



## FACULTY COUNCIL SCHULICH SCHOOL OF BUSINESS

A meeting of the Faculty Council for the 2014/2015 Academic Year will be held on Friday, February 13, 2015 at 11:30 a.m. in SSB E111

### REVISED AGENDA

1. **Welcome & Chair's Remarks**
2. **New Task Force on Sustainability Research** – *Jennifer Foster, Chair – Task Force on Sustainability Research*
3. **Dean's Remarks**
4. **Enquiries & Communications**
  - a) Senate Synopsis: November 27, December 11, 2014 and January 22, 2015 Pg. 1-7
5. **PHD/GBC/UBC Initiatives**
6. **BBA/iBBA Program Committee**
  - a) **Motion:** New Course Proposal: MGMT 2050 3.0 – Business Analytics 2..... Pg. 8-20
  - b) **Motion:** Revise minimum 12.00 credits/term requirement to minimum 9.00 credits/term for Year 3 and 4 (but keep min 24 credits/year requirements)....Pg. 21-22
  - c) **Motion:** Waive the 24.00 credit requirement for Year 4 students that require less than 24.00 credits to graduate..... Pg. 21-22
7. **Other Business**
  - a) York Course Evaluations – M. Biehl
8. **Adjournment**

### **Beverages will be available at the meeting**

**NOTE:** IF YOU ARE UNABLE TO ATTEND, PLEASE SEND REGRETS TO VASANTHY NALLATHAMBY AT:  
[vnallathamby@schulich.yorku.ca](mailto:vnallathamby@schulich.yorku.ca)

### **CONSENT AGENDA**

A consent agenda item is deemed to be approved unless, prior to the commencement of a meeting, a member of the Council of the Faculty of Schulich School of Business advises the Chair, James McKellar, of their request to debate it.

## **Consent Agenda**

### **BBA/iBBA Program Committee**

- a) **Consent Agenda:** Course description, prerequisite text and notes change ENTR 3400 3.0  
*Business Essentials for Technology Entrepreneurs* .....Pg. 23-37
- b) **Consent Agenda:** Course description, prerequisite text and notes change - ENTR 3600 3.0 –  
*Business Essentials for Technology Entrepreneurs II* .....Pg. 23, 38-54
- c) **Consent Agenda:** Course description & prerequisite change - SB/ENTR 4500 3.0 – *Entrepreneurship and  
Technology Ventures* .....Pg. 23, 55-65
- d) **Consent Agenda:** Course name change – MGMT 1050 3.0 from *Statistics for Management Decisions* to  
*Business Analytics 1*.....Pg. 8-10, 66-74
- e) **Consent Agenda:** Course retirement – OMIS 2000 3.0 *Information Systems*.....Pg. 8-10, 75-76
- f) **Consent Agenda:** To change the number of OMIS 4710 3.0 *Information Systems* to OMIS 3710 3.0  
*Information Systems* .....Pg. 8-10, 77-83
- g) **Consent Agenda:** Information only – OMIS 2010 3.0 – *Operations Management* course outline.....Pg. 8-10, 84-89
- h) **Consent Agenda** Allow exchange students to take INTL 4400 3.0 –  
*Strategic Management for International Business*.....Pg. 21

### **MBA Program Committee**

- a) **Consent Agenda:** Curriculum change: Course description change – MKTG 6050 3.0 –  
*Marketing Research*.....Pg. 90-98

### **IMBA Program Committee**

- a) **Consent Agenda:** Curriculum change: Course description change – IBUS 6490 3.0 –  
*International Negotiations: Analysis, Strategy and Practice*.....Pg. 99-101
  - b) **Consent Agenda:** Curriculum change: Course description change – IMBA 5300 3.0 –  
*International Work Term*.....Pg. 102-104
- Minutes: December 12, 2014 .....Pg.105-108

### **Important Dates:**

Next Faculty Council meeting: Friday March 20<sup>th</sup>, 2015 at 11:30a.m.

Schulich School of Business  
**Minutes of Faculty Council**

A regular meeting of Faculty Council for the academic years 2014-2015 was held on  
Friday, February 13, 2015 at 11:30 a.m. in Room SSB E111.

