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GradStudies

MEMORANDUM

ATTENTION Senate
FROM Wade Parkhouse, Dean of Graduate
Studies
RE: Beedie School of Business

DATE 6 March 2013
No. GS2013.09

For information:

Acting under delegated authority at its meeting of 4 March 2013, SGSC approved the following curriculum revision:

Effective Date is Fall 2013

Beedie School of Business

a) Master of Business Administration

[GS2013.09]

1. Minor course changes with applicable calendar change:
Change of description: BUS 703-3 Managerial Economics
Change of title, description: BUS 704-3
Change of description: BUS 708-3 Financial Management
Change of description: BUS 709-3 Managing Information
Change of description: BUS 727-0 Internship

b) Graduate Diploma in Business Administration

1. Calendar changes to existing GDBA
 - i) Change to Admission requirements
 - ii) Change to Application requirements
 - iii) Addition to program requirements: BUS 561-2 Special Topics (existing course)
2. Special Cohort (GDBA) in Social Innovation & Entrepreneurship
 - i) GDBA calendar language
 - ii) New courses:
BUS 563-4 Social Entrepreneurship and Innovation
BUS 564-4 Innovation and Design Thinking
BUS 565-4 Social Entrepreneurship Field Project



BEEDIE SCHOOL OF BUSINESS

Memo

To: Wade Parkhouse, Dean of Graduate Studies

From: Colleen Collins, Associate Dean, Graduate Programs

Date: February 15, 2013

Re: MBA Course Description Change and Title Change

The MBA program would like to change the course descriptions of the following courses:

- i. Bus 703 Managerial Economics
- ii. BUS 704 Leadership and Groups (Title and Description)
- iii. BUS 708 Financial Management
- iv. Bus 709 Managing Information
- v. Bus 727 Internship

The MBA program would also like to change the title of Bus 704 Leadership and Groups to Bus 704 Leadership and Teamwork. The calendar change below reflects the change of course title for Bus 704.

From Spring 2013:

Application

Students can apply online at Simon Fraser University's online graduate studies application for admission, found at www.sfu.ca/dean-gradstudies/future/application_process.

Admission is based on the following.

- MBA program application essay found at <http://www.beedie.sfu.ca/mba>.
- official undergraduate transcripts mailed directly from the granting institution
- a resume
- three confidential letters of reference sent directly from the referees, preferably from supervisors or former professors
- graduate management admission test (GMAT) results
- applicants whose primary language is not

To Fall 2013:

Application

Students can apply online at Simon Fraser University's online graduate studies application for admission, found at www.sfu.ca/dean-gradstudies/future/application_process.

Admission is based on the following.

- MBA program application essay found at <http://www.beedie.sfu.ca/mba>.
- official undergraduate transcripts mailed directly from the granting institution
- a resume
- three confidential letters of reference sent directly from the referees, preferably from supervisors or former professors
- graduate management admission test (GMAT) results
- applicants whose primary language is

✓ as per change GS 2013.04
S. 13-45

English, or whose previous education was conducted in another language, must submit evidence of satisfactory completion of a standardized English test that is acceptable to the University (see graduate general regulation 1.3.12).

- interview (shortlisted candidates only)

Program Requirements

Students must maintain a minimum 3.0 grade point average (GPA) (B average) and complete a minimum of 56 units from the following list including a comprehensive examination ~~(BUS 729)~~.

- BUS 702 Marketing Management (3)
- BUS 703 Managerial Economics (3)
- ~~BUS 704 Leadership and Groups (3)~~ **BUS 704 Leadership and Teamwork (3)**
- BUS 705 Financial/Managerial Accounting (3)
- BUS 706 Data and Decisions (3)
- BUS 707 Business Ethics (2)
- BUS 708 Financial Management (3)
- BUS 709 Managing Information (3)
- BUS 710 Managing Global Enterprises (3)
- BUS 711 Negotiation and Conflict Resolution (3)
- BUS 712 Managing a Globalized Workforce (2)
- BUS 714 Entrepreneurship (3)
- BUS 715 Operations Management (3)
- BUS 716 Sustainability (3)
- BUS 718 Business Strategy (3)
- BUS 719 Managing People (3)
- BUS 720 Special Topics in Business Administration (2)
- BUS 721 Special Topics in Business Administration (3)
- BUS 722 Special Topics in Business Administration (4)
- BUS 723 Introduction to Managerial Thought (2)
- BUS 724 Organizational Analysis (2)
- BUS 725 Cross Cultural Experience (2)
- BUS 726 Business Innovation and Creativity (2)
- BUS 727 MBA Internship (0) or
- BUS 728 Research Internship * (0)
- BUS 729 Comprehensive Examination (2)

*for students entering the PhD program

not English, or whose previous education was conducted in another language, must submit evidence of satisfactory completion of a standardized English test that is acceptable to the University (see graduate general regulation 1.3.12).

- interview (shortlisted candidates only)

Program Requirements

Students must maintain a minimum 3.0 grade point average (GPA) (B average) and complete a minimum of 56 units from the following list including a comprehensive examination ~~(BUS 729)~~.

- BUS 702 Marketing Management (3)
- BUS 703 Managerial Economics (3)
- BUS 704 Leadership and Teamwork (3)
- BUS 705 Financial/Managerial Accounting (3)
- BUS 706 Data and Decisions (3)
- BUS 707 Business Ethics (2)
- BUS 708 Financial Management (3)
- BUS 709 Managing Information (3)
- BUS 710 Managing Global Enterprises (3)
- BUS 711 Negotiation and Conflict Resolution (3)
- BUS 712 Managing a Globalized Workforce (2)
- BUS 714 Entrepreneurship (3)
- BUS 715 Operations Management (3)
- BUS 716 Sustainability (3)
- BUS 718 Business Strategy (3)
- BUS 719 Managing People (3)
- BUS 720 Special Topics in Business Administration (2)
- BUS 721 Special Topics in Business Administration (3)
- BUS 722 Special Topics in Business Administration (4)
- BUS 723 Introduction to Managerial Thought (2)
- BUS 724 Organizational Analysis (2)
- BUS 725 Cross Cultural Experience (2)
- BUS 726 Business Innovation and Creativity (2)
- BUS 727 MBA Internship (0) or
- BUS 728 Research Internship * (0)
- BUS 729 Comprehensive Examination (2)

Graduate diploma in business administration graduates may apply for course waivers for BUS 702, 703, 705, 706, 707, 708, 719. A minimum 3.0 CGPA in that diploma program is required.

*for students entering the PhD program

Graduate diploma in business administration graduates may apply for course waivers for BUS 702, 703, 705, 706, 707, 708, 719. A minimum 3.0 CGPA in that diploma program is required.

If you have any further questions or concerns, please let me know.

Sincerely,



Dr. Colleen Collins
Associate Dean, Segal Graduate School
Beedie School of Business
Simon Fraser University
778-782-5195



Graduate Course Minor Change Form

This form is for an SFU department or program to request a minor change to an existing graduate course. After approval and signature by the faculty graduate studies committee, this form should be forwarded to the Dean of Graduate Studies for approval by the Senate Graduate Studies Committee (SGSC). SGSC will forward the approval to Senate for information.

