

FACULTY COUNCIL

FACULTY OF ADMINISTRATIVE STUDIES

A meeting of Faculty Council for the 1989/90 Academic Year will be held on Friday, October 5, 1990 at 9:30 a.m. in Room 037 ASB.

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11. 25th Anniversary Report - Professor J. Green
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NOTE: FACULTY COUNCIL MEMBERS WHO CANNOT ATTEND  
ARE ASKED TO SEND REGRETS TO TERRY CARTER AT  
AS000245 OR ASB 407

Faculty of Administrative Studies

Minutes of Faculty Council

A regular meeting of the Faculty Council of the 1990/91 academic year was held on Friday, October 5, 1990 at 9:30 a.m. in Room 037 ASB.

In Attendance:

Eileen Fischer, Chairperson  
T. Carter, Recording Secretary

Members of Faculty Council:

S. Ahmed	A. Bhanich Supapol	T. Beechy	P. Bradshaw-Camball
D. Brewer	K. Chee	C. Courtis	S. Damiani
J. Darroch	D. Dimick	I. Fenwick	J. Friedlan
T. Gagiaropoulos	J. Green	R. Heeler	I. Henriques
D. Horvath	R. Irving	D. Johnston	R. Karambayya
E. Maynes	R. McClean	M. Moyer	D. Nath
C. Oliver	L. Rosen	G. Shaw	D. Thompson
S. Warner	B. Wolf	B. Zimmerman	U. Zohar
M. Chow	S. Skelton		

Others:

D. Butcher	I. Dotto	K. Harrigan	C. Pattenden	C. Peteherych
C. Shook	N. Wallace			

Regrets:

D. Finelli	B. Moffat	V. Murray	P. Roy	L. Beard
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Absent:

P. Alley	H. Arthurs	G. Bell	R. Blackmore	S. Borins
R. Burke	W. Cook	J. Dermer	J. Dewhirst	S. Friedland
J. Gillies	R. Goodman	K. Hebner	I. Litvak	R. Lucas
I. MacDonald	G. McKechnie	C. McMillan	G. Morgan	T. Peridis
R. Peterson	E. Prisman	S. Pyke	M. Ransom	M. Rice
C. Robinson	H. Rosin	M. Ross	J. Rumsey	J. Smithin
M. Taylor	P. Tryfos	K. Weiermair	T. Wilson	V. Alterman
J. Tsagerelis		R. Garg	M. DiCosmo	C. Menezes
D. Johnstone	R. Johnstone	D. Varma	J. Wleugel	P. Zarry
E. Watson				

Item #1 Chair's Remarks

Professor Fischer introduced herself and welcomed faculty to the first meeting of the year. She noted the new policy asking members to RSVP for Faculty Council meetings.

Professor Fischer invited the presidents of the UBC and GBC to introduce their new representatives.

Mr. Tom Gagaropoulos, UBC president, said that this year's UBC is composed of 11 members, 4 of whom are 3rd year students. Their goals are to surpass the accomplishments of last year's Council and actively participate in 25th anniversary activities. In addition to the usual events, they will sell 25th anniversary coffee mugs, in cooperation with the GBC, and hold a volleyball marathon charity event.

Mr. Sam Damiani, GBC president, introduced three of the six class representatives on Council: Ms Susan Skelton, Mr. Barry Rivelis and Ms Marion Chow.

Associate Dean Moyer then introduced the new Manager of Placement Services, Ms Nancy Wallace.

#### Item #2 Dean's Remarks

Dean Horvath welcomed faculty back after the summer and reported on a number of activities.

#### 1. He welcomed four new additions to the faculty.

Professor Kew-Chul Chee from New York University joined the Finance area. He was educated in Korea and the United States.

Professor John Friedlan joined the Accounting area. Professor Friedlan taught at York before going to the University of Washington for a PhD.

Professor Irene Henriques from Queen's University joined the Economics area. Her background is in Public Finance and International Economics.

In January, Professor John Buzacott, a senior professor in operations management from Waterloo, will join the Management Science area.

#### 2. The faculty has added another Executive-in-Residence, Mr. John Wleugel. Mr. Wleugel was previously Senior Vice President, Finance and Administration, at Bata Shoes. He has been teaching in the International MBA program with great success. He was also the Chairperson of the Faculty's East-West Enterprise Exchange this summer.

#### 3. The Faculty's Advisory Council has also been expanded to include another woman and representatives from the manufacturing and publishing sectors. New members are: Mr. Thomas Beck, Chairman and CEO of Noma Industries; Mr. Peter Herrndorf, Publisher of Toronto Life; Mr. Robert W. Martin, President and CEO of Consumers Gas; Ms Sheelagh Whittaker, President and CEO of Canadian Satellite Communications Inc. (Cancom) and also a FAS graduate; and Mr. Dennis K. Williams, Chairman and CEO of GE Canada. There are now a total of 30 members on the Advisory Council.

