



## OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC

8888 University Drive,  
Burnaby, BC  
Canada V5A 1S6

TEL: 778.782.4636  
FAX: 778.782.5876

avpcio@sfu.ca  
www.sfu.ca/vpacademic

**MEMORANDUM**

|                  |                                        |              |                 |
|------------------|----------------------------------------|--------------|-----------------|
| <b>ATTENTION</b> | Senate                                 | <b>DATE</b>  | October 3, 2014 |
| <b>FROM</b>      | Gordon Myers, Chair                    | <b>PAGES</b> | 1/1             |
|                  | Senate Committee on                    |              |                 |
|                  | Undergraduate Studies                  |              |                 |
| <b>RE:</b>       | Beedie School of Business (SCUS 14-39) |              |                 |

A handwritten signature in blue ink, likely of Gordon Myers, is written over the signature line of the memorandum.

**For information:**

Acting under delegated authority at its meeting of October 2, 2014 SCUS approved the following curriculum revisions effective Summer 2015.

- (i) Description change to BUS 202
- (ii) Title change to BUS 462
- (iii) Requirement changes to the Operations Management concentration

SIMON FRASER UNIVERSITY

Office of the Dean/ Beedie School of Business

MEMORANDUM

To: Jo Hinchliffe  
Senate Committee on  
Undergraduate Studies

From: Andrew Gemino, Chair  
Beedie School of Business  
UG Curriculum Committee

Date: September 18, 2014

Subject: Material for next SCUS meeting

---

The Undergraduate Curriculum Committee in the Beedie School of Business approved the following curricular changes:

1. Course Change Summer 2015: BUS 202 Course Change
  - a. SCUS Memo: BUS 202 Description Changes
  - b. BUS 202 Description Change
2. Course Change Summer 2015: BUS 462 Title Change
  - a. SCUS Memo: BUS 462 Title Change
  - b. BUS 462 Title Change
3. Calendar Change Fall 2015: Operations Management Concentration Change
  - a. Changes & Rationale: BUS 445 Addition to Operations Management Concentration

Would you please place this item on the October 2, 2014 Senate Committee on Undergraduate Studies agenda?

Sincerely,



Andrew Gemino, Associate Dean  
Beedie School of Business



**BEEDIE SCHOOL OF BUSINESS**  
SIMON FRASER UNIVERSITY

**Office of the Dean**  
8888 University Drive  
Burnaby, BC V5A 1S6

TEL 778.782.3640  
FAX 778.782.5833

fbadean@sfu.ca

**MEMORANDUM**

**ATTENTION** Senate Committee on Undergraduate Studies  
**FROM** Andrew Gemino  
**RE:** **Course Changes to the BUS 202 Course Description**  
**DATE** September 18, 2014

The Beedie School of Business proposes to amend the existing description for BUS 202 – Foundations for Collaborative Work Environments. The amendment of the description is in regard to the receipt of credit for the course once a student has already reached a specific number of credit hours in his/her degree.

BUS 202 is a mandatory first term course for all newly admitted Beedie students who have gained admission through an internal or external post-secondary transfer pathway starting Fall 2014 onward. The current wording defines that students with over 70 units may not complete BUS 202 for further credit. This was established as an incentive for students to complete the course within their first term and should they need to repeat the course, to do so by the end of their second term at Beedie so as not to delay their progress in upper division Business courses as BUS 202 is a prerequisite to the faculty's main gatekeeper course, BUS 360W.

However, the current credit cutoff of 70 units prevents internal transfer students with over 70 units from being able to complete the BBA program unless special permission is granted. These students cannot enroll in BUS 202 without special permission, nor receive credit for the course. With a growing number of internal transfers with over 70 units, the School proposes the removal of this credit limitation in order to allow all eligible students for admission the ability to complete their requirements and receive credit.

  
Andrew Gemino, Associate Dean  
Beedie School of Business

**EXISTING COURSE, CHANGES RECOMMENDED**

Please check appropriate revision(s):

☐ Course number    ☐ Credit    ☐ Title    ☒ Description    ☐ Prerequisite    ☐ Course deletion    ☐ Learning Outcomes

Indicate number of hours for: Lecture \_\_\_\_\_ Seminar \_\_\_\_\_ Tutorial \_\_\_\_\_ Lab \_\_\_\_\_

**FROM** BUS 202 **TO**  
 Course Subject/Number \_\_\_\_\_ Course Subject/Number \_\_\_\_\_

Credits \_\_\_\_\_ Credits \_\_\_\_\_

**TITLE**

(1) LONG title for calendar and schedule, no more than 100 characters including spaces and punctuation.

**FROM:**
 Foundations for Collaborative Work  
 Environments
**TO:**

(2) SHORT title for enrollment and transcript, no more than 30 characters including spaces and punctuation.

**FROM:**
 Effective communication with persons from  
 various cultural backgrounds in a  
 professional setting is a key business skill in  
 a global community. Develop cultural  
 intelligence and skills in collaboration while  
 improving intercultural and interpersonal  
 business communication in a team-based  
 environment. Students with credit for BUS  
 130 or 201 or 301 may not receive further  
 credit for this course, nor students with  
 more than 70 units.
**TO:**
 Effective communication with persons from  
 various cultural backgrounds in a professional  
 setting is a key business skill in a global  
 community. Develop cultural intelligence and  
 skills in collaboration while improving  
 intercultural and interpersonal business  
 communication in a team-based environment.  
 Students with credit for BUS 130 or 201 or 301  
 may not receive further credit for this course.
**DESCRIPTION****FROM:****DESCRIPTION****TO:****PREREQUISITE**
 Does this course replicate the content of a previously approved course to such an extent that students should not receive credit for both courses?  
 If so, this should be **noted in the prerequisite**.
**PREREQUISITE****FROM:****TO:****LEARNING OUTCOMES****RATIONALE**

See memo.





