

FACULTY COUNCIL
SCHULICH SCHOOL OF BUSINESS
NOTICE OF MEETING

A meeting of Faculty Council for the 2002/03 Academic Year will be held on Friday,
December 13, 2002 at 10:30 a.m. in Room SSB 032 (note change in regular time+ location)

AGENDA

1. Chairperson's Remarks
 Memo from Leon Wasser-November 14, 2002 (*Pages 1-2*)
2. Dean's Remarks
3. Minutes of Previous Meeting
 October 4, 2002 (*Pages 3-6*)
4. PHD /GBC/UBC Initiatives
5. MBA Committee (*Pages 7-27*)
 - a) Consent Agenda: MGTS 6730.030 (*Pages 8-12*)
 MGMT 5150.030 (*Pages 13-26*)
 - b) Motion: Policy Change MBA/MPA Course Approval's (*Page 27*)
6. EMBA Committee (*Pages 18-35*)
 - a) Motion: New Course Proposal: EMBA 6050.02-Acquisitions, Mergers & Strategic
 Alliances (*Pages 29-31*)
 - b) Motion: New Course Proposal: EMBA 6800.02-Strategic Management of Technology
 Based Firms (*Pages 32-35*)
7. Ph.D. Committee (*Pages 36-49*)
 - a) Motion: Course Deletion: MKTG 7960.03-Marketing Theory (*Pages36-37*)
 - b) Motion: Course Deletion: MKTG 7990.03-Marketing Management/Consumer
 Behavior (*Pages36-37*)
 - c) Motion: New Course Proposal-MKTG 7970.03 L Marketing Theory & Methods: Marketing
 Management (*Pages 38-40*)
 - d) Motion: New Course Proposal-MKTG 7971.03-Consumer Behavior (*Pages 41-43*)
 - e) Motion: New Course Proposal-MKTG 7972.03-Marketing Relationships (*Pages44-46*)
 - f) Motion: New Course Proposal-MKTG 7973.03 -Marketing Strategy (*Pages47-49*)
8. BBA Committee (*Pages 50-64*)
 - a) Motion: New Course Proposal- ACTG 4620.03-Auditng Information Systems (*Pages50-60*)
 - b) Motion: Order of Offering Change-INTL 1120 and INTL3300 (*Page61*)
 - c) Motion: Revision to the Grade Point Average Requirements (*Pages 62-64*)
9. Other Business
10. Adjournment

Coffee and Donuts compliments of the UBC will be available at 10:25 outside Room 032

Note: Send regrets to Susan Harrison sharrison@schulich.yorku.ca or call Ext. 55097

Schulich School of Business

Minutes of Faculty Council

A regular meeting of Faculty Council for the 2002-2003 academic year was held on Friday, December 13th, 2002 at 10:30 a.m. in Room SSB 032.

n Attendance: R. Peterson Acting Chairman
S. Harrison Recording Secretary

Voting Members of Faculty Council Present:

D. Horvath	P. Bradshaw	A. Bhanich-Supapol	S. Bonsu
T. Beechy	H. Kim	Y. Pan	C. Courtis
D. Dimick	J. Dermer	M. Milevsky	C. Chelariu
E. Maynes	O. Dimitrov	I. Henriques	E. Fischer
A. Mawani	C. Oliver	A. Mawani	J. Friedlan
A. Campbell	S. Weiss	M. Cao	G. Roberts
H. Rosin	C. Robinson	D. Thompson	A. Joshi
L. Wright	P. Shum	W. Sheremata	W. Cook
M. Wade	D. Zwick	J. McKellar	F. Zandi
T. Peridis	L. Wasser	A. Iacovetta	E. Watson
H. Madanpotra	Y. Deutsch	S. Siddik	D. Steinfeld
P. Papadopoulos	M. Dong	A. deCarufel	S. P. Roy
I. Holzinger	C. Bell		

Voting Members of Faculty Council Absent:

V. Trivedi	F. Gorbet	J. Chung	W. Cragg
C. McMillan	E. Prisman	P. Sadorsky	R. McClean
R. Lucas	T. Keil	F. Lazar	G. Morgan
D. Johnston	A.J. Sirsi	H.T.Wilson	S. Yeomans

Regrets, Leaves, Sabbaticals:

J. Darroch	M. Rice	S. Cleary	R. Burke
D. Thomassin	J. Jiang	I. Fenwick	J. Smithin
R. Karambayya	B. Wolf	I. Macdonald	Y. Tian
G. McKechnie	D. Wheeler	L. Thorne	B. Gainer
B. Zimmerman	M. Szaki	E. Auster	J. Zemans
M. Biehl	T. Wesson	R. Peterson	R. Heeler
K. Ekstein			

