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MEMORANDUM

ATTENTION Senate
FROM Wade Parkhouse, Chair
Senate Committee on Undergraduate
Studies
RE: New Course Proposal

DATE February 4, 2022
PAGES 1/1

For information:

Acting under delegated authority at its meeting of February 3, 2022 SCUS approved the following curriculum revision effective Fall 2022.

a. Beedie School of Business (SCUS 22-09)**(i) New Course Proposals:**

- BUS 100-1, Professional Development – Launch
- BUS 240-3, Introduction to Innovation
- BUS 275-3, Business in a Sustainable Society
- BUS 300-1, Professional Development – Planning
- BUS 373-3, Operations and Supply Chain Management

Senators wishing to consult a more detailed report of curriculum revisions may do so on the Senate Docushare repository at <https://docushare.sfu.ca/dsweb/View/Collection-12682>.

COURSE SUBJECT NUMBER

COURSE TITLE LONG — for Calendar/schedule, no more than 100 characters including spaces and punctuation

COURSE TITLE SHORT — for enrollment/transcript, no more than 30 characters including spaces and punctuation

CAMPUS where course will be normally taught: ☒ Burnaby ☐ Surrey ☐ Vancouver ☐ Great Northern Way ☒ Off campus

COURSE DESCRIPTION — 50 words max. Attach a course outline. Don't include WQB or prerequisites info in this description box.

An intensive program to introduce students to the mission and values of the Beedie School of Business through an immersive experiential learning experience. This program prepares students for success through the development and integration of academic skills and mindsets while building a network necessary for success in academic, social, and career related pursuits.

REPEAT FOR CREDIT ☐ YES ☒ NO Total completions allowed Within a term? ☐ YES ☐ NO

LIBRARY RESOURCES

NOTE: Senate has approved (S.93-11) that no new course should be approved by Senate until funding has been committed for necessary library materials. Each new course proposal must be accompanied by the email that serves as proof of assessment. For more information, please visit www.lib.sfu.ca/about/overview/collections/course-assessments.

RATIONALE FOR INTRODUCTION OF THIS COURSE

The Bachelor of Business Administration (BBA) is an intensive program which requires us to prepare and orient students to the mission, values and calling of the Beedie School of Business (BsB) and the academic rigour of a research intensive institution. We want to develop an atmosphere and culture of community that will support the students on their journey through the BBA. The orientation experience will provide students with the tools and knowledge for success to navigate through the BBA.

The principles for this mandatory experience are:

1. An embedded experiential orientation program within the BBA, to support key objectives.
2. Exposes students to the Beedie School of Business' Calling through specific programming experiences.
3. An immersive experience that encompasses the following:
 - Grounded in academic content informed by the Undergraduate Program Learning Goals.
 - Fosters community building and networking within and external to the Beedie community
 - Introduction to the BsB Student Services unit
4. A distinct orientation experience delivered separately to our two admission streams (high school and transfer) in recognition of their distinct learning needs and profiles.



SCHEDULING AND ENROLLMENT INFORMATION

Effective term and year (e.g. FALL 2016)

Term in which course will typically be offered ☒ Spring ☒ Summer ☒ Fall

Other (describe)

Will this be a required or elective course in the curriculum? ☒ Required ☐ Elective

What is the probable enrollment when offered? Estimate:

UNITS

Indicate number of units:

Indicate no. of contact hours: Lecture Seminar Tutorial Lab Other; explain below

OTHER

FACULTY

Which of your present CFL faculty have the expertise to offer this course?

WQB DESIGNATION

(attach approval from Curriculum Office)

PREREQUISITE AND / OR COREQUISITE

EQUIVALENT COURSES [For more information on equivalency, see Equivalency Statements under [Information about Specific Course components.](#)]

1. SEQUENTIAL COURSE [is not hard coded in the student information management system (SIMS).]

Students who have taken (*place relevant course(s) in the blank below (ex: STAT 100)*) **first** may not then take this course for further credit.

n/a

2. ONE-WAY EQUIVALENCY [is not hard coded in SIMS.]

(*Place relevant course(s) in the blank below (ex: STAT 100)*) will be accepted in lieu of this course.

n/a

3. TWO-WAY EQUIVALENCY [is hard coded and enforced by SIMS.]

Students with credit for (*place relevant course(s) in the blank below (ex: STAT 100)*) may not take this course for further credit.

n/a

Does the partner academic unit agree that this is a two-way equivalency? ☐ YES ☐ NO

Please also have the partner academic unit submit a course change form to update the course equivalency for their course(s).

