

**FACULTY COUNCIL  
SCHULICH SCHOOL OF BUSINESS**

**N O T I C E O F M E E T I N G**

A meeting of Faculty Council for the 1997/98 Academic Year will be held on Friday, May 22, 1998 at 11:30 a.m. in Room 032 SSB.

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**AGENDA**

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Coffee and Donuts compliments of the UBC will be available at 11:30 a.m. outside Room 032.

**NOTE: FACULTY COUNCIL MEMBERS WHO CANNOT ATTEND ARE ASKED TO SEND REGRETS TO CTRUSSLE@BUS.YORKU.CA. OR PHONE 55097**

**Schulich School of Business**

**Minutes of Faculty Council**

A regular meeting of Faculty Council for the 1997-98 academic year was held on Friday, May 22, 1998 at 11:30 a.m. in Room 032 SSB.

**In Attendance:**            G. McKechnie            Chair  
                                 C.Trussler                Recording Secretary

**Voting Members of Faculty Council Present:**

T.Beechy	D.Brewer	J.Buzacott	A.Campbell
W.Cook	W.Cragg	D.Dimick	I.Fenwick
B.Gainer	R.Heeler	D.Horvath	R.Irving
R.Karambayya	E.Maynes	G.McKechnie	J.McKellar
M.Milevsky	T.Peridis	G.Roberts	S.P.Roy
L.Thorne	P.Tryfos	T.Wesson	B.Wolf
C.Courtis	M.Szaki	P.Ghosh	A.D/Aguanno
J.Wleugel			

**Voting Members of Faculty Council Absent:**

P.Bradshaw	R.Burke	R.Cuff	J.Dermer
E.Fischer	D.Johnston	F.Lazar	R.Lucas
R.McClean	C.McMillan	G.Morgan	C.Oliver
P.Phan	E.Prisman	M.Rice	L.S.Rosen
H.Rosin	A.J.Sirsi	J.Smithin	D.Thompson
S.Weiss	H.T.Wilson	L.Wasser	E.Watson
R.LeBlanc			

**Regrets, Leaves, Sabbaticals:**

E.Auster	A.Bhanich-Supapol	J.Darroch	J.Friedlan
I.Henriques	I.A.Litvak	I.Macdonald	D.Nath
P.O'Brien	R.Peterson	C.Robinson	P.Sadorsky
D.Thomassin	S.Yeomans	B.Zimmerman	

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

K.Feiler	S.Firth	C.Pattenden	S.Tenn
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**Non-Voting Members of Faculty Council Absent:**

B.Dea	J.Foy	E.Gutmacher	D.Krakovsky
J.Palumbo	T.Pursell	M.Rittinger	L.Smith
P.Zarry	D.Barrows	P.Audley	A.Zohar
S.Bell			

**Item #1            Chair's Remarks**

Professor G. McKechnie opened the meeting and advised that Professor R. Peterson, Chair of Faculty Council was out of the country. The Chair introduced Phyllis Clark who gave an update on the current budget situation.

**Item #2            Budget Presentation - Phyllis Clark**

Presentation material is attached to the Secretary's record of Minutes.

**Item #3            Dean's Remarks**

Dean Horvath updated faculty members on the increase in fees for BBA, MBA, Intl, Undergrad Intl and Visa students. Applications in all programs are up.

The Dean advised that the Board of Governors has not yet given final approval for the Glendon proposal. Dialogue is continuing.

Dean Horvath thanked everyone who contributed to the success of the faculty this year. He urged all faculty members to attend Convocation.

The UBC Forum, Gillies Lecture and IMBA Advisory Board meetings were very successful events. An SSB website is being worked on. Upcoming events include Technology Retreat, Back to Campus and Report on Business magazine insert.

**Item #4            Minutes of Previous Meeting**

Professor T. Wesson moved the acceptance of the Minutes of the previous meeting, seconded by Professor B. Gainer. Motion carried.

**Item #5            Business Arising from Minutes of the Previous Meeting**

Professor R. Heeler reported on the MGMT 6100 - Strategy Field Study review.

**Item #6            Enquiries and Communications**

It was suggested that both the Research Awards and the Part-Time Teaching Award be included in the awards being announced at Convocation. It was agreed to include these in Convocation.

**Item #7            UBC/GBC/PhD Initiatives**

GBC

The UBC have had a retreat in which they made plans for the upcoming year.

UBC

The GBC announced a Golf Tournament on June 15 to which everyone is invited. Orientation Week planning is underway. Leave Your Mark Campaign Committee is being formed and the GBC may be hosting Roundtable 2000.

PhD

PhD students were concerned about fee increases.

**Item #8            Approval of Spring Graduands**

C. Curtis moved the list of Spring 1998 Graduands, with the addition of Richard Donovan added to the BBA list. Seconded by Professor R. Irving. Motion carried.

**Item #9            Nominating Committee**

Professor G. McKechnie, on behalf of Nominating Committee moved acceptance of faculty names on SSB Committees of Faculty Council. Seconded by Professor B. Gainer.

Professor G. McKechnie, noted that the tba's would be filled in during the summer and an update sent to Executive Committee (under Delegation of Faculty Council Powers) for approval and circulation. The revised motion will come to Faculty Council for approval in October, along with the addition of student representative names. Motion carried.