DEPARTMENT

Department / School / Program Business	Contact name Sharan Girm	Contact email sharang@sfu.ca
Please revise the following elements of the indicated graduate course: ☐ Catalogue number ☐ Units ☐ Title ☒ Description ☐ Other: _____		

CURRENT COURSE

Please complete only the fields to be changed.

Program (eg. LBST) Bus	Number (eg. 810) 703	Units (eg. 4) 3
Course title (max 80 characters)		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached Applications of economic theory to business problems. The importance of economic models and quantitative applications will be explained. Topics include demand, cost and productivity analysis; the analysis of market structure and firm strategy; and the analysis of risk, uncertainty and information		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No Course number and units: _____ Additional course requirements for graduate students		

REVISED COURSE

Please complete only the fields to be changed.

Program (eg. LBST)	Number (eg. 810)	Units (eg. 4)
Course title (max 80 characters)		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached Application of economic concepts to tactical and strategic business decision-making for managers.		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No Course number and units: _____ Additional course requirements for graduate students		

APPROVALS

Colleen Collins
 Faculty graduate studies committee name
Peter Liljedahl
 Senate graduate studies committee name

Sharan Girm
 Signature
P. Liljedahl
 Signature

22-Feb-2013

Date
6 Mar 2013
 Date

Graduate Course Minor Change Form

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Please revise the following elements of the indicated graduate course: ☐ Catalogue number ☐ Units ☒ Title ☒ Description ☐ Other: _____		

CURRENT COURSE

Please complete only the fields to be changed.

Program (eg. LBST) Bus	Number (eg. 810) 704	Units (eg. 4) 3
Course title (max 80 characters) Leadership and Groups		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached Using laboratory education methods, this course will provide students with personalized feedback and coaching on interpersonal skills. Skills like leadership, coaching, team building, persuading, negotiating and managing conflict will be refined. Students will also be exposed to methods in observing and influencing group processes.		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No		
Course number and units: _____		
Additional course requirements for graduate students		

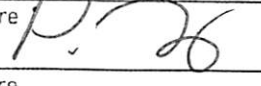
REVISED COURSE

Please complete only the fields to be changed.

Program (eg. LBST)	Number (eg. 810)	Units (eg. 4)
Course title (max 80 characters) Leadership and Teamwork		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached Understanding dynamics and leadership of successful teams.		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No		
Course number and units: _____		
Additional course requirements for graduate students		

APPROVALS

Colleen Collins
 Faculty graduate studies committee name
Peter Liljedahl
 Senate graduate studies committee name


 Signature

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22-Feb-2013

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Please revise the following elements of the indicated graduate course: ☐ Catalogue number ☐ Units ☐ Title ☒ Description ☐ Other: _____		

CURRENT COURSE

Please complete only the fields to be changed.

Program (eg. LBST) Bus	Number (eg. 810) 708	Units (eg. 4) 3
Course title (max 80 characters)		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached An overview of investment and financing decisions of the firm, including valuation, capital expenditures, financial markets, dividend and financial policy. Prerequisite: BUS 705		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No		
Course number and units: _____		
Additional course requirements for graduate students		

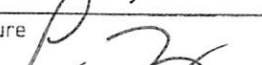
REVISED COURSE

Please complete only the fields to be changed.

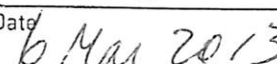
Program (eg. LBST)	Number (eg. 810)	Units (eg. 4)
Course title (max 80 characters)		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached Financial management issues including financial analysis, diagnosis of short-term funding needs, financial structure, cost of capital and valuation.		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No		
Course number and units: _____		
Additional course requirements for graduate students		

APPROVALS

Colleen Collins
 Faculty graduate studies committee name
Peter Liljedahl
 Senate graduate studies committee name


 Signature

 Signature

22-Feb-2013

Date

 Date

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DEPARTMENT

Department / School / Program Business	Contact name Sharan Girm	Contact email sharang@sfu.ca
Please revise the following elements of the indicated graduate course: ☐ Catalogue number ☐ Units ☐ Title ☒ Description ☐ Other: _____		

CURRENT COURSE

Please complete only the fields to be changed.

Program (eg. LBST) Bus	Number (eg. 810) 709	Units (eg. 4) 3
Course title (max 80 characters)		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached This course will introduce students to the theories and practices concerning the management and the application of Information Technology (IT) in organizations. Skills in analyzing complex situations in a holistic manner will be reinforced through the use of case methods. Technical aspects of information technology will be discussed.		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No Course number and units: _____ Additional course requirements for graduate students		

REVISED COURSE

Please complete only the fields to be changed.

Program (eg. LBST)	Number (eg. 810)	Units (eg. 4)
Course title (max 80 characters)		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached An introduction to the theories and practices of managing information technology. Uses case studies to analyze complex situations and develop skills necessary to select, deploy and use information systems.		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No Course number and units: _____ Additional course requirements for graduate students		

APPROVALS

Colleen Collins
 Faculty graduate studies committee name
Peter Liljedahl
 Senate graduate studies committee name


 Signature

 Signature

22-Feb-2013
 Date
6 Mar 2013
 Date

Graduate Course Minor Change Form

This form is for an SFU department or program to request a minor change to an existing graduate course. After approval and signature by the faculty graduate studies committee, this form should be forwarded to the Dean of Graduate Studies for approval by the Senate Graduate Studies Committee (SGSC). SGSC will forward the approval to Senate for information.

DEPARTMENT

Department / School / Program Business	Contact name Sharan Girm	Contact email sharang@sfu.ca
Please revise the following elements of the indicated graduate course: ☐ Catalogue number ☐ Units ☐ Title ☒ Description ☐ Other: _____		

CURRENT COURSE

Please complete only the fields to be changed.

Program (eg. LBST) Bus	Number (eg. 810) 727	Units (eg. 4) 0
Course title (max 80 characters)		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached Two to eight month internship is for the MBA students and takes place in their last semester. Approved entrepreneurial projects will also be accepted. The associate directors of the Business Career Management Centre must be contacted prior to registration for this course. Students must be current graduate students in the MBA program, and must have a CGPA and previous SGPA of at least 3.0.		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No		
Course number and units: _____		
Additional course requirements for graduate students		

REVISED COURSE

Please complete only the fields to be changed.

