There is no guarantee that teaching resources will be available to have BUS 439 taught in the future. This requirement was therefore deleted. BUS 492, BUS 493 and BUS 494 are all special topics courses in Business. They are taught on capacity-available and as-needed basis. They have therefore not been included in regular concentration requirements.

Rationale: Before the changes there was one required course plus one course from each of 4 sets of further courses. Each set of courses had its own set of different requirements - producing considerable confusion. The proposal for 3 required courses plus 2 additional courses selected from a group of 5 courses is more straightforward and deliverable.

Rationale for the change from corequisite courses to prerequisite courses:

Problems:

When the concentration was originally established in 92-3, BUS 346 was set up as a corequisite for subsequent courses so that students could move into these courses while combining an IB concentration with other concentrations. Because many of the subsequent courses were established as corequisites, instructors teaching 400 level courses had to modify their material to account for the fact that some students would not yet have completed the BUS 346 (introductory course). In addition, offerings of some of these subsequent courses e.g. BUS 427, BUS 418, and BUS 447 are controlled by other areas of concentration. Consequently, it is very difficult for the IB area coordinator to ensure that sufficient courses will be offered to meet expressed demand. Finally, some of the subsequent course requirements (e.g. BUS 418 - International Financial Management) had prerequisites from another concentration (Finance) which severely restricted entry for students who wished to combine their IB concentration with subject areas other than Finance.

Solutions:

Now the concentration is established. There are between 30 and 50 students expressing interest in an IB concentration. It is time to establish BUS 346 as the basic introductory course so that the instructors of the 400 level classes can build on a general understanding of international issues. In light of resource restrictions we have reduced the confusion associated with courses listed for the concentration and have focused our courses on those deemed essential for students with an IB concentration. The current structure makes it possible for the IB area coordinator to ensure that there are sufficient course offerings for IB students to complete their concentration.

INTERNATIONAL BUSINESS

Change in concentration requirements

FROM:

- BUS 346-3 International Business
and one Cross-cultural course
- BUS 430-3 Comparative Management
- BUS 432-3 International Human Resources Management
and two Functional courses [one of which must be from a)]
 - a) BUS 434-3 Foreign Market Entry
 - BUS 435-3 Management of International Firms
 - b) BUS 427-3 Seminar in International Accounting
 - BUS 438-3 Multinational Corporate Finance (or BUS 418)
 - BUS 447-3 International Marketing Management
- and one Geographic Area course
- BUS 431-3 Business with East Asian Countries
- BUS 439-3 North American International Trade Issues
- BUS 492-3 Selected Topics in Business Administration*
- BUS 493-3 Selected Topics in Business Administration*
- BUS 494-3 Selected Topics in Business Administration*

*when topic is South East Asia or other areas

TO:

- BUS 346-3 International Business
- BUS 380-3 Comparative Management
- BUS 435-3 Management of International Firms
- and two of:
- BUS 418-3 International Financial Management
- BUS 427-3 Seminar in International Accounting
- BUS 431-3 Business with East Asian Countries
- BUS 432-3 International Human Resources Management
- BUS 447-3 International Marketing Management

Rationale: This change of sequence maintains the number of courses required for a concentration but reduces and simplifies the course requirements at the 400 level.