**Item #10          MBA Program Committee.**

Professor I. Fenwick, on behalf of the MBA/MPA Program Committee moved

that Faculty Council approve the new course proposal for  
MKTG 6180.015, Principles of Direct and Database Marketing

Seconded by Professor D. Dimick.

Professor I. Fenwick noted that this course has been successfully taught three times and is now coming forward as an established course. Motion carried.

Professor I. Fenwick, on behalf of the MBA/MPA Program Committee moved

that Faculty Council approve the new course proposal for  
NMLP 6200.03, Function, Law and Structure of the Nonprofit Organization

Seconded by Professor B. Gainer.

Professor I. Fenwick noted that this was a revision of an existing course as the content has changed over time. Motion carried.

Professor I. Fenwick, on behalf of the MBA/MPA Program Committee moved

that Faculty Council approve the new course proposal for  
NMLP 6950.03, Change, Leadership and Complexity in the Nonprofit Sector

Seconded by Professor B. Gainer.

Professor I. Fenwick noted that this is a new course. Motion carried.

Professor I. Fenwick moved that Faculty Council go into Committee of the Whole for a discussion on the Proposed Executive MBA Program. Seconded by C. Curtis.

## Committee of the Whole

Professor D. Dimick, Chair of Committee of the Whole advised that the purpose of this general discussion is to deal with the issues outlined on page 94 of the Agenda, Proposed Executive MBA Program. A thirty minute timeframe was set.

Professor I. Fenwick advised that MBA/MPA Committee had been asked to approve a specific proposal. However the MBA/MPA Committee felt that they needed direction from the faculty. The result is the discussion about to be undertaken.

There are several modes for EMBA programs. There are a large number of EMBA's offered primarily for people with a minimum of 5 years experience. They are usually held on weekends, with some residential time blocks. Global EMBA's meet in different countries and are very expensive. In both Canada and the U.S. there appears to be no difference in an MBA or EMBA degree.

Professor T. Beechy advised that EMBA's were part of the December 10, 1997 mini retreat discussion on outreach. He noted that we have two proposals now.

Dean Horvath mentioned that previous discussions had only considered a domestic EMBA, but an Intl EMBA has many more opportunities. The Canadian market is saturated.

Attachments to the proposal show short summaries of Asian and European models. Models would have to be formed for delivery to offshore students and/or for domestic non-Canadian students. These models show how totally different an EMBA is from our existing program.

An EMBA is largely a general management program and is taught in 1-2 week chunks. Staffing should not be a problem. It was felt that we would need a strong partner for management of the EMBA. It would be a good opportunity for faculty members.

We need to know the purpose of establishing an EMBA. Is it to expand SSB credibility or to establish SSB internationally? Does SSB need to be seen more internationally?

Questions raised in the discussion included: should we proceed; do we want an Intl EMBA or a domestic EMBA; how would an EMBA relate to Executive Development; do we have the resources to carry out this program; we need to differentiate between IMBA and Intl EMBA.

Professor D. Dimick, advised if there was positive feedback then the next step would be taken and Dean Horvath could appoint a task force which would come back to Faculty Council with a selection of 1-3 models and partners.

Professor D. Dimick called for a straw vote on the following recommendation:

Faculty Council recommends Dean Horvath establish a task force to further investigate opportunities for an Intl EMBA program with partners or partner to report back in our October 1998 Faculty Council.

The unanimous straw vote was unanimous. Professor D. Dimick moved acceptance of the Committee of the Whole Report, seconded by Professor R. Irving. Carried.

Professor G. McKechnie returned to the Chair.

**11. New Business: Proposed "General Certificate in Business Fundamentals"**

Professor D. Dimick, on behalf of the BBA Program Committee moved,

That the Faculty Council of the Schulich School of Business approve, in principle,  
The School's participation in the "General Certificate in Business Fundamentals",  
Outlined in the Agenda package.

Seconded by Profesor R. Irving.

Professor D. Dimick advised that the courses listed in the proposal will come back to Faculty Council for approval prior to being offered. The current situation in the Arts Faculty is that enrolment in the Liberal Arts has been declining, but there is a huge interest in business education. Arts have agreed not to offer a B.Com. Under the proposal, SSB would provide a business education to an honours subset of Arts students, with controlled enrollment.

This certificate proposal would be taught under the auspices of SSB during the final two years. The courses listed in the proposal are prototypes of what could be offered. This certificate needs to be launched in the Fall of 1999, however course development must happen before the Certificate can be offered. We have indicated that a full time faculty complement will be required for SSB to be interested. SSB will design and staff courses based on getting additional resources. This certificate will not become a prerequisite for our SSB courses. SSB will control acceptance of students into the program and therefore the quality of student will be high. Students will graduate with an Arts BA and a Certificate, this is not a major. Coordinated Business students could apply for this Certificate.

Comments regarding the wording of the Certificate e.g. Business or Management. If Management was used then it could include NMLP courses included as well.

A vote was taken. Motion Carried.

**Item #12 Other Business**

SSB Committee Reports were accepted. Professor I. Fenwick noted the lack of information in the Student Affairs Committee Report and the Admissions Committee Report.

Faculty Council 1998-99 Dates were approved. Professor R. Heeler noted the small number of Faculty Council meetings scheduled.

Professor R. Irving moved the Delegation of Faculty Council Powers, seconded by Professor T. Peridis. Motion Carried.

**Item #13 Adjournment**

The meeting was adjourned.