Program (eg. LBST)	Number (eg. 810)	Units (eg. 4)
Course title (max 80 characters)		
Short title (appears on transcripts, max 25 characters)		
Course description for SFU Calendar ☐ see attached Final term internships or approved entrepreneurial projects.		
Available course components ☐ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Practicum work done in this class will involve children or vulnerable adults (If the "Yes" box is checked, all students and instructors will require criminal record checks) ☐ Yes ☐ No		
Grading basis ☐ Graded ☐ Satisfactory / Unsatisfactory ☐ In Progress / Complete ☐ _____		
Prerequisites (if any)		
This is combined with an undergrad course. ☐ Yes ☐ No		
Course number and units: _____		
Additional course requirements for graduate students		

APPROVALS

Colleen Collins
 Faculty graduate studies committee name
Peter Liljedahl
 Senate graduate studies committee name

Sharan Girm
 Signature
P. 26
 Signature

22-Feb-2013

Date
6 Mar 2013
 Date



BEEDIE SCHOOL OF BUSINESS

Memo

To: Wade Parkhouse, Dean of Graduate Studies

From: Colleen Collins, Associate Dean, Graduate Programs

Date: February 1, 2013

Re: GDBA Program Calendar Change

The SFU GDBA Program would like to request the following changes to the academic calendar:

- i. Under the *Admission Requirements* section, remove both "A university course in mathematics or statistics is required.*" and "*Students in Aboriginal Business and Leadership Cohort will fulfill the math/stat requirement as part of the program."
- ii. Under the *Application* section, remove "(mailed directly from the referees)" from the fourth bullet
- iii. Under the *Application* section, remove the seventh bullet "a recent passport style photograph"
- iv. Under the *Application* section, remove from the last bullet "shortlisted candidates only" and replace it with **(if required)**
- v. Under the *Program Requirements* section, add the following course: **BUS 561 Special Topics (2)**

From: Admission Requirements The basic entry qualification is a degree from a recognized university in an area other than business, commerce or equivalent. A university course in mathematics or statistics is required.* Candidates must be computer literate and familiar with the Internet. The program requires a strong command of the English language. Applications are assessed as they are received. * Students in Aboriginal Business and Leadership Cohort will fulfill the math/stat requirement as part of the program.	To: Admission Requirements The basic entry qualification is a degree from a recognized university in an area other than business, commerce or equivalent. Candidates must be computer literate and familiar with the Internet. The program requires a strong command of the English language. Applications are assessed as they are received. Application Students can apply online at Simon Fraser
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✓

Application

Students can apply online at Simon Fraser University's online Graduate Studies application for admission, found at www.sfu.ca/dean-gradstudies/future/application_process

Candidates submit the following documentation:

- GDBA program application essay found at <http://beedie.sfu.ca/gdba>
- official transcript of undergraduate grades (mailed directly from the granting institution)
- resume
- three confidential letters of reference (~~mailed directly from the referees~~), preferably from supervisors or former professors
- for the Aboriginal Business and Leadership cohort, current Business experience (minimum ten years) related to Aboriginal Business and Leadership
- applicants whose primary language is not English, or whose previous education was conducted in another language, must submit evidence of satisfactory completion of a standardized English test that is acceptable to the University (see [graduate general regulation 1.3.12](#)).
- ~~a recent passport style photograph~~
- interview (~~shortlisted candidates only~~ if required)

Program Requirements

Students complete 24 units chosen from

- BUS 510 Financial and Managerial Accounting (4)
- BUS 552 Managerial Economics (4)
- BUS 553 Quantitative Business Methods (2)
- BUS 554 Management Information Systems (2)
- BUS 555 Managerial Finance (4)
- BUS 556 Marketing Management (4)
- BUS 557 Human Relations Management/Organization Behavior (4)

University's online Graduate Studies application for admission, found at www.sfu.ca/dean-gradstudies/future/application_process

Candidates submit the following documentation:

- GDBA program application essay found at <http://beedie.sfu.ca/gdba>
- official transcript of undergraduate grades (mailed directly from the granting institution)
- resume
- three confidential letters of reference, preferably from supervisors or former professors
- for the Aboriginal Business and Leadership cohort, current Business experience (minimum ten years) related to Aboriginal Business and Leadership
- applicants whose primary language is not English, or whose previous education was conducted in another language, must submit evidence of satisfactory completion of a standardized English test that is acceptable to the University (see [graduate general regulation 1.3.12](#)).
- interview (if required)

Program Requirements

Students complete 24 units chosen from

- BUS 510 Financial and Managerial Accounting (4)
- BUS 552 Managerial Economics (4)
- BUS 553 Quantitative Business Methods (2)
- BUS 554 Management Information Systems (2)
- BUS 555 Managerial Finance (4)
- BUS 556 Marketing Management (4)
- BUS 557 Human Relations Management/Organization Behavior (4)
- BUS 558 Special Topics (3)
- BUS 559 Special Topics (4)
- BUS 560 Directed Studies (3)
- BUS 561 Special Topics (2)

*requires prior permission of the academic

• BUS 558 Special Topics (3) • BUS 559 Special Topics (4) • BUS 560 Directed Studies (3) • BUS 561 Special Topics (2) *requires prior permission of the academic director Courses from the other master of business administration programs or other programs may be used as substitutes for these courses at the discretion of the academic chair.	director Courses from the other master of business administration programs or other programs may be used as substitutes for these courses at the discretion of the academic chair.
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If you have any further questions or concerns, please let me know.

Sincerely,



Dr. Colleen Collins
Associate Dean, Segal Graduate School
Beedie School of Business
Simon Fraser University
778-782-5195



BEEDIE SCHOOL OF BUSINESS

Memo

To: Wade Parkhouse, Dean of Graduate Studies

From: Colleen Collins, Associate Dean, Graduate Programs

Date: March 14, 2013

Re: Proposal of new GDBA Cohort in Social Innovation & Entrepreneurship

The GDBA program would like to implement a new cohort in Social Innovation and Entrepreneurship to commence in the Fall 2013 semester (please see the GDBA Cohort in Social Innovation and Entrepreneurship proposal).

The GDBA program would like to request the addition of the following new courses as part of the required courses for the Social Innovation and Entrepreneurship cohort (please see the New Course forms, course outlines and Curriculum vitae of faculty):

- i. BUS 563 Social Entrepreneurship (4)
- ii. BUS 564 Innovation & Design (4)
- iii. BUS 565 Field Project Outline (4)

The GDBA Program would like to request the following academic calendar language changes to reflect the new cohort as noted above and below:

- Include the following description regarding the new GDBA Cohort in Social Innovation and Entrepreneurship before "Admission Requirements":

The Social Innovation and Entrepreneurship cohort of the GDBA provides knowledge and experience to interested students from a variety of disciplinary backgrounds to create new social ventures and enhance the success of existing ones. The program builds upon the existing GDBA offerings in core business knowledge and supplements them with knowledge and experiential learning opportunities specific to social ventures. It will bring together faculty knowledgeable in social innovation and social entrepreneurship with community partners who will participate in class sessions as well as the field study

- Add the following new courses to the list of courses offered:
 - **BUS 563 Social Entrepreneurship and Innovation (4)**

- **BUS 564 Innovation and Design Thinking (4)**
- **BUS 565 Social Entrepreneurship Field Project (4)**
- Add asterisk to the following courses which are listed under the courses offered:
 - BUS 510 Financial and Managerial Accounting (4)**
 - BUS 555 Managerial Finance (4)**
 - BUS 556 Marketing Management (4)**
 - BUS 563 Social Entrepreneurship and Innovation (4)***
 - BUS 564 Innovation and Design Thinking (4)***
 - BUS 565 Social Entrepreneurship Field Project (4)***
- After the list of courses offered, add the following notation to explain the double and triple asterisk (** / ***):

****required courses for successful completion of the Social Innovation and Entrepreneurship cohort of the GDBA program**
***** open only to students in the Social Innovation and Entrepreneurship cohort and required for successful completion**

If you have any further questions or concerns, please let me know.

