

FACULTY COUNCIL
SCHULICH SCHOOL OF BUSINESS

A meeting of the Schulich Faculty Council for the 2010/2011 Academic Year will be held on
Friday, February 11, 2011 at 11:30 a.m. in SSB E111.

A G E N D A

1. Chairperson's Remarks
2. Dean's Remarks
3. Enquiries & Communications
Senate communication: ORU Legislation: Consultation Period Extended (*Pages 1-9*)
4. PHD/GBC/UBC Initiatives
5. MBA Committee
 - a) Tabled Motion from Dec.2010 F/C: Approval Type 2 Graduate Diploma in Health Industry Management Program (*Pages 10-16*)
 - b) Motion: MKTG 6100 3.0 Name and description change (*Pages 17-18*)
Previous name: Marketing Communications
New Name: Strategic Market Communications
6. PH.D. Committee
Committee of the Whole: Motion regarding full membership criteria in FGS (*Pages 19-29*)
7. Other Business
8. Adjournment

Consent Agenda

The following items will be considered to have passed without a formal vote unless a member of council notifies the chair that they wish to discuss the motion during council and to vote formally on it.

MBA Committee

Curriculum change MKTG 6525 3.0 - Name and description change (*Pages 30-31*)

Previous name: E-Commerce and High Tech Marketing: Strategic and Cultural Considerations

New name: Digital Marketing

EMBA Committee

NOTE: These two related motions reflect the expansion in the coverage and duration of this Kellogg-based EMBA course and the resulting change in its credit value from one credit to two credits.

a) Curriculum change EMBA 6760 1.0 – Retire (*Page 32*)

b) New course proposal: EMBA 6760 2.0 *Building a Powerful Consumer Brand in China* (*Pages 33-41*)

Faculty Council minutes – December 3, 2010 (*Pages 42-44*)

Important Dates:

Next Faculty Council meeting: Friday, March 18, 2011

Schulich School of Business
Minutes of Faculty Council

A regular meeting of Faculty Council for the 2010-2011 academic year was held on Friday, February 11, 2011 at 11:30 a.m. in Room SSB E111.

In Attendance: B. Zimmerman Chair
 S. Harrison Recording Secretary

Voting Members of Faculty Council Present:

Senior Administration	T. Beechy, C. Courtis, D. Dimick, D. Horvath		
Student Council Reps	U. Ahmed (Ph.D), M. Boyé (GBC)		
ACTG	C. Graham, A. Richardson		
ARTM/NMLP			
BSUS	D. Matten		
ECON	A. Bhanich-Supapol, F. Zandi		
FINE	M. Cao, M. Kamstra, E. Maynes, M. Milevsky P. Shum		
MKTG	E. Fischer, A. Joshi, R. Kozinets, A. J. Sirsi		
ORGS	C. Bell, A. deCarufel, R. Karambayya,		
OMIS	M. Biehl, W. Cook, R. Irving, D. Johnston, M. Levesque,		
PLCY	Y. Deutsch, B. Eberlein, M. Kipping, T. Peridis, W. Sheremata, D. Zwick		
PROP		OTHER	

Voting Members of Faculty Council Absent:

A. Agrawal (GBC)	A. Crane	M. Kipping	E. Prisman	E. Watson (Library)
P. Aulakh	D. Cumming	M. Kristal	Y. Pan	E. Waitzer
E. Auster	P. Darke	F. Lazar	S. Ou	M. Waller
K-H Bae	M. Dong	R. McClean	G. Roberts	S. Weiss
R. Belk	M. Farjoun	C. McMillan	H. Rosin	E. Westney
S. Bonsu	B. Gainer	R. McNeil (GBC)	P. Sadorsky	S. Yeomans
P. Bradshaw	F. Gorbet	G. Morgan	M. Szaki	
A. Campbell	B. Graham	D. Nandy	J. Smithin	
A. Chakraborty	I. Henriques	D. Nevo	D. Thomassin	
A. Cipolletta (UBC)	I. Holzinger	D. Neu	L. Thorne	
J. Chung	S. Hsu	M. Pagell	Y. Tian	
W. Cragg	H. Kim	R. Peterson	S. Trivedi	

Regrets, Leaves, Sabbaticals(*):

M. Annisette*	S. Li*	A. Mawani*	M. Wade*	
J. Darroch	A. Madhok	C. Oliver*	T. Wesson*	
M. Giesler*	I. Macdonald	M. Rice*	B. Wolf	
B. Husted*	N. Massoud*	J. Tan	J. Zemans	

Non-Voting Members of Faculty Council Present:

A. Barnes	K. Gray	K. Larson	P. Muruganandan	S. Siddik
K. Binnie	R. Jones	L. Luongo	M. Rittinger	N. Sutherland
O. Carew	M. Judd	J. Mackay	E. Saati	

Non-Voting Members of Faculty Council Absent:

J. Adams	J. Chung	S. Firth	A. Makooie	S. Nahm	S. Sorg
D. Barrows	T. D'Agostino	A. Gampel	L. Korhani	C. Partland	D. Thompson
D. Bell	P. Deonandan	E. Gutmacher	A. Middleton	J. Palumbo	S. Tenn
M. Bhutani	P. Dillon	J. Jeyakumaran	R. Moy	C. Pattenden	K. Xing
A. Choi	A. Gravel	B. King	R. Mayer	L. Pierosara	

Item #1 Chairperson's Remarks

As new Chair of Faculty Council effective January 1, 2011, Professor B. Zimmerman, called the meeting to order. She noted the items on the Consent Agenda will be passed without a formal vote, unless someone indicates they wish to discuss the items.