4. SPECIAL TOPICS PRECLUSION STATEMENT [is not hard coded in SIMS.]

n/a

FEES

Are there any proposed student fees associated with this course other than tuition fees? ☐ YES ☒ NO

COURSE – LEVEL EDUCATIONAL GOALS (OPTIONAL)

Students will be able to:

1. Examine the BsB core values as reflected in the Calling and recognize the ways this is integrated into the learning practices of the school
2. Explain the BsB themes of Global Perspective, Social Responsibility, and Innovation as it relates to the study of business management and practices at the Beedie School of Business
3. Assess one's own learning style, competencies, strengths and weaknesses and explain how to best manage one's own learning in academic and personal environments
4. Make informed decisions through the support of the BsB Student Services
5. Develop a network of internal and external Beedie community members to support and shape the BBA journey



RESOURCES

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

OTHER IMPLICATIONS

Final exam required ☐ YES ☒ NO

Criminal Record Check required ☐ YES ☒ NO

OVERLAP CHECK

Checking for overlap is the responsibility of the Associate Dean.

Each new course proposal must have confirmation of an overlap check completed prior to submission to the Faculty Curriculum Committee.

Name of Originator

Dr. Kamal Masri

COURSE SUBJECT NUMBER **COURSE TITLE LONG** — for Calendar/schedule, no more than 100 characters including spaces and punctuation**COURSE TITLE SHORT** — for enrollment/transcript, no more than 30 characters including spaces and punctuation**CAMPUS** where course will be normally taught: ☒ Burnaby ☒ Surrey ☐ Vancouver ☐ Great Northern Way ☐ Off campus**COURSE DESCRIPTION** — 50 words max. Attach a course outline. Don't include WQB or prerequisites info in this description box.

An introduction to key innovation concepts and processes, and how innovation is organized in established organizations and start-ups. Students will learn their role as agents of innovation by practicing techniques that help them anticipate opportunities, generate innovative concepts, and implement innovation in established organizations, entrepreneurial ventures and society.

REPEAT FOR CREDIT ☐ YES ☒ NO Total completions allowed Within a term? ☐ YES ☐ NO**LIBRARY RESOURCES**

NOTE: Senate has approved (S.93-11) that no new course should be approved by Senate until funding has been committed for necessary library materials. Each new course proposal must be accompanied by the email that serves as proof of assessment. For more information, please visit www.lib.sfu.ca/about/overview/collections/course-assessments.

RATIONALE FOR INTRODUCTION OF THIS COURSE

In 2017 the Beedie School of Business adopted a new calling. "We develop innovative and socially responsible business leaders with a global perspective through education, inspired by research and grounded in practice."

Following its introduction, the Beedie School of Business created the Undergraduate Program Review Task Force in January 2019. The primary objective of this task force was to review the BBA and ensure program alignment with the school's calling. Since being created, the task force has developed new program learning objectives that align with the calling and reviewed the program structure and curricular learning experiences of students to identify gaps between our calling and what we currently offer students.

Through this program review process, significant gaps have been identified between the innovation component of our calling and the newly developed program learning objectives, and what we offer in the BBA.

Our innovation calling is not being satisfied because there are no mandatory innovation courses in the BBA. Instead, only one 200-level innovation-oriented course is offered prior to the innovation and entrepreneurship concentration: BUS 238 Introduction to Entrepreneurship and Innovation. This is a B-SOC course that is open to all students across the university and the entry point for the Charles Chang Certificate in Innovation and Entrepreneurship. As an elective for business majors, few take the course. 19% of students who took BUS 238 in 2021 were business majors.

After internal review by faculty in the innovation and entrepreneurship area it was determined that BUS 238 should be retained as an offering primarily for non-business students who could benefit from its multidisciplinary and experiential nature. If BUS 238 became mandatory for business majors then it would dilute the experience for non-business students as it would create a business to non-business student ratio of approximately 4:1. Furthermore, it was recognized that the pedagogy of BUS 238 would be difficult to scale to classes of 140+ students per section, and that BUS 238 has a greater emphasis on entrepreneurship than what is desired from a core business major course.