Sincerely,



Dr. Colleen Collins
 Associate Dean, Segal Graduate School
 Beedie School of Business
 Simon Fraser University
 778-782-5195



BEEDIE SCHOOL OF BUSINESS

**Proposal for a
Cohort of the Graduate Diploma in Business Administration in Social
Innovation and Entrepreneurship
Beedie School of Business**

1. CREDENTIAL TO BE AWARDED:

Graduate Diploma in Business Administration

2. LOCATION OF THE PROGRAM:

The program will be offered in an online format during any term and in a face to face intensive format at the Segal Graduate School, normally in a single term.

3. FACULTY OFFERING THE PROGRAM:

The Beedie School of Business

4. ANTICIPATED START DATE:

September 2013

5. DESCRIPTION OF THE PROGRAM:

Summary

The Beedie School of Business is proposing a new cohort version of the Graduate Diploma in Business Administration (GDBA) in the area of Social Entrepreneurship and Innovation, for students with an undergraduate degree in a discipline *other than business, or currently enrolled in Masters or PhD programs outside business*. The purpose of this program option is to provide the knowledge and experience to interested students from a variety of disciplinary backgrounds to create new social ventures and enhance the success of existing ones. The program builds upon the existing GDBA offerings in core business knowledge and supplements them with knowledge and experiential learning opportunities specific to social ventures. It will bring together faculty knowledgeable in social innovation and social entrepreneurship with community partners who will participate in class sessions as well as the field study.

It complements the non-credit certificate in Community Economic Development from the Centre for Sustainable Community Development (SCD) at SFU, which addresses how to "...build sustainable, local, robust economies..." with a focus on community control, self-reliance, ecological integrity and meaningful employment (SFU Certificate for Community Economic Development <http://www.sfu.ca/cscd/professional-programs/community-economic-development.html> accessed Feb 11th, 2013).

While there are areas of intersection, the course offerings are different, and Social Entrepreneurship and Social Innovation are distinct areas of study and practice from Community Economic Development.



BEEDIE SCHOOL OF BUSINESS

The proposed diploma will consist of 6 courses (24 units) which is consistent with the existing GDBA. It will be administered through Graduate Programs in the Beedie School of Business.

Background

Social entrepreneurship and innovation are recognized as a sub-discipline of entrepreneurship and business. "A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change (a social venture)...Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur focuses on creating social capital. Thus, the main aim of social entrepreneurship is to further social and environmental goals." (Canadian Social Entrepreneurship Foundation http://www.csef.ca/what_is_a_social_entrepreneur.php accessed February 3, 2013)

This approach is consistent with many but not all non-profit organizations, hence the distinction from non-profit management. The goals of social ventures are social/ environmental as well as financial.

Social entrepreneurship offerings are relatively new but no longer uncommon in business schools. They range from courses (Concordia/ Molson Sustainable Business Strategy), to specializations within MBA programs (University of Alberta sustainability stream; York/ Schulich sustainability and non-profit concentrations, Duke University Social Entrepreneurship MBA concentration), stand-alone experiential learning opportunities (e.g. UBC Sauder's ISIS fellows program for MBA graduates, Stanford Social Innovation Fellows, Oxford Said School Skoll Social Entrepreneurship Scholars, Chicago Booth, Social Entrepreneurship Lab is a course where students explore social entrepreneurship first-hand by working with local non-profit enterprises and for-profit ventures that have a social mission and make strategic recommendations to the participating organizations to address their goals.

Experiential learning opportunities are a critical component of the programmatic offerings. They typically involve internships, consulting projects, field projects/ labs as well as entrepreneurial venture incubators/accelerators.

Schools offering diplomas include the following: York/ Schulich offers a diploma in Business and the Environment for MBA students and recent MBA graduates; University of Waterloo offers a graduate Diploma in Social Innovation through their school of Environment, Enterprise and Development that is a series of 4 modules (17 days in total) that address social innovation, design thinking, team dynamics and scaling social innovation as well as a social innovation project to design a social innovation strategy for a community based organization.

A number of non-credit training programs exist, with examples including umbrella organizations such as Ashoka and the Canadian Social Entrepreneurship Foundation who offer a variety of short seminars, workshops and boot camps, or multi-day workshops such as the Social Venture Institute offered by Hollyhock Centre on Cortez Island near Vancouver. However none have the academic rigour and support of a Graduate Diploma.



BEEDIE SCHOOL OF BUSINESS

Purpose of the Graduate Certificate

The GDBA in Social Innovation and Entrepreneurship will provide relevant business knowledge, skills and experience for non-business graduates who seek to join established social ventures or start new social ventures or who are currently working in the sector and wish to enhance the success of their organizations.

The program provides educational access to students who are limited by time or cost to undertake a full MBA program. The combination of online courses offered every term and an intensive one term experience mean that students can complete at least a portion of the program while they are currently enrolled in Masters and PhD programs or working post degree.

Once the students have gained the necessary skills in basic functions of business, learning will be experiential and project-based. They will apply the business skills learned in course work and learn to innovate in the social sphere through a process of rigorous in-depth research, creative redefinition of problems, and iterative experimentation and business modelling.

The value to the community arises from the diffusion of relevant knowledge of entrepreneurship and innovation into the social sector – creating a community of well-trained leaders who bring sound business practices to social change.

Requirements for Graduation

The minimum University requirements for admission to the Graduate Diploma in Business Administration are set out in the calendar.

The GDBA in Social Innovation and Entrepreneurship is comprised of:

Three courses currently offered in an on-line format in the existing GDBA program:

- Bus 556 (4) Marketing Management;
- Bus 510 (4) Financial and Managerial Accounting; and
- Bus 555 (4) Managerial Finance; plus

One new course in social entrepreneurship and innovation offered either in an intensive session or in an online format once per year directly in advance of the final project focused term:

- Bus 563 (4) Social Entrepreneurship & Innovation;

Two additional courses in social entrepreneurship and innovation offered together in an integrated delivery in one term:

- Bus 564 (4) Innovation and Design Thinking;
- Bus 565 (4) Social Entrepreneurship Field Project.

Priority admission would be to applicants currently in good standing in SFU Masters and PhD programs outside Business. For all others, admission would be competitive and based on existing GDBA criteria.

The Field Project may consist of an independent social venture startup idea, or working with an existing community partner. The focus of the courses and field project would include Aboriginal entrepreneurship, Social and Environmental Sustainability, and Health, though students may also



BEEDIE SCHOOL OF BUSINESS

bring their own interests and experience to the field project. Potential field project sponsors in the region have been identified (e.g. Ecotrust Canada, Coast Opportunity Fund, Fraser Health, Science World, Urban Systems, Dossier Creative). New ventures arising from the diploma may be eligible for continued support in Beedie's Social Innovation Incubator.

Teaching Methods and Estimated Completion Time

Completion time can be a little as 2 terms or 4 terms of continuous enrollment depending on the pace at which the student completes the online "core" courses. An introductory specialty course, 'Social Entrepreneurship and Innovation' will also be available in an interactive online or intensive format. The 'Social Entrepreneurship Field Project' and 'Innovation and Design Thinking' classes will be offered face to face in one highly integrated term.

