

THE FACULTY COUNCIL
FACULTY OF ADMINISTRATIVE STUDIES

Notice of Meeting

The regular meeting of the Faculty Council of the 1981-82 Academic Year will be held on Friday, 18 December 1981 at 9:30 a.m. in the McCaskill Centre.

A G E N D A

1. Chairman's Remarks
2. Dean's Remarks
3. P. Bryden, Director of Development - Remarks on York University's Fund-Raising Campaign
4. Minutes of Previous Meeting
5. Business Arising from Minutes of Previous Meeting
6. Enquiries & Communications
7. Masters Programme Committee

Motion I and II to adopt the new core proposal including required changes to the calendar and to course numbers and descriptions.

Motion III, to approve the creation of a Masters Programme Sub-Committee on Core Studies,

.....Appendix 'A'

8. Other Business
0. Adjournment

MINUTES OF FACULTY COUNCIL
FACULTY OF ADMINISTRATIVE STUDIES

The regular meeting of the Faculty Council of 1980-81 Academic Year was held on Friday, 18 December, 1981, at 9:30 a.m. in the McCaskill Centre.

The following were present:

Professor D. Dimick - (Chairman)
Dean W.B. Crowston
D. Brewer - (Associate Dean - Student Affairs)
V. Murray - (Associate Dean - Academic Affairs)

Members of Faculty:

P. Alley	G. Morgan
N. Biger	M. Moyer
S. Borins	E. Phillips
W. Cook	W. Read
D. Daly	L. Rosen
J. Dermer	G. Shaw
J. Friedlan	J-C. Spender
J. Gillies	D. Thompson
R. Heeler	P. Tryfos
D. Horvath	R. Vachon
J. Hull	S. Warner
W. Jordan	T. Warner
J. Kantor	K. Weiermair
R. Lucas	T. Wilson
R. McClean	J. Yagil
C. McMillan	U. Zohar

Secretary - N. Jane O'Keefe

Other Members in Attendance:

J. Milne - Executive-in-Residence
C. Courtis - Manager, Student Programmes & Admissions
J. Green - President, Graduate Business Council
B. Boothman - Representative - Ph.D. Programme
C. Pollock - Student Council Representative
A. Wolf - Student Council Representative
K. Rosenthal - Student Council Representative
M. Broron - Student Council Representative
G. Chapman - Student Council Representative
L. Ujihard - Student Council Representative
M. Kesten - Student Council Representative

Item #1 - Chairman's Remarks

Nil

Item #2 - Dean's Remarks

Executive-in-Residence

The Dean called on Professor Moyer to introduce Mr. Jack Milne, Executive-in-Residence in the Marketing area. In welcoming and introducing Mr. Milne to the Faculty, Professor Moyer stated that Mr. Milne's distinguished career in advertising/marketing has made him an ideal person for the position of Executive-in-Residence. Mr. Milne is already well known to the Marketing area in particular and University settings, including York University. Professor Moyer stated that he foresees an excellent opportunity for valuable interaction with faculty and students. In his career, Mr. Milne has held executive positions in manufacturing, market research and a trade association. He was the Managing Director of the Institute of Canadian Advertising for ten years, bringing together for the first time, professionals involved in Marketing Research. Mr. Milne has also been awarded the Gold Medal from the Association of Canadian Advertisers (1980), for his efforts in the advancement of Marketing and Advertising.

Ph.D. Programme

The Dean commented on the recent visit of Stan Shapiro, one of the three appraisers reviewing our Ph.D. Programme. The Dean indicated that Mr. Shapiro was favourably impressed by both the doctoral candidates and the programme itself. Mr. Shapiro said that in his view our Marketing area is the best in Canada, and is also highly impressed with our Organizational Behaviour and Industrial Relations area. Although he was not knowledgeable about the Policy area in particular, prior to his visit, he has now been introduced to the area viz a viz-course offerings and the area faculty members. In general, he indicated a very positive impression of the programme.

Research

The Dean announced that he has recently received a written proposal for the creation of a new 'umbrella group'. The proposed group will undertake research activities in the area of Information and Control in Organization. The umbrella group comprised of Professors Dermer, Lucas, McClean, Morgan, and Warner, plan several projects as part of their activities. Their initial project will be a conference to be held next September at York University. In addition, the newly formed group is formulating several research activities. The group has adopted the name Projects in Information, Control and Organizations, (P.I.C.O.).

Item #3 - Fund-Raising

The Dean introduced Patricia Bryden, Director of York University's Department of Development. Mrs. Bryden is actively involved in the fund-raising campaign and commented on the campaign contributions with particular emphasis on those funds designated to the Faculty.

Ms. Bryden indicated that there have been a large number of corporate donors. Of the 'pace-setting' corporations canvassed in the summer most have responded with generous contributions. Other corporations will now be approached.

In the same way, foundations (pace-setting) will be canvassed subsequently approaching other foundations in the next step. The approach to Faculty and staff has been undertaken, to be followed by student involvement. At a later date, local business groups will be approached. To date, contributions have reached \$4.5 million. As most faculty are aware, the campaign is tied to specific projects ie. a donor may choose a particular project that his/her funds will support. As a result of previous research, it was found that corporations wanted to allocate donations to specific projects. Of the projects outlined in campaign literature, a few have been 'bought' totally funded. Currently a major donor is reviewing three projects for possible contributions, two of these are in the Faculty of Administrative Studies.

The internal campaign to date is encouraging in terms of amount of money donated, however it is poor with respect to the actual number of contributors. Participation is necessary to illustrate to the community that we, the University's members support the campaign.