Item #2 Dean's Remarks

Dean Horvath reviewed the activities that have been taking place since January:

Updates include:

January Launch week was very successful with an interesting and informative CEO Panel this year consisting of Ms. Colleen M. Johnston, Group Head Finance & CFO, TD Bank Financial Group; Ms. Pam Laycock, Chief Operating Officer, Torstar Digital, and Mr. Doug McCuaig, Senior Vice President & General Manager, CGI Ontario, Atlantic & Western Canada.

Recruiting continues with FINE Area recruits visiting currently and an OBIR candidate has been presented an offer.

The Master Program in Operations Management & Information Systems has received approval at Senate, as well development continues on the Master Program in Accounting.

Dean Horvath recently returned from a successful visit to Brazil and Mexico

The OCGS has been phased out and AMBA international accreditation will take place the beginning of February.

The initiative for a specialization in Mining and Minerals is progressing with the first course in development.

The GMR final agreement was received and the Dean is currently reviewing it.

Rankings have been very good of late, and these have been communicated to all faculty and staff through email updates.

The Dean announced that 'Experience Schulich' will be taking place this Saturday, February 12, 2011 from 9:30 – 4:30 and he encouraged faculty members to attend and meet the new potential MBA students.

Dean Horvath will be returning to India for the architect selection. Ground breaking should occur the first week in May.

Convocation is scheduled for Friday, June 10, 2011 and the Honourary Degree recipient will be G. M. Rao.

Item #3 Enquiries and Communications

Senate communication: ORU Legislation, new Organized Research Unit Legislation

Professor R. Irving noted this document was a draft policy from the APPR Committee. They have been reviewing the current policies on Chartering and Review of Research Centres and Institutes, and changes are imminent. Professor Irving highlighted that in this draft, Research Centres will now have a five year review period and Research Institutes would have a ten year review period. He encouraged faculty to read the document and submit comments to either himself or Secretary, Robert Everett (beverett@yorku.ca).

Item #4 UBC/GBC/Ph.D. Initiatives

PH.D. – Mr. U. Ahmed, Ph.D. representative, provided a power point presentation that summarized the latest Ph.D. student accomplishments.

GBC – Marcel Boye, VP, announced that GBC elections are underway. He requested faculty members be open to having students campaign during the first few minutes of classes. He noted that they are hosting an International Business forum which is targeted towards non-IMBA students. The formal is scheduled and will be held on Friday, March 25, 2011.

UBC – There was no representative.

Item #5 MBA Program Committee

a) Tabled Motion: Approval for a Type 2 Graduate Diploma in Health Industry Management
Professor C. Graham noted that there had been points of clarification required with the document presented to Faculty Council at the December 3, 2010 meeting. Today's document has been adjusted accordingly and is now ready for Faculty Council approval.
All in favour. Motion Carried.

b) Motion: Curriculum changes MKTG 6100 3.0 name and description change
Professor C. Graham, on behalf of the MBA Committee, moved that Faculty Council approve the new name and description change for MKTG 6100 3.0 Seconded by Professor A. Joshi.
Existing name: *Marketing Communications*
New name: *Strategic Market Communications*
All in favour. Motion Carried.

Item #6 Ph.D. Program Committee

Committee of the Whole – discussion on Motion regarding full membership criteria in FGS
Charmaine Curtis made the motion that faculty council move into Committee of the Whole discussion.
Seconded by Professor Chris Bell.

All in favour Motion Carried.

Professor David Johnston will Chair this discussion with a time limit of fifteen minutes, to be extended if necessary.

Professor Fischer reviewed the history of preparing this motion and noted that this is a requirement for FGS. She also indicated that the document has been reviewed by the Ph.D. Committee. Several faculty members provided suggestions to the document.

Professor Dimick made the motion to rise and report from Committee of the Whole. Seconded by Professor Graham. Professor Fischer made note of the suggested revisions. It was also determined it was necessary to bring this item back to Faculty Council as a formal motion.

All in Favour.

Motion Carried.

Item #7 Other Business

There was none.

Item #8 Adjournment

Charmaine Curtis moved the meeting be adjourned.

Seconded by Professor D. Dimick

The following items were approved on Consent Agenda:

Curriculum change MKTG 6526 3.0 Name and description change

Existing name: *E-Commerce and High Tech Marketing: Strategic and Cultural Consideration*

New name: *Digital Marketing*

Curriculum change EMBA 6760 1.0 *Building a Powerful Consumer Brand in China* - Retired

New course proposal: EMBA 6760 2.0 *Building a Powerful Consumer Brand in China*

Faculty Council minutes – December 3, 2010