This new course, BUS 240 Introduction to Innovation, is necessary to satisfy our calling and program learning objectives. It introduces business major students to key innovation concepts and processes, and helps them recognize their opportunities as agents of innovation.

SCHEDULING AND ENROLLMENT INFORMATION

Effective term and year (e.g. FALL 2016)

FALL 2022

Term in which course will typically be offered ☒ Spring ☒ Summer ☒ Fall

Other (describe)

Will this be a required or elective course in the curriculum? ☐ Required ☒ Elective

What is the probable enrollment when offered? Estimate:

300

UNITS

Indicate number of units:

3

Indicate no. of contact hours: Lecture Seminar Tutorial Lab Other; explain below**OTHER**

N/A

FACULTY

Which of your present CFL faculty have the expertise to offer this course?

Andrew Gemino, Elicia Maine, Miremad Soleymanian, Sarah Lubik, Simon Ford, Terri Griffiths

WQB DESIGNATION

(attach approval from Curriculum Office)

N/A

PREREQUISITE AND / OR COREQUISITE

Prerequisite: 12 units

EQUIVALENT COURSES [For more information on equivalency, see Equivalency Statements under [Information about Specific Course components.](#)]

1. SEQUENTIAL COURSE [is not hard coded in the student information management system (SIMS).]

Students who have taken (*place relevant course(s) in the blank below (ex: STAT 100)*) **first** may not then take this course for further credit.

N/A

2. ONE-WAY EQUIVALENCY [is not hard coded in SIMS.]

(*Place relevant course(s) in the blank below (ex: STAT 100)*) will be accepted in lieu of this course.

N/A

3. TWO-WAY EQUIVALENCY [is hard coded and enforced by SIMS.]

Students with credit for (*place relevant course(s) in the blank below (ex: STAT 100)*) may not take this course for further credit.

N/A

Does the partner academic unit agree that this is a two-way equivalency? ☐ YES ☐ NO

Please also have the partner academic unit submit a course change form to update the course equivalency for their course(s).

4. SPECIAL TOPICS PRECLUSION STATEMENT [is not hard coded in SIMS.]

N/A

FEES

Are there any proposed student fees associated with this course other than tuition fees? ☐ YES ☒ NO

COURSE – LEVEL EDUCATIONAL GOALS (OPTIONAL)

1. Understand key innovation concepts related to the sources, types, patterns and adoption of innovation.
2. Apply innovation techniques to identify problems and opportunities.
3. Use creativity to generate ideas and select possible options.
4. Recognize the importance of iteration and learning within innovation processes.
5. Understand how innovation is organized in established organizations and start-ups.
6. Appreciate how innovation can help them in their future careers and passions.



RESOURCES

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

N/A

OTHER IMPLICATIONS

Final exam required ☒ YES ☐ NO

Criminal Record Check required ☐ YES ☒ NO

OVERLAP CHECK

Checking for overlap is the responsibility of the Associate Dean.

Each new course proposal must have confirmation of an overlap check completed prior to submission to the Faculty Curriculum Committee.

Name of Originator

Simon Ford & Sarah Lubik

COURSE SUBJECT BUS

NUMBER 275

COURSE TITLE LONG — for Calendar/schedule, no more than 100 characters including spaces and punctuation

Business in a Sustainable Society

COURSE TITLE SHORT — for enrollment/transcript, no more than 30 characters including spaces and punctuation

Business in a Sustainable Society

CAMPUS where course will be normally taught: ☒ Burnaby ☐ Surrey ☐ Vancouver ☐ Great Northern Way ☐ Off campus

COURSE DESCRIPTION — 50 words max. Attach a course outline. Don't include WQB or prerequisites info in this description box.

Businesses and business leaders have a key role to play in supporting a sustainable future. In this course, we examine what it means to be a responsible business and how businesses can do their part to be a catalyst for system-level change. We will also consider our own roles in supporting the necessary transition to a more regenerative and reconciled economy.