4. Associate Dean Beechy completed the periodic review of the MBA and PhD programs. We anticipate no problems with either submission.
5. Professor Mayer and Ms Suzanne Firth completed the funding submission for the International MBA program. We expect funding will be in place by the next academic year.
6. The East-West Enterprise Exchange brought 130 managers from Eastern Europe and the Soviet Union to York. The program went extremely well and there is interest in repeating it. The amount of trade to come out of this exchange is expected to exceed \$500 million. Professor Peterson and Mr. Doug Johnstone are in Eastern Europe to plan the follow-up trade mission.
7. The Faculty has added a new element -- a business journal entitled Business in the Contemporary World. The journal is internationally oriented, but is not confined to international issues. It was founded by Bentley College in Boston two years ago and has an editorial board that includes academics and business people. FAS has made an agreement to publish the journal jointly. Next summer it is planned that Mannheim will be brought on board to cover Europe and Keio to cover the Asia-Pacific region. The November issue will be the first joint publication and will focus on Canada.
8. There have been some organizational changes over the summer. Associate Dean Moyer already introduced Ms Nancy Wallace, the new Director of the Placement Office. Associate Dean Beechy is taking over responsibility for computer services and Mr. Kevin Harrigan will report to him. The computer committee has been reconstituted with student and faculty representation.
9. The start-up of the new semester and new academic year has been most successful. The student numbers and quality are encouraging. The new orientation for MBAs worked out extremely well. The special section is a major experiment and a milestone for the Faculty. There are 50 students in the Int'l MBA program, 20 second year and 30 first year. This is a large number given the kinds of service required. The new admission standards for the BBA program have provided a better group of students and the anticipated drop in numbers did not materialize.
10. Yesterday the Voluntary Sector Management Program graduated its 12th class and a new group has started which is the largest to date.
11. Recently a successful Advisory Council meeting was held where it was very obvious that the group members are proud of their involvement and care about the Faculty.
12. Dean Horvath explained that it is not clear how many faculty can be hired next year as the budget is not yet known. A minimum of 5 or 6 and perhaps 7 to 8 can be expected. Among these will be the Professor in Business Ethics and the new Director for the Real Property Development Program. There is also one position in marketing and one in policy not filled last year. Dean Horvath emphasized that FAS is committed to hiring only the best.

13. Dean Horvath outlined the challenges for the coming year.

a) A big challenge which will require commitment from faculty and students is to carry out the experimental changes in the special section and, in the coming years, to implement them throughout the Faculty.

b) The direct entry BBA program development is a major exercise.

c) Much work remains to be done on exchange programs and internships for the Int'l MBA program and exchanges for regular students as well.

d) Former Premier Peterson had allocated \$2.6 million to Ontario's cooperation with Europe. So far York is the best positioned school to capitalize on this. It is unclear if Premier Rae is interested, but MCU has indicated that the program is going ahead.

e) The emphasis on quantitative and qualitative improvement in research and teaching activities must be maintained.

Dean Horvath concluded that it will be a very exciting year and the support and commitment of all the faculty will be needed to make it happen.

#### Item #3 Proposed International MBA Committee

Associate Dean Beechy moved the name change for the Masters Program Committee and the establishment of the Intl MBA Program Committee. It was seconded by Professor Mayer.

Professor Fenwick raised a concern about the new committee hearing appeals which he felt increased the risk of procedures not being followed correctly. It would also be confusing for students. Students may have to appeal to the Student Affairs Committee and the Intl MBA Committee and this could produce conflicting results.

Professor Fenwick proposed an amendment, seconded by Professor Brewer, to strike the last two items (on hearing student petitions and student appeals) from the Terms of Reference.

Associate Dean Beechy explained that as it is a new program there will be quite a few petitions because everything is in a state of development. The Student Affairs Committee would be ill-equipped to deal with all of these. This separate committee would be aware of the regulations to make these decisions. If the Intl MBA Committee hears these petitions, it gets feedback for reconsidering or altering regulations. The same rationale can be used for the committee to hear debarment appeals.

Professors Fenwick and Brewer moved and seconded an amended amendment to delete only the final term of reference on the first page which starts "To hear student appeals...."

The amended motion was passed by a vote 44 in favour, 0 opposed.

Item #4 Minutes of Previous Meeting

Professor Dimick moved, seconded by Professor Irving and it was CARRIED that the minutes of the meeting of May 25, 1990 be approved.

Item #5 Business Arising from Minutes of Previous Meeting

There was none.