**In Attendance:** J. McKellar, Chair  
V. Nallathamby, Recording Secretary

**Voting Members of Faculty Council Present:**

Senior Administration	D. Horváth, M. Biehl, T. Beechy		
Student Council Reps	A. Shantz (PhD), N. Corradino (UBC)		
ACTG			
ARTM/NMLP			
BSUS			
ECON			
FINE	M. Kamstra		
MKTG	M. Giesler, R. Kozinets, D. Zwick		
ORGS	C. Bell, I. Holzinger, R. Karambayya, H. Rosin, M. Valente, C. Zietsma		
OMIS	A. Diamant, R. Irving,		
PLCY	M. Kipping, A. Madhok, D. Matten, T. Peridis		
PROP		OTHER:	S. Tenn, L. Xuemei (library)

**Voting Members of Faculty Council Absent:**

M. Annisette	B. Eberlein	G. Kistruck	T. Noseworthy	L. Thorne
P. Aulakh	M. Farjoun	J. Koh (UBC)	Y. Pan	Y. Tian
E. Auster	E. Fischer	M. Kristal	S. Qu	V. Trivedi
K-H. Bae	B. Gainer	F. Lazar	M. Rice	F. Valela (UBC)
R. Belk	P. Giampuzzi (GBC)	M. Levesque	G. Roberts	J. Vergis-Mayo (UBC)
A. Bhanich-Supapol	S. Gong (GBC)	T. Lewis (GBC)	P. Sadorsky	E. Waitzer
A. Campbell	F. Gorbet	S. Li	D. Schmidt (GBC)	M. Waller
J. Chung	B. Graham (Alumni)	Z. Li	A. Shamsheer (GBC)	S. Weiss
W. Cragg	I. Henriques	I. Macdonald	W. Sheremata	T. Wesson
A. Crane	F. Hughes (GBC)	S. Madhani (GBC)	P. Shum	E. Westney
D. Cumming	S. Hsu	A. Mawani	A. J. Sirsi	B. Wolf
J. Dai (UBC)	B. Husted	R. McClean	J. Smithin	S. Yeomans
P. Darke	D. Johnston	C. McMillan	M. Szaki	
Y. Deutsch	A. Joshi	M. Milevsky	H. Tan	
D. Dimick	K. Kanagaretnam	G. Morgan	J. Tan	
M. Dong	H. Kim	D. Neu	K. Tasa	

**Regrets, Leaves, Sabbaticals (\*):**

S. Bury(Library)*	A. deCarufel *	E. Maynes*	D. Thomassin-Sing )L)
M. Cao	J. Everett*	L. Ng(L)	L. Wright
W. Cook*	C. Graham	C. Oliver*	J. Zemans
J. Darroch	A. Kecskes	E. Prisman*	

**Non-Voting Members of Faculty Council Present:**

A. Choi	I. Holzinger	M. Rittinger	S. Siddik	N. Sutherland
K. Gray	M. Orlan			

**Non-Voting Members of Faculty Council Absent:**

T. Anderson	B. DAniels	A. Harris	A. Kuzmicki	A. Middleton	C. Ward
J. Adams	T. D'Agostino	L. Hillcoat	M. LeFranc	R. Moy	D. Weitzner
D. Bell	P. Deonandan	R. Hines	R. Lenton	C. Partland	F. Zandi
M. Bhutani	P. Dillon	J. Jeyakumaran	R. Lynn	P. Pivato	
T. Bowes	G. Drory	R. Jones	J. MacKay	J. Polley	
G. Brewer	E. Farrell	M. Judd (leave)	A. Makooie	S. Sigel	
G. Chen	A. Gravel	B. King	J. Mapa	G. Sue	
J. Cohen	E. Gutmacher	L. Korhani	R. Mayer	A. Tung	

**1. Welcome & Chair's Remarks**

Welcomes Faculty Council members and notes that there is a presentation today from Jennifer Foster – Vice President Research & Innovation, taskforce on sustainable research

Jennifer Foster, Chair – Task Force on Sustainability Research made a presentation which included the following:

- Ms. Foster explains that the [VPRI taskforce](#) was developed in spring to bring sustainability research across the university
- Many professors did not know that there could be more coordination of efforts and have sustainability as a strength of research here at York University
- Jennifer reports to the York community outlining the strengths in this area
- She is currently redesigning the mission of the taskforce and will be reporting an initial draft of recommendations in the next two weeks.
- Jennifer touts that there is a wide representation on the committee of members from across the university
- She has found over 260 researchers currently working on sustainability research at York
- She concludes that a final report will be released in April.

The Chair, Professor James McKellar, thanked Ms. Foster for her presentation.

**2. Enquiries & Communications**

- Senate Synopsis: November 27, December 11, 2014 and January 22, 2015 were included for information.