Non-Voting Members of Faculty Council Present:

A. Atkey	S. Firth	C. Schewell	J. Parna
T. Tolia	A. Middleton	N. Sanderson Swartz	K. Feiler
E. Shapiro	D. Farrell	P. Shanks	B. Schultz
E. Leman	R. Stump		

Non-Voting Members of Faculty Council Absent:

B. Dea	L. Ginsberg	E. Gutmacher	C. Ward
T. D'Agostino	M. Matesic	A. Makonie	S. Sarik
J. Birch	M. Borromeo	E. Leman	R. Alleyne
N. Sutherland	S. Tenn	J. Joustra	J. Palumbo
C. Pattenden			

Item #1 Chairperson's Remarks

Professor Rein Peterson called the meeting to order and noted that Chairman Richard Irving was ill and therefore he would be chairing today's meeting. Prof. Peterson welcomed Professor R. Stump, a visiting professor in the Marketing area. Prof. Peterson noted a memo of apology had been received from Leon Wasser, Director of Commercial Facilities, with regards to the offensive advertisements that had been posted in the corridor between the Schulich School and Osgoode. The UBC was thanked for supplying the refreshments.

Item #2 Dean's Remarks

Dean Horvath noted we were in the midst of final exams and grading for Fall 2002 and in high gear for preparations of the Winter 2003 term to begin. He congratulated Andre deCarufel on his hard work in recruiting for the EMBA program with approximately 45 confirmed strong applicants ready to begin in January. A taskforce comprising of Professors Beechy, Bradshaw, Dimick and Charmaine Curtis has been established to look into reviewing the times courses are offered for the part-time MBA's. Dean Horvath indicated the Finance Area is looking at creating a new Master Degree in Finance with a proposed start for Fall 2004. More information will be available at the February Faculty Council meeting.

The construction on the new building is going well and is currently running on time, as is the budget and fundraising. The Dean recommended that faculty and staff begin to go through old files and papers now and to take vacations early this summer, preferably not in August as we will be in the midst of moving. Taskforces have been set up to cover room allocation, technology, furniture, and security. The new parking structure will make parking more convenient with 1300 spaces, 100 located underground. A new resident manager has been hired and will begin January 2003. The Dean indicated that understandably, we must expect some problems once we are in the new building and there will be one person to report these issues to.

Events that have taken place:

October 15th – MBA Woman and Leadership workshop took place. Of late, female applicants to the MBA program have been on the decline (35% down from 42-45%). The BBA program has shown an increase (up to 57%) and is continuing to grow.

A successful 601 reception took place. Congratulations to Prof. Peridis and staff.

November 1st – Convocation – the Dean thanked all faculty and staff for a successful event and a good turnout.

November 14th – President Lorna Marsden held a reception for staff working at the university for 25 years. Congratulations to Schulich staff members Rita Murphy (Career Services) and Filomena Ticzon (Economics Area).

December 12th – Corporate Governance Scholar Sheila Puffer visited and will be serving on the Corporate Governance Board.

Charmaine Curtis and Dean Horvath have been voted in as full-time members of PIM.

Dean Hovarth noted that January 7, 2003 is the start of MBA Launch week. Also during the first weeks of January there will be multiple EMBA events taking place, including a dinner for all first and second year students, faculty and board members scheduled for January 14th which will be held at the King Edward Hotel.

On all Air Canada flights you can now find two different SSB advertisements.

As of January 1st, 2003, three new faculty members will be officially starting – Professors Aulakh, Bell, and Holzinger.

In closing, Dean Horvath thanked all staff and faculty for a great Fall semester and wished everyone a happy holiday and is looking forward to an exciting 2003.

Professor Peterson congratulated Dean Horvath and noted that on November 27th President Marsden held a dinner in recognition of Dean Horvath's successes which was very well attended by both faculty and staff. He thanked all that were involved with organizing this event. He also wanted to thank all the people working on the new building in their efforts to keep it running on schedule.

Item #3 Minutes of Previous Meeting

Professor E. Fischer moved the acceptance of the Minutes of Faculty Council Meeting of October 4, 2002. Seconded by Charmaine Courtis. Carried.

Item #4 UBC/GBC/PhD Initiatives

PH.D. – There was no report.