Enrolment Plan and Fees

The Graduate Diploma in Business in Social Entrepreneurship and Innovation is part of the existing GDBA, which has a tuition of \$619.90 per unit (2013/2014). Students would enroll in the existing GDBA courses and the first offering of the specialty courses would occur in fall 2014. Student support for the intensive specialty semester field projects may be available for students through funding from the community partner organizations.

Resources Required to Implement the Program

- Administrative support to identify and scope community field projects. (Funded by project sponsors or donors e.g. IVAN initiative from Vancity)
- Library resources – existing journals are sufficient in entrepreneurship and social entrepreneurship and social enterprise currently support courses within the faculty and the semester in Dialogue City project.
- Classroom and design studio space for intensive semester
- GDBA core courses are currently offered and enrollment capacity exists.

Faculty

Core GDBA courses are will be taught by instructors who hold PhD's in Business Administration, or PhD students in the Beedie School of Business. In some cases, instructors will hold Masters degrees with specializations and experience in social entrepreneurship, innovation or relevant professional designation.

SFU faculty members specializing in social entrepreneurship and innovation who may be drawn upon to teach courses include:

Professor Tom Lawrence
Lecturer Lisa Papania
Lecturer David Dunne

NEW CALENDAR ENTRY

Business Administration Graduate Diploma in Social Innovation & Entrepreneurship

Simon Fraser University Calendar 2013 Fall

The graduate diploma in business administration (GDBA) provides core business skills to those with an undergraduate degree in a discipline other than business. Delivered online over three terms, the GDBA is a convenient and practical alternative to a traditional classroom-based program and provides business fundamentals to improve career prospects.

The Social Innovation and Entrepreneurship cohort of the GDBA provides knowledge and experience to interested students from a variety of disciplinary backgrounds to create new social ventures and enhance the success of existing ones. The program builds upon the existing GDBA offerings in core business knowledge and supplements them with knowledge and experiential learning opportunities specific to social ventures. It will bring together faculty knowledgeable in social innovation and social entrepreneurship with community partners who will participate in class sessions as well as the field study.

Admission Requirements

The basic entry qualification is a degree from a recognized university in an area other than business, commerce or equivalent. Candidates must be computer literate and familiar with the Internet. The program requires a strong command of the English language. Applications are assessed as they are received.

Application

Students can apply online at Simon Fraser University's online Graduate Studies application for admission, found at www.sfu.ca/deangradstudies/future/application_process

Candidates submit the following documentation:

- GDBA program application essay found at <http://beedie.sfu.ca/gdba>
- official transcript of undergraduate grades (mailed directly from the granting institution)
- resume
- two confidential letters of reference, preferably from supervisors or former professors
- applicants whose primary language is not English, or whose previous education was conducted in another language, must submit evidence of satisfactory completion of a standardized English test that is acceptable to the University (see graduate general regulation 1.3.12)
- interview (if required)

Program Requirements

Students complete the following six courses:

Required:

- BUS 510 Financial and Managerial Accounting (4)
- BUS 555 Managerial Finance (4)
- BUS 556 Marketing Management (4)
- BUS 563 Social Entrepreneurship and Innovation (4)
- BUS 564 Innovation and Design Thinking (4)
- BUS 565 Social Entrepreneurship Field Project (4)

Courses from the other master of business administration programs or other programs may be used as substitutes for these courses at the discretion of the academic chair.

New Graduate Course Proposal Form

PROPOSED COURSE

Program (eg. ECON) BUS	Number (eg. 810) 563	Units (eg. 4) 4
Course Title (max 80 characters) Social Entrepreneurship and Innovation		
Short Title (appears on transcripts, max 25 characters) Soc Entrep & Innov		
Course Description for SFU Calendar ☐ see attached document ☒ Learning outcomes identified Social entrepreneurs are innovative, resourceful and use market-based approaches to find new solutions to social, economic and environmental challenges. Application of Social Entrepreneurial concepts in a practical manner to issues you care about. Focus on real world problems and the elements that leaders need to consider when building impactful and economically viable ventures.		
Available Course Components: ☒ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☒ Online ☐ _____		
Grading Basis ☒ Graded ☐ Satisfactory/Unsatisfactory ☐ In Progress/Complete		
Prerequisites (if any) ☐ see attached document		
☐ This proposed course is combined with an undergrad course: Course number and units: _____		
Additional course requirements for graduate students ☐ See attached document (if this space is insufficient)		
Campus at which course will be offered (check all that apply) ☐ Burnaby ☒ Vancouver ☐ Surrey ☐ GNW ☐ _____		
Estimated enrolment 20	Date of initial offering September 2013	Course delivery (eg. 3 hrs/week for 13 weeks) 3.5 hrs/week for 12 weeks
Justification ☐ See attached document This course is part of the required courses for successful completion of the Social Entrepreneurship and Innovation Cohort of the Graduate Diploma in Business Administration.		

RESOURCES

If additional resources are required to offer this course, the department proposing the course should be prepared to provide information on the source(s) of those additional resources.

Faculty member(s) who will normally teach this course ☐ information about their competency to teach the course is appended David Dunne
Number of additional faculty members required in order to offer this course 0
Additional space required in order to offer this course ☐ see attached document 0
Additional specialized equipment required in order to offer this course ☐ see attached document 0
Additional Library resources required (append details) ☐ Annually \$ _____ ☐ One-time \$ _____ Complements current undergraduate course in social entrepreneurship.

PROPOSED COURSE from first page

Program [eg. ECON] BUS	Number [eg. 810] 563	Units [eg. 4] 4
Course title (max 80 characters) Social Entrepreneurship and Innovation		

APPROVAL SIGNATURES

When a department proposes a new course it must first be sent to the chairs of each faculty graduate program committee where there might be an overlap in course content. The chairs will indicate that overlap concerns have been dealt with by signing the appropriate space or via a separate memo or e-mail (attached to this form).

The new course proposal must also be sent to the Library for a report on library resources.

Once overlap concerns have been dealt with, signatures indicate approval by the department, home faculty and Senate Graduate Studies Committee.

Other Faculties

The signature(s) below indicate that the Dean(s) or designate of other Faculties affected by the proposed new course support(s) the approval of the new course.

Name of Faculty	Signature of Dean or Designate	Date

Departmental Approval (non-departmentalized faculties need not sign)

Department Graduate Program Committee Colleen Collins	Signature 	Date 15-Feb-13
Department Chair Colleen Collins	Signature 	Date 15-Feb-13

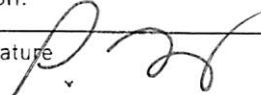
Faculty Approval

Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/Department commits to providing the required Library funds and any other necessary resources.

Faculty Graduate Program Committee Colleen Collins	Signature 	Date 15-Feb-13
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Senate Graduate Studies Committee Approval

SGSC approval indicates that the Library report has been seen, and all resource issues dealt with. Once approved, new course proposals are sent to Senate for information.

Senate Graduate Studies Committee Peter Liljedahl	Signature 	Date 6 Mar 2013
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CONTACT

Upon approval of the course, the Dean of Graduate Studies office will consult with the department or school regarding other course attributes that may be required to enable the proper entry of the new course in the student record system.