REPEAT FOR CREDIT ☐ YES ☒ NO Total completions allowed Within a term? ☐ YES ☐ NO

LIBRARY RESOURCES

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RATIONALE FOR INTRODUCTION OF THIS COURSE

Beedie School of Business has undertaken a program review to bring the BBA into alignment with our calling and values. This core course in Business in a Sustainable Society will provide the foundational concepts of social responsibility in our calling. Better addressing our calling and specifically, better addressing social responsibility are themes that have been raised by our two accreditation bodies. It also brings our BBA into alignment with other national and international programs that offer a core course in business sustainability and/or business and society in their BBA.



SCHEDULING AND ENROLLMENT INFORMATION

Effective term and year (e.g. FALL 2016)

Fall 2022

Term in which course will typically be offered ☒ Spring ☒ Summer ☒ Fall

Other (describe)

Will this be a required or elective course in the curriculum? ☐ Required ☒ Elective

What is the probable enrollment when offered? Estimate:

300

UNITS

Indicate number of units:

3

Indicate no. of contact hours: Lecture Seminar Tutorial Lab Other; explain below

OTHER

FACULTY

Which of your present CFL faculty have the expertise to offer this course?

Dr. Kam Phung, Dr. Stephanie Bertels

WQB DESIGNATION

(attach approval from Curriculum Office)

n/a

PREREQUISITE AND / OR COREQUISITE

Prerequisite: 12 units

EQUIVALENT COURSES [For more information on equivalency, see Equivalency Statements under [Information about Specific Course components.](#)]

1. SEQUENTIAL COURSE [is not hard coded in the student information management system (SIMS).]

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3. TWO-WAY EQUIVALENCY [is hard coded and enforced by SIMS.]

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n/a

Does the partner academic unit agree that this is a two-way equivalency? ☐ YES ☐ NO

Please also have the partner academic unit submit a course change form to update the course equivalency for their course(s).

4. SPECIAL TOPICS PRECLUSION STATEMENT [is not hard coded in SIMS.]

n/a

FEES

Are there any proposed student fees associated with this course other than tuition fees? ☐ YES ☒ NO

COURSE – LEVEL EDUCATIONAL GOALS (OPTIONAL)

Students will: Understand differing concepts of wealth, value, and sustainability, including from both Indigenous and western perspectives; Better understand your own worldview on business responsibility and recognize and understand the different perspectives of others, taking into account the impact of historical inequalities; Understand the health and resilience of key environmental and social systems and the opportunities and constraints they create for business and for society; Draw from traditional wisdom and tools like systems thinking and life cycle thinking to identify the most material environmental and social issues for a given product, process, service, organization, or community; Analyze how an organizations' practices and strategies influence the social-ecological systems in which they are embedded and describe what it would take for the organization to do its part to support social and environmental resilience; Assess the sustainability performance of a company & compare its performance to peers; Demonstrate an understanding of intergenerational inheritance and responsibility by considering the needs of future generations in your work as a business professional; Have a sense of purpose and apply holistic thinking as you seek out ways to contribute to positive systems change; Collaborate with others to improve sustainability practices and contribute to reconciliation and system regeneration.

RESOURCES

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

n/a

OTHER IMPLICATIONS

Final exam required ☒ YES ☐ NO

Criminal Record Check required ☐ YES ☒ NO

OVERLAP CHECK

Checking for overlap is the responsibility of the Associate Dean.

Each new course proposal must have confirmation of an overlap check completed prior to submission to the Faculty Curriculum Committee.

Name of Originator

Dr. Stephanie Bertels, Area coordinator, Business and Society, Beedie School of Business

COURSE SUBJECT NUMBER **COURSE TITLE LONG** — for Calendar/schedule, no more than 100 characters including spaces and punctuation**COURSE TITLE SHORT** — for enrollment/transcript, no more than 30 characters including spaces and punctuation**CAMPUS** where course will be normally taught: ☒ Burnaby ☐ Surrey ☐ Vancouver ☐ Great Northern Way ☐ Off campus**COURSE DESCRIPTION** — 50 words max. Attach a course outline. Don't include WQB or prerequisites info in this description box.**REPEAT FOR CREDIT** ☐ YES ☒ NO Total completions allowed Within a term? ☐ YES ☐ NO**LIBRARY RESOURCES**

NOTE: Senate has approved (S.93-11) that no new course should be approved by Senate until funding has been committed for necessary library materials. Each new course proposal must be accompanied by the email that serves as proof of assessment. For more information, please visit www.lib.sfu.ca/about/overview/collections/course-assessments.