Mrs. Bryden responded to questions and comments from faculty members. Faculty members indicated that the reason there is a low number of internal donors, is that so many requests for donations are received, and increased amounts of money are being requested. Mrs. Bryden realizes there is a great deal of competition for contributions to various causes, however she hopes that faculty and staff will make a contribution regardless of the amount of the donation.

Professor Shaw, who is leading the internal campaign for the Faculty, stated that the percentage of donors is more important than the amount given. In his letter to faculty and staff, the suggested donation is only a guideline. All donations regardless of amount are welcome.

Item #4 - Minutes of Previous Meeting

Professor Thompson moved that the Minutes be approved as written.

Seconded by Professor Murray.

Carried.

Item #5 - Business Arising from Minutes of Previous Meeting

Nil

Item #6 - Enquiries and Communications

Nil

Item #7 - Masters Programme Committee

The Chairman advised the Council that he would chair the session during Committee of the Whole rather than the Vice-Chairman (as per Council rules of order). The Vice-Chairman had not been advised that he should chair the committee session and is therefore unfamiliar with the procedure.

Professor Jordan moved that the Council approve that the Chairman preside over the session during Committee of the Whole.

Seconded by Professor T. Warner

Carried.

The Chairman requested that Professor Murray present the motion and give his remarks on the proposal prior to resolving to Committee of the Whole.

Moved by Professor Murray, approval of Motion I, Appendix 'A'.

Seconded by Dean Crowston.

Professor Murray gave a brief review of the history of the proposal. The 1979 Faculty Retreat identified the need for curriculum change. The Report from the retreat, stated the need for a rational approach (rather than political) supported by copious amounts of information and research in order to implement the changes seen as necessary.

By November, 1980, the general direction concerning necessary revisions to the curriculum had received support and the Strategic Planning Committee set to the task of translating generalities into specific changes. From November through Spring 1981, the changes were written, reviewed and refined through a process of discussions with area faculty members, committees, sub-committees etc. During the past summer and fall, the specifics of the formal proposal have been prepared as a result of meetings with area representatives, students and committees. The Dean and Professor Murray held individual talks with each area as well.

In brief, three specific needs were identified and are answered by the proposed core changes. Reports indicated, gaps in the current curriculum, the need to further concentrate on practical applications in course content, and on integration of various areas viz, concepts and theory approaches.

Substantial revisions include changes in Macroeconomics for Management (proposed ECON 501) emphasizing the issues of inflation, growth and productivity on a higher level of business and government.

A more formal use of computers is introduced and in Accounting, greater concentration for students on cost control and Management Accounting.

Professor Murray concluded, stating that all consultations on the changes has been valuable with high faculty interest, and general faculty approval of the proposal has been indicated.

The Chairman asked the Dean for his comments.

The Dean referred to Table I, Appendix 'A'. illustrating by area, the core requirements for the coming year for both the old and the proposed core. He pointed out that the number of Accounting sections required in the coming year will be smaller under both options than those who taught in 1981/82. However, there will still be a significant deficit in staffing the area. There are also significant deficits in the Finance and Policy areas.

The Operating Committee has established both the Accounting and Finance areas as the top priority for hiring this year. This should help ease the situation.

The Dean indicated his strong support for the proposal.

Professor Murray moved that Council resolve to Committee of the Whole for discussion.

Seconded by Professor Shaw.

The Chairman outlined basic procedures to be followed during discussion in Committee of the Whole; that a motion does not require a seconder and is followed by a 'straw' vote, in order to assess the general opinion of the members.

Secretary's Note:

Discussion during Committee of the Whole is recorded and appended as a separate report to the official Minutes of Faculty Council.

Following a ten minute break subsequent to discussions in Committee of the Whole, the Chairman called the meeting to order. As a result of discussions, two amendments to the proposal are recommended for Council's consideration.

Moved by Professor Jordan to reduce the number of advanced standing allowed for BBA's from 6 to 5 maximum.

Seconded by Professor Weiermair.

In Favour - 32 Against - 4

Moved by Professor Daly that the placement of MKTG 500, PLCY 500, ACTG 501 and ECON 501 (viz in which term they should be taken) be referred back to the Masters Programme Committee for further discussion and recommendation to Council at the January meeting.

Seconded by Professor Dermer.

In Favour - 35 Against - 1

Professor Murray, as Chairman of the Masters Programme Committee accepted the recommendation of the Committee of the Whole to re-number Core I courses as 501's and Core II courses as 502's.

Professor Murray moved that Motion I, Appendix 'A' be approved as amended.

Seconded by Dean Crowston.

In Favour - 32 Against - 4

Professor Murray moved that Motion II be approved as written (new course numbers to be 501 where 500 appears and 502 where 501 appears).

Seconded by Professor Daly.

In Favour - 35 Against - 1

Since Motion III had not been discussed the Chairman asked Professor Murray to elaborate briefly on the sub-committee functions. Professor Murray stated that due to the on-going nature of the changes and need for future review, the sub-committee will act as a 'watch-dog' and evaluate the success of the changes and bring forward recommendations for revisions as needed.

Professor Murray moved that Motion III be approved as written.

Seconded by Professor Shaw

Professor Biger stated that the sub-committee is needed and welcomed. He questioned whether members will be those who primarily teach the core.

Professor Murray said he expected this, but it would be the area's decision to choose their representative. The motion would be amended to reflect this.

The motion was called.

In Favour - 35

Against - 1

Before moving to the next item, the Dean extended his thanks to Professor Murray and his committee for their time and effort in bringing the proposal to Council. Professor Murray in turn offered his thanks to Professor Daly who carried a substantial part of the workload.

Item #8 - Other Business

Nil

Item #9 - Adjournment

Moved by Professor Brewer that the meeting be adjourned.

Seconded by Professor Shaw.

Carried.