**3. Dean's Remarks**

Dean Horváth 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. Jane Rowe, (MBA '82), Senior Vice President, Ontario Teacher's Pension Fund; Mr. Willy Kruh, (MBA '83) Partner, Global Chair Consumer Markets, KPMG LLP; Mr. Rob Hines, Executive Director, CDC.
- Dean Horváth thanked Dirk Matten for organizing the 2015 Schulich research day which was a great success.
- Best paper award of \$10,000 was received by Kee-Hong Bae in the Finance Area

- The 50th anniversary of the Schulich School is currently happening this year 2015, and faculty are involved in the planning of various events to mark the occasion.
- Schulich iBBA graduate chosen for The Next 36 entrepreneurship program
- Dean Horváth introduced the new faculty member, Don Woticky, Director of Marketing & Communications to the councilors and noted the following new faculty members that would complement the various academic units of Schulich School of Business:
  - Adam Diamant joins us in OMIS this semester
  - Lilian Ng also joined the Finance Area this semester
  - Albert Tsang has been identified as a suitable candidate for the Accounting Area
  - Darian Huang has been identified as a possible candidate for the Finance Area
  - Marketing Area will be inviting Candidates for campus visits
  - Trina McQueen has been renewed as Adjunct Professor in the Arts & Media Area

**Past Events:**

January 5 - University opened for the Winter semester

January 7-11 – MBA Launch Week

January 9 – Hennick Conference & Medal presentation to Marianne Harris

January 19 – Cyclical Review of Ph.D and MBA Programs – Associate Dean Academic, Professor M. Biehl and Tom Beechy are working together to compile the cyclical review report following the program retreats.

January 20 – Remembering Brenda Zimmerman memorial event.

January 23 – Cyclical Review of BBA/iBBA programs

January 24 – Depart for Asia & India

**Upcoming Events:**

March 5-6 - E-learning workshop and Roundtable with guest Randy Dunham

March 5 - 601 Awards Reception

March 7 - Experience Schulich Undergraduate Event

**4. PHD/GBC/UBC Initiatives**

Nicholas Corradino, President of Undergraduate Business Council provided a power point presentation that summarized the following:

UBC

- Undergraduate student Daniel Palumbo – sold 20% of his company “Colt Hockey Sticks” on [Dragons Den](#) which aired on CBC.
- Nicholas and the GBC executives are looking to rebrand the GBC to change their name to “Undergraduate Business Society (UBS)” and to change its operating structure to include an advisory board, distinguished alumni, sponsors, and a senate committee which will be a formal organization between all undergraduate level student clubs at Schulich and the new UBS
- Their biggest goal right now is to work on strengthening their reputation outside of Schulich

GBC – There was no representative.

PH.D. – Angelique Slade Shantz, Ph.D. representative, provided a brief summary of the latest Ph.D. student accomplishments. For a detailed report please contact Faculty Council Secretary.

## 5. **BBA/iBBA Program Committee**

- a) D. Zwick, Director, BBA/iBBA Program, moved that Faculty Council approve the new course proposal MGMT 2050 3.0 – Business Analytics 2. Seconded by M. Valente. Professor Zwick went over the proposal and the rationale as outlined on pages 8-10 of the package. A question was raised as to renaming the course from OMIS to MGMT to which Professor Irving responded stating that it applies broadly and fits better under Management acronym. A friendly amendment was proposed to revised the motion to read as below:

Motion: To change the name of MGMT 1050 3.00 from *Statistics for Management Decisions* to *Business Analytics 1*  
To retire OMIS 2000 3.00 Information Systems  
To introduce MGMT 2050 3.00 Business Analytics 2  
Replace OMIS 2000. 30 with MGMT 2050 3.0 as core course in both BBA and iBBA programs  
To change the number of OMIS 4710 3.00 Information Systems to OMIS 3710 3.00 Information Systems

All in favour. Motion Carried.

- b) Professor D. Zwick, Director, BBA/iBBA Program, moved that Faculty Council approve the proposed changes to revise minimum 12.00 credits/term requirement to minimum 9.00 credits/term for Year 3 and 4 (but keep min 24 credits/year requirements).

Seconded by C. Bell. A question was raised pertaining to motions 5)b and 5)c whether students save money by taking less credits, to which Professor Zwick acknowledged that the fees are based on the number of credits being taken by students. A friendly amendment was proposed to revise the aforesaid motions to read as follows as outlined on page 22 of the package:

- Students who have completed all Year 1 and 2 core courses and a minimum of 60.00 credits are required to take a minimum of 24.00 credits each Fall/Winter academic session with a minimum of 9.00 credits per term.
- Students who have completed more than 96.00 credits entering their last year of study may take the minimum number of credits required to achieve the 120.00 credit graduation requirement.

## 6. **Other Business**

Associate Dean Academic, Professor M. Biehl provided the following updates to the councilors for their information:

- There is a taskforce to create universal course evaluation questions (7 in total) which will be published very soon.
- The questions only look at the course itself, not the instructor or the TA etc.
- Recommendation that the sooner this starts the better we will be prepared to move forward.

- Could move forward with new questions or wait until next round once the questions could be tested

## 7. **Adjournment**

Professor C. Bell moved to adjourn the meeting, seconded by Professor Irving. Meeting adjourned.

**The following items were approved on consent agenda.**

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Minutes: December 12, 2014