RATIONALE FOR INTRODUCTION OF THIS COURSE

SCHEDULING AND ENROLLMENT INFORMATION

Effective term and year (e.g. FALL 2016)

Term in which course will typically be offered ☐ Spring ☐ Summer ☐ Fall

Other (describe)

Will this be a required or elective course in the curriculum? ☒ Required ☐ Elective

What is the probable enrollment when offered? Estimate:

UNITS

Indicate number of units:

Indicate no. of contact hours: Lecture Seminar Tutorial Lab Other; explain below

OTHER

Contact hours will be between synchronous and asynchronous activities and learning opportunities.

FACULTY

Which of your present CFL faculty have the expertise to offer this course?

Dr. Kamal Masri

WQB DESIGNATION

(attach approval from Curriculum Office)

n/a

PREREQUISITE AND / OR COREQUISITE

Prerequisite: BUS100, BUS 217W, both with a minimum grade C-; 45 units.

EQUIVALENT COURSES [For more information on equivalency, see Equivalency Statements under [Information about Specific Course components.](#)]

1. SEQUENTIAL COURSE [is not hard coded in the student information management system (SIMS).]

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n/a

2. ONE-WAY EQUIVALENCY [is not hard coded in SIMS.]

(*Place relevant course(s) in the blank below (ex: STAT 100)*) will be accepted in lieu of this course.

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3. TWO-WAY EQUIVALENCY [is hard coded and enforced by SIMS.]

Students with credit for (*place relevant course(s) in the blank below (ex: STAT 100)*) may not take this course for further credit.

n/a

Does the partner academic unit agree that this is a two-way equivalency? ☐ YES ☐ NO

Please also have the partner academic unit submit a course change form to update the course equivalency for their course(s).

4. SPECIAL TOPICS PRECLUSION STATEMENT [is not hard coded in SIMS.]

n/a

FEES

Are there any proposed student fees associated with this course other than tuition fees? ☐ YES ☒ NO

COURSE – LEVEL EDUCATIONAL GOALS (OPTIONAL)

Students will be able to:

- Explain the relationship between business studies and the themes of Social Responsibility, Global Perspective and Innovation
- Assess and reflect on their academic and professional growth
- Research and develop an academic plan that includes a concentration declaration



RESOURCES

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

OTHER IMPLICATIONS

Final exam required ☐ YES ☒ NO

Criminal Record Check required ☐ YES ☒ NO

OVERLAP CHECK

Checking for overlap is the responsibility of the Associate Dean.

Each new course proposal must have confirmation of an overlap check completed prior to submission to the Faculty Curriculum Committee.

Name of Originator

Dr. Kamal Masri

COURSE SUBJECT NUMBER

COURSE TITLE LONG — for Calendar/schedule, no more than 100 characters including spaces and punctuation

COURSE TITLE SHORT — for enrollment/transcript, no more than 30 characters including spaces and punctuation

CAMPUS where course will be normally taught: ☒ Burnaby ☒ Surrey ☐ Vancouver ☐ Great Northern Way ☐ Off campus

COURSE DESCRIPTION — 50 words max. Attach a course outline. Don't include WQB or prerequisites info in this description box.

Operations and Supply Chain Management (OSCM) examines business processes and improves them for long-term sustainability. Large-scale globalization and shortened product life cycles make successful OSCM even more critical for the survival of any company. In this course, we will examine the role of OSCM for organizations through qualitative and quantitative managerial tools.

REPEAT FOR CREDIT ☐ YES ☒ NO Total completions allowed Within a term? ☐ YES ☐ NO

LIBRARY RESOURCES

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RATIONALE FOR INTRODUCTION OF THIS COURSE

As part of a major review of our BBA program, it was discovered that Beedie is the only business school in Canada that does not have an operations management course in the BBA core. This is an opportunity to correct that oversight.