Department / School / Program Grad Programs/Beedie	Contact name Sharan Girm	Contact email sharang@sfu.ca
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SIMON FRASER UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION

Course: BUS 563(4)

Title: Social Entrepreneurship and Innovation

Course Description:

Social entrepreneurs are innovative, resourceful and use market-based approaches to find new solutions to social, economic and environmental challenges. This course will help you understand the sector and how its concepts apply in a practical manner to issues you care about. We will focus on real world problems and the elements that leaders need to consider when building impactful and economically viable ventures.

Course Objectives:

1. *Understand social entrepreneurship:* You will be introduced to theory, case studies, successes and failures, opportunities and constraints in the field of social entrepreneurship.
2. *Gain practical skills:* We will learn by doing, applying the knowledge gained throughout the course to a term length project. We will explore the systems surrounding issues and build modeling skills to think through the components of lasting solutions.
3. *Map the space and build perspective:* Develop a clear understanding of the different models social entrepreneurs use and applications in different environments (local and international; non-profit and for-profit; entrepreneur and *intrapreneur*; government and private sector are some of the viewpoints to be introduced).

Course Organization:

Lectures are supported by guest speakers, readings, videos, current case studies, exercises, and discussions. The course is built around a term length group social venture creation project.

Week	Topic
1	Intro to Social Entrepreneurship and Innovation
2	Markets & Value Creation
3	Social Venture Need and Opportunity Analysis
4	Theory of Change and Impact Measurement
5	Business Modeling for Social Change
6	Social Venture Revenue Models + Bus Model Canvas Pt 1
7	Cost structures, externalities + Bus Model Canvas Pt 2

8	Customer and Agile Development for Social Ventures
9	Legal Structures and Enabling Environment
10	Social Finance
11	Making it Stick – Social Venture Communications
12	Intrapreneurship, careers and trends.

Assessment:

Individual (45%)

- i) Problem Analysis and Opportunity Recognition Assignment (15%)
- ii) Informational Interview and Secondary Research for Group Project (15%)
- iii) Individual Essay & short answers (15%)

Group (45%)

You will work with a team to develop an opportunity into a full social venture business model. Each portion of the project below builds on your idea.

- i) Venture Idea Pitch Slidedeck with notes – Problem and Proposed Solution (5%)
- ii) Social Impact Model, Business Model Canvas (15%)
- iii) Market Validation Summary (10%)
- iv) Final Pitch Deck & Model Development Summary (15%).

Participation and Peer evaluation (10%)

Readings:

"Social Entrepreneurship: The Case for Definition", by Roger L. Martin & Sally Osberg (Stanford Social Innovation Review, Spring 2007)

http://www.ssireview.org/articles/entry/social_entrepreneurship_the_case_for_definition/

"The Process of Social Entrepreneurship: Creating Opportunities Worthy of Serious Pursuit", by Ayse Guclu, J. Gregory Dees, and Beth Battle Anderson (November 2012). Available online at <http://www.caseatduke.org/documents/seprocess.pdf> (accessed Feb 10, 2013)

Selections from "Business Planning for Enduring Social Impact", by Wolk and Kreitz (2008)

Selections from "Business Model Generation", by Alex Osterwalder and Yves Pigneur (2010)

"Fundamental Models of Social Enterprise", SE Toolbelt (accessed Feb 10, 2013)
http://www.4lenses.org/setypology/fundamental_models

"A guide to Social Return on Investment 2012", The SROI Network.
http://www.thesroinetwork.org/publications/doc_details/241-a-guide-to-social-return-on-investment-2012

"Social Entrepreneurship: Social Venture Finance", MaRS White Paper Series (2009).
<http://www.marsdd.com/news-insights/mars-reports/social-entrepreneurship-social-venture-finance/>

Social Entrepreneurship: Legislative Innovations", MaRS White Paper Series (2010).
<http://www.marsdd.com/news-insights/mars-reports/social-entrepreneurship-social-venture-finance/>

"The Social Intrapreneur: A Fieldguide for Corporate Changemakers", co-published by SustainAbility, IDEO, Skoll Foundation and Allianza (2008)

Readings are also supplemented with a number of case studies, blog entries, and videos. Social venture examples include Aravind Eye Hospital, Playpumps, The Cleaning Solution, Potluck Café, Tyze, Riders for Health, Centre for Social Innovation (Toronto), Livelyhoods, Ecofuel Africa, B Corporation, SKS Microfinance, and more.

New Graduate Course Proposal Form

PROPOSED COURSE

Program (eg. ECON) BUS	Number (eg. 810) 564	Units (eg. 4) 4
Course Title (max 80 characters) Innovation and Design Thinking		
Short Title (appears on transcripts, max 25 characters) Innov & Des Think		
Course Description for SFU Calendar ☐ see attached document ☒ Learning outcomes identified Explores a method of problem solving based on design that can be effective in dealing with challenging social problems. Includes deep user understanding and analysis of the social, economic and technological issues surrounding the problem, by learning and applying tools that push us to think differently about users' needs.		
Available Course Components: ☒ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Grading Basis ☒ Graded ☐ Satisfactory/Unsatisfactory ☐ In Progress/Complete		
Prerequisites (if any) ☐ see attached document		
☐ This proposed course is combined with an undergrad course: Course number and units: _____		
Additional course requirements for graduate students ☐ See attached document (if this space is insufficient)		
Campus at which course will be offered (check all that apply) ☐ Burnaby ☒ Vancouver ☐ Surrey ☐ GNW ☐ _____		
Estimated enrolment 20	Date of initial offering September 2013	Course delivery (eg. 3 hrs/week for 13 weeks) 3.5 hours/week for 12 weeks
Justification ☐ See attached document This course is part of the required courses for the Social Innovation and Entrepreneurship Cohort of the Graduate Diploma in Business Administration		

RESOURCES

If additional resources are required to offer this course, the department proposing the course should be prepared to provide information on the source(s) of those additional resources.

Faculty member(s) who will normally teach this course ☐ information about their competency to teach the course is appended Tom Lawrence
Number of additional faculty members required in order to offer this course 0
Additional space required in order to offer this course ☐ see attached document Design space for intensive semester (if needed)
Additional specialized equipment required in order to offer this course ☐ see attached document 0
Additional Library resources required (append details) ☐ Annually \$ _____ ☐ One-time \$ _____ send to library representative

PROPOSED COURSE from first page

Program (eg. ECON) BUS	Number (eg. 810) 564	Units (eg. 4) 4
Course title (max 80 characters) Innovation and Design Thinking		

APPROVAL SIGNATURES

When a department proposes a new course it must first be sent to the chairs of each faculty graduate program committee where there might be an overlap in course content. The chairs will indicate that overlap concerns have been dealt with by signing the appropriate space or via a separate memo or e-mail (attached to this form).

The new course proposal must also be sent to the Library for a report on library resources.

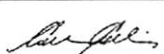
Once overlap concerns have been dealt with, signatures indicate approval by the department, home faculty and Senate Graduate Studies Committee.

Other Faculties

The signature(s) below indicate that the Dean(s) or designate of other Faculties affected by the proposed new course support(s) the approval of the new course.