**BEEDIE SCHOOL OF BUSINESS**  
SIMON FRASER UNIVERSITY

Office of the Dean  
8888 University Drive  
Burnaby, BC V5A 1S6

TEL 778.782.3640  
FAX 778.782.5833

fbadean@sfu.ca

**MEMORANDUM**

---

ATTENTION Senate Committee on Undergraduate Studies  
FROM Andrew Gemino  
RE: **Course Change to the title of BUS 462**  
DATE September 18, 2014

The Beedie School of Business proposes to amend the existing course title for BUS 462 from 'Business Intelligence' to 'Business Analytics.'

Our advisory board for the Certificate in Business Analytics and Decision Making (BADM) recommended the name change as they felt it better reflects the course content and is more explicit regarding what is covered in the course material. Moreover, this change better aligns with the fact this course provides key, foundational knowledge and is a core course for the BADM.

Andrew Gemino, Associate Dean  
Beedie School of Business



**EXISTING COURSE, CHANGES RECOMMENDED**

Please check appropriate revision(s):

☐ Course number   ☐ Credit   ☒ Title   ☐ Description   ☐ Prerequisite   ☐ Course deletion   ☐ Learning Outcomes

Indicate number of hours for: Lecture \_\_\_\_\_ Seminar \_\_\_\_\_ Tutorial \_\_\_\_\_ Lab \_\_\_\_\_

**FROM**                      **BUS 462**                      **TO**  
Course Subject/Number \_\_\_\_\_ Course Subject/Number \_\_\_\_\_

Credits \_\_\_\_\_ Credits \_\_\_\_\_

**TITLE**

(1) LONG title for calendar and schedule, no more than 100 characters including spaces and punctuation.

**FROM:**                                              **TO:**  
Business Intelligence                      Business Analytics

(2) SHORT title for enrollment and transcript, no more than 30 characters including spaces and punctuation.

**FROM:**                                              **TO:**

**DESCRIPTION**

**FROM:**

**DESCRIPTION**

**TO:**

**PREREQUISITE**

Does this course replicate the content of a previously approved course to such an extent that students should not receive credit for both courses?  
If so, this should be **noted in the prerequisite**.

**FROM:**

**PREREQUISITE**

**TO:**

**LEARNING OUTCOMES**

**RATIONALE**

See memo.

## **Calendar Change, Undergraduate Department, Beedie School of Business**

**Effective: Fall 2015 Calendar**

### **Summary of Changes:**

- Addition of BUS 445 – Consumer Analytics to the Operations Management concentration as an elective

### **Rationale:**

The Beedie School of Business proposes the addition of BUS 445 – Consumer Analytics to the Operations Management (OM) Concentration within the Major, Honours, and Joint undergraduate programs.

BUS 445 focuses on the application of Management Science methodologies to Marketing problems. In the past, it was an elective for both Operations Management and Marketing. A few years ago, enrollment in OM temporarily decreased, specifically with respect to some OM elective courses, including BUS 445. In order to maintain an even uptake the area reduced its number of electives, removing BUS 445 as an elective. In recent years, this decrease in enrollment in OM has proved temporary and enrollment has remained steady. The area would now like to add BUS 445 back, which is supported by the Area Coordinator and instructor of BUS 445. The inclusion of the course as an elective within OM will also enhance the learning within the course as OM concentrators also bring heightened quantitative skills to the course, which enriches the course for all students.

### **The following program will be affected by these changes:**

- Business Major
- Double Degree
- Business Honours
- Business Honours with term at Segal
- Business JMA
  - Economics
  - Interactive Arts & Technology (BSc)
  - Interactive Arts & Technology (BA)
- Business Joint Honours
  - Economics
- Second Degree

**Note:** Revised content will be noted through Track Changes.

~~~~~

## **CALENDAR CHANGE:**

### **Operations Management**

For this concentration, students complete both of

BUS 336 - Data and Decisions II (4)

BUS 473 - Operations Management (4)

and two of

BUEC 433 - Forecasting in Business and Economics (5)

BUS 437 - Decision Analysis in Business (3)

BUS 440 - Simulation in Management Decision-making (4)

BUS 445 – Consumer Analytics<sup>[Fo1]</sup>

BUS 474 - Supply Chain Management (3)

BUS 475 - Sustainable Operations (3)

BUS 490 - Selected Topics in Business Administration (3) \*\*

BUS 491 - Selected Topics in Business Administration (3) \*\*

BUS 492 - Selected Topics in Business Administration (3) \*\*

BUS 493 - Selected Topics in Business Administration (3) \*\*

BUS 494 - Selected Topics in Business Administration (3) \*\*

BUS 495 - Selected Topics in Business Administration (3) \*\*

BUS 496 - Selected Topics in Business Administration (5) \*\*

\*\* When offered as a selected topics course in Operations Management