Operations is a core activity in any organization. Operations and Supply Chain Management (OSCM) is the design and management of processes that transform inputs into finished goods or services. While marketing induces the demand and finance provides the capital, operations produces and delivers the product (goods and services). OSCM is responsible for matching supply with demand, with the objective of creating net value for all stakeholders.

"Operations and Supply Chain Management" is designed as a core course of Technology and Operations Management area that will provide students the fundamental concepts they need to be able to structure, manage and improve business processes and make them aligned with social and environmental goals with a global perspective.

Operations is a highly dynamic and expanding field of management with a rich history of rigorous research and thriving applications in practice. The recent experience with post-pandemic operations and supply chain disruptions throughout the world is a stark reminder of the critical role operations plays in our global, interconnected society where supply chains for any product span multiple countries and continents. It is imperative that all business school graduates have basic fluency in concepts, methods and frameworks that help them manage operations well, as discussed further in the "Course-level Educational Goals" section of this form below.

SCHEDULING AND ENROLLMENT INFORMATION

Effective term and year (e.g. FALL 2016)

FALL 2022

Term in which course will typically be offered ☒ Spring ☒ Summer ☒ Fall

Other (describe)

Will this be a required or elective course in the curriculum? ☐ Required ☒ Elective

What is the probable enrollment when offered? Estimate:

300

UNITS

Indicate number of units:

3

Indicate no. of contact hours: Lecture Seminar Tutorial Lab Other; explain below**OTHER****FACULTY**

Which of your present CFL faculty have the expertise to offer this course?

Feyza G. Sahinyazan, Mona Imanpoor Yourdshahy

WQB DESIGNATION

(attach approval from Curriculum Office)

N/A

PREREQUISITE AND / OR COREQUISITE

Prerequisite: BUS 232 with a minimum grade of C-; 45 units.

EQUIVALENT COURSES [For more information on equivalency, see Equivalency Statements under [Information about Specific Course components.](#)]

1. SEQUENTIAL COURSE [is not hard coded in the student information management system (SIMS).]

Students who have taken (*place relevant course(s) in the blank below (ex: STAT 100)*) **first** may not then take this course for further credit.

N/A

2. ONE-WAY EQUIVALENCY [is not hard coded in SIMS.]

(*Place relevant course(s) in the blank below (ex: STAT 100)*) will be accepted in lieu of this course.

N/A

3. TWO-WAY EQUIVALENCY [is hard coded and enforced by SIMS.]

Students with credit for (*place relevant course(s) in the blank below (ex: STAT 100)*) may not take this course for further credit.

N/A

Does the partner academic unit agree that this is a two-way equivalency? ☐ YES ☐ NO

Please also have the partner academic unit submit a course change form to update the course equivalency for their course(s).

4. SPECIAL TOPICS PRECLUSION STATEMENT [is not hard coded in SIMS.]

N/A

FEES

Are there any proposed student fees associated with this course other than tuition fees? ☐ YES ☒ NO

COURSE – LEVEL EDUCATIONAL GOALS (OPTIONAL)

The objective of the course is to develop an understanding of the fundamental operations and supply chain management (OSCM) concepts, while also considering the trade-offs involved in making operations decisions such as balancing profitability with social and environmental responsibility. At the end of this course, the students will learn the following concepts through experiential learning methods:

- The critical role of operations and supply chain management in an organization's success in today's globalized business landscape,
- Forecast the demand for companies through quantitative methods,
- Production and resource allocation through linear programming techniques,
- The critical role of inventory management for resilient and robust supply chains,
- Use of simulation methods for complex decision making,
- Emerging topics such as sustainable operations, healthcare applications, and the role of recent innovations and disruptive technologies (Internet of Things, Block-chain, Big Data Analytics, Industry 4.0) in modern OSCM systems.

RESOURCES

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

None.

OTHER IMPLICATIONS

Final exam required ☒ YES ☐ NO

Criminal Record Check required ☐ YES ☒ NO

OVERLAP CHECK

Checking for overlap is the responsibility of the Associate Dean.

Each new course proposal must have confirmation of an overlap check completed prior to submission to the Faculty Curriculum Committee.

Name of Originator

Sudheer Gupta, Feyza G. Sahinyazan, Mona Imanpoor Yourdshahy