Name of Faculty	Signature of Dean or Designate	Date

Departmental Approval (non-departmentalized faculties need not sign)

Department Graduate Program Committee Colleen Collins	Signature 	Date 15-Feb-13
Department Chair Colleen Collins	Signature 	Date 15-Feb-13

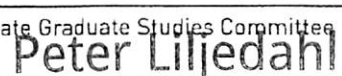
Faculty Approval

Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/Department commits to providing the required Library funds and any other necessary resources.

Faculty Graduate Program Committee Colleen Collins	Signature 	Date 15-Feb-13
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Senate Graduate Studies Committee Approval

SGSC approval indicates that the Library report has been seen, and all resource issues dealt with. Once approved, new course proposals are sent to Senate for information.

Senate Graduate Studies Committee 	Signature 	Date 6 Mar 2013
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CONTACT

Upon approval of the course, the Dean of Graduate Studies office will consult with the department or school regarding other course attributes that may be required to enable the proper entry of the new course in the student record system.

Department / School / Program Grad Programs/Beedie	Contact name Sharan Girm	Contact email sharang@sfu.ca
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BEEDIE SCHOOL
OF BUSINESS
SIMON FRASER
UNIVERSITY

COURSE: BUS 564 (4)

TITLE: Innovation and Design Thinking

Course Description:

Social problems are rarely simple – otherwise we would not consider them problems to begin with – nor does the word “complex” really capture the challenge they pose. Many social problems, from developing sustainable communities to improving access to health care, are difficult to formulate, let alone solve. They are not merely complex, but wicked.

To innovate in the face of such problems, we need to find better ways of formulating them. We need to take a different perspective, one grounded in a deep understanding of users; to think of the system as a whole, to generate original, robust ideas and learn through action. In other words, we need to “think different”: to *design* our way through wicked problems.

In this course, we explore how a method of problem solving based on design can be effective in dealing with challenging social problems. The approach includes deep user understanding and analysis of the social, economic and technological issues surrounding the problem. We will explore these by learning and applying tools that push us to think differently about users' needs.

But the course has implications beyond picking up a few thought tools. This type of thinking is quite different from standard approaches you have learned to date, and requires a good deal of self-awareness and reflection. So the “hidden agenda” (no longer hidden because we are talking about it here) is to help you approach problems differently and develop a reflective practice that will last you a lifetime. We hope to change your life.

Course Objectives:

1. To understand different ways of thinking about social problems;
2. To know how to find insight through deep user understanding;
3. To learn how to develop new products, services and experiences by applying creative problem solving methods;
4. To stimulate reflection about your own problem solving and approach to management.

Course Organization:

Week	Topic
1	Wicked Problems, Innovation and Design
2	Problem Solving and Ways of Thinking
3	Understanding Economic and Social Context
4	User Research and Ethnography: Observation
5	User Research and Ethnography: In-Depth Interviewing
6	Workshop: Analyzing User Research
7	Creativity and Problem Solving
8	Workshop: Idea Generation
9	The Role of Prototyping in Design
10	Workshop: Prototyping
11	Measurement and Evaluation
12	Designing in Hostile Territory

Assessment:

Presentation (Group) 60%

During the course, you will explore the concepts by working on an assigned project. You will present your research, insight and proposed innovation to your instructor. Your presentation will be graded on:

- The extent to which you have questioned assumptions and reframed the problem;
- The thoroughness of your research;
- The quality of your insight.

Personal Essays (Individual) 40% (10% + 30%)

Essay 1. You will develop a set of 3 – 5 *questions* you want to answer about Innovation and Design. You will be provided with feedback on the questions and some suggestions on how to go about finding answers. (10%)

Essay 2. At the end of the course, you will report on the *answers* you have found to your questions, and what *further questions* this generates for you. (30%).

Readings:

Workbook

Dunne, D. (2013). *A Course in Design Thinking*. Available from author.

Articles and Book Chapters

Body, J. (2008) "Design in the Australian Taxation Office". *Design Issues*, 24, 1, 55-67.

Conklin, J (2005), "Wicked Problems & Social Complexity", *Dialogue Mapping: Building Shared Understanding of Wicked Problems*, Wiley, Ch. 1.

Croskerry, P. (2003) "The Importance of Cognitive Errors in Diagnosis and Strategies to Minimize Them", *Academic Medicine*, 78, 8, 775-780.

Dorst, K and Cross, N (2001). "Creativity in the Design Process: co-evolution of problem-solution". *Design Studies*, 22, 5, 425-437.

Dunne (2010), "Two Inquiry-Based Approaches to Sustainable Value: Positive Design and Integrative Thinking" in D. Cooperider, M. Avital and T. Thatchenkery, *Advances in Appreciative Inquiry- Positive Design and Appreciative Construction: From Sustainable Development to Sustainable Value*.

Dunne (2011) "User-Centred Design and Design-Centred Business Schools", in *Handbook of Design Management*, Oxford: Berg Publishers.

Kelley, T. with Littman, J. (2001). *The Art Of Innovation: Lessons In Creativity From Ideo, America's Leading Design Firm*. New York: Doubleday. Selected chapters.

Leonard, D. and Rayport, J. (1997) "Spark Innovation through Empathic Design", *Harvard Business Review*, Nov-Dec, 102-113.

Mariampolski, H. (2006) *Ethnography for Marketers: a Guide to Consumer Immersion*, Thousand Oaks, CA: Sage Publications. Selected chapters.

Sterman, J. (2002) "All Models Are Wrong: Reflections on Becoming A Systems Scientist", *System Dynamics Review*, 18, 4 (Winter): 501-531.

Underhill, Paco (2009) *Why We Buy: the Science of Shopping*. New York: Simon & Schuster, chs. 1 and 2.

New Graduate Course Proposal Form

PROPOSED COURSE

Program (eg. ECON) BUS	Number (eg. 810) 565	Units (eg. 4) 4
Course Title (max 80 characters) Social Entrepreneurship Field Project		
Short Title (appears on transcripts, max 25 characters) Soc Entrep Field Proj		
Course Description for SFU Calendar ☐ see attached document ☐ Learning outcomes identified Students will work on field projects developing an innovative, market based approach to a social problem, either in collaboration with a community partner organization or working on an entrepreneurial initiative of their own. In addition to the instructor each team will have exposure to experts, investors and entrepreneurs who will provide feedback and guidance.		
Available Course Components: ☒ Lecture ☐ Seminar ☐ Laboratory ☐ Practicum ☐ Online ☐ _____		
Grading Basis ☒ Graded ☐ Satisfactory/Unsatisfactory ☐ In Progress/Complete		
Prerequisites (if any) ☐ see attached document		
☐ This proposed course is combined with an undergrad course: Course number and units: _____		
Additional course requirements for graduate students ☐ See attached document (if this space is insufficient)		
Campus at which course will be offered (check all that apply) ☐ Burnaby ☒ Vancouver ☐ Surrey ☐ GNW ☐ _____		
Estimated enrolment 20	Date of initial offering September 2013	Course delivery (eg. 3 hrs/week for 13 weeks) 3.5 hours/week for 12 weeks
Justification ☐ See attached document This course is part of the required courses of the Social Innovation and Entrepreneurship Cohort of the Graduate Diploma in Business Administration		

RESOURCES

If additional resources are required to offer this course, the department proposing the course should be prepared to provide information on the source(s) of those additional resources.