Item #6 Enquiries and Communications

There were none.

Item #7 Approval of Fall 1990 Graduands

Ms Charmaine Courtis moved, seconded by Professor Fenwick and it was CARRIED unanimously that the list of Fall Graduands be approved.

Item #8 Report on External Relations Programs

A written report giving annual plans was distributed at Council, and Associate Dean Moyer gave a brief synopsis. The external relations programs include Executive Development, Alumni Affairs and Placement Services.

Executive Development had its best year ever last year, with increased sales and profits, However, executive training is recession-sensitive and the numbers are softening. The division is therefore working on closer relationships with major corporations, strategic alliances with other service providers and new courses which will appeal to a wider segment.

Placement Services just held its best Career Day ever with 35 companies participating. More companies were interested but there was not enough space. As Ms Nancy Wallace has just joined the office, future plans are tentative. However, they will be looking at delivering counselling services, increasing student participation in on-campus recruiting, raising the number of companies recruiting on campus by 15, and posting immediate job openings.

Alumni Affairs has launched The Exchange, which is largely the work of Mr. Don Butcher. It is the major way of communicating with alumni, and also goes to all current students. We hope to have 500 attend the James Gillies Alumni lecture this year and, as an offshoot, the published lecture will go to all alumni. There will be a major launch of class reunions in the fall of 1991 and alumni clubs will be started in the Toronto area. A contract has been signed with a directory company to deliver the first alumni directory next spring. This directory will be used for fundraising purposes.

The office of the Associate Dean has the authority to engage in a major capital campaign and will use the opportunity of the 25th anniversary to carry this out. The faculty will engage a media relations specialist to ensure FAS activities get the media attention they deserve. We also plan to launch an associates program to produce a flow of undesignated funds. This type of program has been successful in many Canadian and American universities.

Associate Dean Moyer invited faculty to read through his report and he would be happy to answer questions at any time.

Item #9 Masters Program Committee

Professor Fenwick moved, seconded by Professor Brewer, the approval of the new course Marketing of Professional Services (MKTG 6300).

Professor Tryfos asked if the committee was satisfied with the academic content and Professor Fenwick said that it was.

The motion was CARRIED by a vote of 37 in favour, 0 opposed, 0 abstentions.

Professor Fenwick moved, seconded by Professor Heeler, the approval of the new course Management of Scientific and Technological Innovations (OBIR 6980).

Professor Fenwick noted that it was the first time that Faculty Council had been asked to approve an experimental course. Senate now requires this.

Professor Heeler commented that there seemed to be a number of applied managerial areas that were not covered in the reading list, in particular management science. As it is an experimental course, he hoped that these areas will be developed.

The motion was CARRIED by a vote of 38 in favour, 0 opposed, 1 abstention.

Professor Fenwick reminded faculty of the importance of getting courses approved. Senate is working on regulations to prevent unapproved courses from being offered. Experimental courses especially should come before Senate before being offered.

Item #10 Nominating Committee

Professor Green moved, seconded by Professor Shaw, the nominating committee report.

The report was APPROVED by a vote of 37 in favour, 0 opposed, 0 abstentions.

Item #11 25th Anniversary Report

Professor Green began by taking the opportunity to thank, as coordinator of the Policy Area, those who have been 6010 advisors. By January a new software program for 6010 will be up and running. Professor Alley has put together a new brochure which was mailed out to 1,500 firms. Within a month of the mailing 25 new 6010 sites were picked up.

Professor Green then spoke of the 25th anniversary plans. He noted that the new logo would appear on all print material and will also be on a banner in front of the FAS building. There will be a more complete report on activities after the November 25th anniversary advisory committee meeting.

The functional areas of the faculty are developing a series of activities for the year. The finance area is organizing a conference on corporate governance. The marketing area's Proctor and Gamble lecture series will begin in March. The OBIR area will tie its Distinguished Visitor program in Winter 1991 to the 25th anniversary. The policy area plans to host a CEO seminar. Accounting plans to host a series of lectures downtown aimed at professionals; the first lecture will be sponsored by Arthur Andersen. Management science plans a half day seminar entitled "Communicating and Analyzing Innovation in Operations Management". The Arts and Media Administration program will hold a one-day symposium on Europe 1992, focussing on cultural issues.

The Advisory Council will host two major events. The first is a CEO conference in June to look at management issues for the year 2000. The second is a publication celebrating FAS' achievements on a national basis.

Other activities include an alumni and faculty day at a Blue Jays game. As well, Professor McMillan hopes to organize a major black tie dinner for the business community.

Item #12 Other Business

There was none.

Item #13 Adjournment

Professor Mayer moved, seconded by Ms Charmaine Curtis, and it was CARRIED that Faculty Council be adjourned.