

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate

From: Jon Driver
Dean of Graduate Studies

Date: January 24, 2002

Subject: Calendar Revisions, Faculty of Business Administration

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For Information:

Acting under delegated authority, the Senate Graduate Studies Committee, at its Meeting on January 14, 2002, approved the following:

- a) Change in course title and expansion of course description for BUS 846-4
- b) Change in name of Field Concentration: Management Science and Information Systems becomes Marketing and Information Systems. Minor revision of course options.
- b) New Courses (previously taught as Special Topics)
 - BUS 877-4 Managing Information Technology
 - BUS 878-4 Electronic Commerce



Jon Driver
Dean of Graduate Studies

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Attach.

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

FOR INFORMATION

a) Change of Course Title and expansion of course description

From:

Management Science and Information Systems

Bus 846-4 Marketing Theory and Models

The construction, analysis and application of models of marketing phenomena,
Prerequisite: Bus 801

To:

Bus 846-4 Data Mining and Models in Marketing

The construction, analysis and application of models of marketing phenomena.
The focus is on turning data into strategically useful information by using
analytical tools. Prerequisite: Bus 801

b) Change in name for Field of Concentration

From: Management Science and Information Systems
BUEC 819-4 Mathematical Programming for Economics and Business
BUEC 820-4 Analysis of Dynamic Processes
BUEC 823-4 Business and Economics Forecasting
BUS 822-4 Decision Theory
BUS 876-4 Decision Support Systems
BUS 904 Selected Topics in Business Administration
BUS 905 Selected Topics in Business Administration

To: Marketing and Information Systems
BUS 822-4 Decision Theory
BUS 876-4 Decision Support Systems
BUS 845-4 Marketing Systems
BUS 846-4 Data Mining and Models in Marketing
BUS 877-4 Managing Information Technology
BUS 878-4 Electronic Commerce
and minor revision in course options

c) New Courses

BUS 877-4 Managing Information Technology
BUS 878-4 Electronic Commerce