Faculty member(s) who will normally teach this course ☐ information about their competency to teach the course is appended David Dunne
Number of additional faculty members required in order to offer this course 0
Additional space required in order to offer this course ☐ see attached document 0
Additional specialized equipment required in order to offer this course ☐ see attached document 0
Additional Library resources required (append details) ☐ Annually \$ _____ ☐ One-time \$ _____ 0

PROPOSED COURSE from first page

Program (eg. ECON) BUS	Number (eg. 810) 565	Units (eg. 4) 4
Course title (max 80 characters) Social Entrepreneurship Field Project		

APPROVAL SIGNATURES

When a department proposes a new course it must first be sent to the chairs of each faculty graduate program committee where there might be an overlap in course content. The chairs will indicate that overlap concerns have been dealt with by signing the appropriate space or via a separate memo or e-mail (attached to this form).

The new course proposal must also be sent to the Library for a report on library resources.

Once overlap concerns have been dealt with, signatures indicate approval by the department, home faculty and Senate Graduate Studies Committee.

Other Faculties

The signature(s) below indicate that the Dean(s) or designate of other Faculties affected by the proposed new course support(s) the approval of the new course.

Name of Faculty	Signature of Dean or Designate	Date

Departmental Approval (non-departmentalized faculties need not sign)

Department Graduate Program Committee Colleen Collins	Signature 	Date 15-Feb-13
Department Chair Colleen Collins	Signature 	Date 15-Feb-13

Faculty Approval

Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/Department commits to providing the required Library funds and any other necessary resources.

Faculty Graduate Program Committee Colleen Collins	Signature 	Date 15-Feb-13
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Senate Graduate Studies Committee Approval

SGSC approval indicates that the Library report has been seen, and all resource issues dealt with. Once approved, new course proposals are sent to Senate for information.

Senate Graduate Studies Committee Peter Liljedahl	Signature 	Date 6 Mar 2013
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CONTACT

Upon approval of the course, the Dean of Graduate Studies office will consult with the department or school regarding other course attributes that may be required to enable the proper entry of the new course in the student record system.

Department / School / Program Grad Programs/Beedie	Contact name Sharan Girm	Contact email sharang@sfu.ca
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SIMON FRASER UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION

Course: BUS 565

Title: Social Entrepreneurship Field Project

Course Description:

The Social Entrepreneurship Field Project is strongly integrated with BUS 564 Innovation and Design Thinking, with both classes taught concurrently during the Intensive Semester of the GDBA Social Entrepreneurship and Innovation.

Students will work on field projects developing an innovative, market based approach to a social problem, either in collaboration with a community partner organization or working on an entrepreneurial initiative of their own.

In combination with BUS 564 Innovation and Design Thinking, class sessions will have a lab-like feel, with a mix of short lectures, case studies, guest speakers, mentor sessions and significant class time to work on your idea. In addition to the instructor each team will have exposure to experts, investors and entrepreneurs who will provide feedback and guidance.

Course Objectives:

- 1) Learn what it takes to develop a social venture.
- 2) Understand the practical challenges and opportunities around creating viable business models for innovative solutions to social problems.
- 3) Where interests and opportunity align, develop ventures that may carry forward to be supported by Beedie social venture incubation services.
- 4) To push students outside of the classroom to learn from potential customers, partners, suppliers and the market in general.

We will cover business design and modelling skills, customer development, social impact considerations, and develop the start-up skills required to launch new ideas either within existing organizations or independently. This will build on and extend basic knowledge acquired in BUS 563 Social Entrepreneurship.

This class is not about creating business plans. Each week will push you to get out of the classroom and talk to customers, partners and experts to not just think about business model components, but to TEST your assumptions about them and evolve your idea. You will be expected to come back to class each week and report on what you've learned and the resulting changes to your model.

By the end of the course, students will have a broad understanding of the practical applications of social innovation and entrepreneurship through exploring their own social venture concept, transferable skills in innovation and startup projects and organizations, and a rich understanding of the issues that arise in practice.

Course Organization:

Week	Topic
1	Social Venture Business Models & Customer Development
2	Project Introductions, Context & Teams
3	Workshop - Business Model Canvas & Hypothesis Testing
4	Building Something that Matters (to your customer & the world)
5	Know Your Customer
6	Sales and Marketing Channels
7	Get, Keep and Grow a Client Base
8	Exploring Alternative Revenue Models
9	Partners (Potential & Pitfalls)
10	Backstage (Key activities, resources, & costs that drive the model)
11	Metrics and Agile Development
12	Team Social Venture Presentations

Assessment:

Group (60%)

1) Weekly Updates & Contribution to Shared Learning (30%)

As students will do the bulk of their work developing their ideas outside the classroom, teams will be graded on weekly progress and communication (between weeks 3-12).

- a. weekly blog on activities & business model canvas changes (15%)
- b. weekly in class update on activities and challenges (15%)

2) Final Report and Presentation (30%)

- a. Final in class pitch (10%)
- b. Final report on business model (20%)

Individual (40%)

i) Individual Participation (20%)

As classes are largely lab, discussion and feedback based, you will be expected to be prepared to contribute to discussions and feedback, both for your group and peers.

ii) Sector Exploration Report (20%)

Each team will have lots of "black holes" in their knowledge around their project or venture. While most of the class is focused on learning from the market and customers, this assignment will look to experts and

secondary research to plug some of those gaps, with each team member responsible for finding the answer to one or more of your key questions as required.

Texts:

Business Model Generation – Alex Osterwalder
The Startup Owners Manual - Steve Blank and Bob Dorf

Video & Media:

Selections from “How to Build a Startup” by Steve Blank and Kathleen Mullaney (Available at <https://www.udacity.com/course/ep245> accessed Feb 11, 2013)

Library Report - GDBA Cohort

From : Megan Crouch <mcrouch@sfu.ca>

Fri, Mar 01, 2013 04:53 PM

Subject : Library Report - GDBA Cohort

To : busadmin@sfu.ca

Cc : sheilagh@sfu.ca, sharang@sfu.ca, colleen collins
<colleen.collins@sfu.ca>, Patty Gallilee
<plg@sfu.ca>, Christine Manzer
<cmcconne@sfu.ca>, Karen Marotz
<marotz@sfu.ca>

(My apologies, my initial message did not include BUS 564. This has been corrected.)

Dear Anne et al,

I have reviewed the proposals for the following courses and concluded that no additional library resources will be required to support them:

BUS 563: Social Entrepreneurship and Innovation,
BUS 564: Innovation & Design, and
BUS 565 Social Entrepreneurship Field Project.

The courses will therefore be added to the appropriate list
at <http://www.lib.sfu.ca/collections/course-assessments>
This will be enough to indicate library sign-off as they move through the approval
process.

For more information on the Library's role in the course approval process, please see the
following web page: <http://www.lib.sfu.ca/collections/course-assessments>

Please let me know if I can be of further assistance.

Best,
Megan
Megan L. Crouch
Health Sciences Librarian
Collections Librarian
Simon Fraser University Library
Tel: 778.782.4962

****I am on campus Monday, Tuesday, Wednesday, and alternate Fridays****