GBC – Sean Siddik, President, noted that the MBA initiatives are on track for January Launch Week. The January Getaway for the incoming students is set for January 17-19, 2003 at the Deerhurst Resort and Sean thanked both Dean Horvath and Bill King for their support for this event. Currently they have ten nominations for teaching awards, and anticipate more nominations after the winter semester is completed. Sean announced that at the Michigan hockey tournament, the SSB hockey team (one of only two Canadian teams) placed second overall. He noted that Schulich had beaten Kellogg! The MBA games will be held at McMaster January 4-6, 2003, with SSB sending a 40 member team. The joint food drive with the BBA's was a great success, with the MBA's gathering 1200 lbs. of non-perishable food. Sean thanked the Dean for his support for the Security and Safety Taskforce that has been initiated. This group is looking at ways to increase safety for SSB students in the current building and for the new building. The November 27, 2002 issue of the Excalibur ran a front page article interviewing both Sean and Heather Bird regarding this taskforce and they are hoping that other faculties will adopt this concept. The JIT Committee (Just In Time) has been dealing with various issues with successful resolutions. The Concordia Case Competition is scheduled for January 7-11, 2003 with Prof. A. Joshi accompanying the team as coach.

UBC – Anestis Spyridis, President, announced they are currently organizing a ski trip in the near future. They have reviewed the framework for their council and have made some changes adding a web position and an internal communications position. The referendum is going well. Amanda Iacovetta, Academic Director, was thanked for her efforts and they currently have nine nominations from the fall term for teaching awards.

Item #5 MBA Committee

a) Professor D. Dimick, on behalf of the MBA Committee submitted a Consent Agenda for information only noting a new title for MGTS 6730.03 to Management Issues in Planning, Implementing and Operating IT Systems and a new title and course description for MGMT 5150.03 to Skills for Leadership and Governance.

b) Professor D. Dimick, on behalf of the MBA Committee moved that Faculty Council accept the Policy Change MBA/MPA Course Approvals Seconded by Professor H. Rosin.

Professor Dimick explained that new course proposals (formerly called special topics) will be approved by the MBA Committee/Faculty Council/FGS, then after three years from initial approval, the course proposals will be re-approved by the MBA Committee and Faculty Council only.

Motion Carried

Item #6 EMBA Committee

a) Professor D. Dimick, on behalf of the EMBA Committee moved that Faculty Council accept the new course proposal EMBA 6050.02 – Acquisitions, Mergers & Strategic Alliances. Seconded by Professor C. Oliver
Motion Carried.

b) Professor D. Dimick, on behalf of the EMBA Committee moved that Faculty Council accept the new course proposal EMBA 6800.02 – Strategic Management of Technology Based Firms. Seconded by Professor T. Peridis.
Motion Carried.

Item #7 Ph.D. Committee

Professor A. Joshi, on behalf of the Ph.D. Program Committee moved that Faculty Council approve the following Marketing changes presented as a package. Seconded by Professor E. Fischer.

- a) Motion: Course Deletion: MKTG 7960.03 – Marketing Theory
- b) Motion: Course Deletion: MKTG 7990.03 – Marketing Management/Consumer Behaviour
- c) Motion: New Course Proposal – MKTG 7970.03 – Marketing Theory & Methods: Marketing Management
- d) Motion: New Course Proposal – MKTG 7971.03 – Consumer Behaviour
- e) Motion: New Course Proposal – MKTG 7972.03 – Marketing Relationships
- f) Motion: New Course Proposal – MKTG 7973.03 – Marketing Strategy

Professor Joshi noted that these changes are similar to how the Policy and Accounting programs are offered and is par to other universities. Professor Gordon enquired if the number of courses would be different, and Prof. Joshi noted that the total will remain the same.

Motion Carried.

Item #8 BBA Committee

a) Professor T. Beechy, on behalf of the BBA Program Committee moved that Faculty Council accept the new course proposal – ACTG 4620.03 – Auditing Information Systems. Seconded by Charmaine Courtis.

A. Spyridis commented on the timing of offering this course for 12 weeks in the Summer term and the affect this might have on the enrolments, plus other students had indicated to him that they were concerned about the group assignments. Prof. Dimick noted that the course will be offered twice a week over a six week period. Prof. Beechy and Prof. Robinson concurred that this course must run with group work and they did not anticipate any problems.

Motion Carried.

b) Professor T. Beechy, on behalf of the BBA Program Committee moved that Faculty Council accept the new Order of Offering Change – INTL 1120 and INTL 3300. Seconded by Charmaine Courtis.

Prof. Beechy noted that there were no changes in the courses and that this was strictly a change in the order in which they are to be offered.

Motion Carried.

c) Professor T. Beechy, on behalf of the BBA Program Committee moved that Faculty Council accept the Revision to the Grade Point Average Requirements. Seconded by Professor C. Robinson.

Prof. Beechy explained that the BBA Committee spent a lot of time reviewing this item taking into consideration what other schools are doing. He indicated the change recommendations will return us to where we were in 1998. Mostly benefits were discussed that would result from this revision.

Motion Carried.

Item #9 Adjournment

The meeting was adjourned.