

FACULTY COUNCIL  
**SCHULICH SCHOOL OF BUSINESS**  
**NOTICE OF MEETING**

A meeting of Faculty Council for the 2001/02 Academic Year will be held on Friday,  
**April 26th at 11:30 a.m. in Room SSB 030**

**AGENDA**

1. Chairperson's Remarks
  - Award Ceremony: Winners of MGMT 5150 Business Plan Competition for Executive Summaries AND Schulich Business Plan Competition
2. Dean's Remarks
3. Minutes of Previous Meeting  
February 8, 2002 (*Pages 2-5*)
4. PHD/GBC/UBC Initiatives
5. MBA Committee (*Pages 6-59*)
  - A. Motion: New Course Proposal - FNSV 6970.030 Competitive and Organizational Strategies for Financial Services Firms (*Pages 7-26*)
  - B. Motion: New Course Proposal - MKTG 6525.030 E Commerce Marketing (*Pages 27-58*)
  - C. Addendum to decision-Feb.8/02: Implementation plan for deletion of FINE 6000.015 Introduction to Derivatives and dropping this course as pre-requisite to all Finance electives (*see Page 6*)
  - D. Announcement: Recent CMA accreditation for MBA program (*Page 59*)
6. BBA Committee (*Pages 60-102*)
  - A. Motion: New Course Proposal - MKTG 4250.030- Retail Marketing Strategies (*Page 61-71*)
  - B. Motion: New Course Proposal - MKTG 4960.030- Interactive Marketing in the Networked Economy (*Pages 72-92*)
  - C. Motion: BBA Curriculum Revision (*Pages 93-102*)
7. Other Business
  - Program Reports (*Pages 103-109*)
8. Adjournment

Coffee and Donuts compliments of the UBC will be available at 11:25 outside Room 030

NOTE: SEND REGRETS TO [sharrison@schulich.yorku.ca](mailto:sharrison@schulich.yorku.ca) or call Ext. 55097

Schulich School of Business

**Minutes of Faculty Council**

A regular meeting of Faculty Council for the 2001-2002 academic year was held on Friday, April 26, 2002 at 11:30 a.m. in Room SSB 030.

**In Attendance:** R. Peterson Chair  
S. Harrison Recording Secretary

**Voting Members of Faculty Council Present:**

D. Dimlck	B. Wolf	A. Mawani	D. Horvath
T. Beechy	C. Chelariu	R. Heeler	R. Karambayya
G. Barrila	C. Courtis	J. Chung	J. Darroch
W. Cragg	E. Prisman	C. Olver	E. Maynes
P. Bradshaw	P. Shum	V. Trivedi	F. Zandi
M. Taylor/S.Siddik	L. Wright	R. Irving	L. Thorne
T. Keil	R. McClean	L. Wasser	E. Watson
D. Steinfeld, UBC	A. Iacovetia, UBC		

**Voting Members of Faculty Council Absent:**

Y. Tian	E. Baron	B. Bannister	T. Peridis
C. McMillan	M. Bluestein	R. Brown	J. Friedlan
M. Rice	R. Burke	A. Joshi	G. Morgan
J. Buzacott	J. Smithin	G. McKechnie	B. Lim
Y. Pan	P. Tryfos	S. Yeomans	G. Jiang
L. Perry	A. Campbell	M. Dong	F. Gorbet
S. Cleary	K. Ekstein	J. Dermer	M. Wade
D. Johnston	J. McKellar	F. Lazar	M. Biehl
I. A. Litvak	H. Rosin	S. P. Roy	M. Szaki
M. Cao	J. Chung	H. Kim	P. Sadorsky
M. Feldmen	K. Fisher	A. Bhanich-Supapol	K. Bettencourt

**Regrets, Leaves, Sabbaticals:**

E. Fischer	T. Wesson	I. Macdonald	D. Thompson
W. Cook	C. Robinson	B. Gainer	A.J. Sirsi
I. Fenwick	J. Zemans	E. Auster	I. Henriques
M. Milevsky	S. Weiss	R. Lucas	B. Zimmerman
H.T. Wilson	D. Wheeler	G. Roberts	P. Phan
D. Thomassin			

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

A. Atkey	K. Feiler	N. Sanderson Swartz	P. Shanks
J. Parna	J. Heron	T. D'Agostino	S. Firth
J. Joustra	G. Klm		

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

A. Middleton	C. Ward	E. Gutmacher	S. Tenn
J. Birch	J. Palumbo	B. Schulz	B. Dea
A. Zohar	M. Mandarich	C. Pattenden	N. Sutherland
M. Matesic	D. Barrows	A. deCarufel	

### **Item #1 Chairperson's Remarks**

Professor R. Peterson called the meeting to order. The UBC was thanked for supplying the refreshments. Prof. Peterson introduced new faculty member Thomas Keil from the Entrepreneurial Area. Winners of MGMT 5150 Business Plan Competition for Executive Summaries were announced. Dean Horvath presented certificates to the finalists of the 1<sup>st</sup> Schulich Business Plan Competition.

### **Item #2 Dean's Remarks**

As another term comes to an end, Dean Horvath encouraged all Faculty to attend Convocation June 14th

A total of ten new faculty have been hired that include: Thomas Keil and Yuval Deutsch in ENTR; Samuel Bonsu + Detlev Zwick in MKTG; Willow Sheremata in SGM; Orlin Dimitrov in FINE; the Pierre Lassonde Chair is Preet Aulakh: Brenda Zimmerman will be back as of July 1, 2002.

Over 5,300 undergrad applications have been received for Fall. Dean Horvath congratulated Grase Kim and staff for the successful BBA/iBBA reception that took place on April 23<sup>rd</sup>. Both full time and part time applications for the MBA program are up, including a 75% increase in applications for both the International and Ph.D. programs. The MBA reception will be held May 1<sup>st</sup>. The EMBA program is also going well with 60 interviews already conducted with eight months still to go.

Dean Horvath has received positive news that the building is on schedule and that September 2003 remains the move in date. Fundraising continues with over 50 million already raised. The Executive Building is slated for opening November 1, 2003, but there is a possibility this date could be moved to September as well, if the pace of construction continues.

#### **Past Events:**

Dean Horvath noted that he had recently returned from Moscow where he joined Prime Minister Jean Chrétien and 10 provincial premiers at the opening of the new facilities of the Canada-Russia Corporate Governance Centre. The centre is at SSB's partner institution, the State University - Higher School of Economics (HSE) in Moscow. The Gazette has a very good article on the events.  
February 19<sup>th</sup> – The annual Artbox York exhibition opened at the Nadal Management Centre. Artbox York will be on display for one year.  
March 7-10<sup>th</sup> – APEX 2002 Conference – Dean Horvath noted that this was a very well organized and successful event.  
March 23<sup>rd</sup> – the GBC Formal was held at the Royal York and was well attended; MBA teaching awards went to David Valliere with Gordon Roberts as first runner up. Congratulations to all nominees and award winners.  
James Gillies' 25<sup>th</sup> anniversary lecture took place April 18<sup>th</sup> at the Ontario Club. John Hunkin, former Schulich graduate, was the guest speaker and delivered a very important and interesting talk. The Dean is working on having this available on the Web. Congratulations to Nancy Sanderson Swartz and staff for organizing this event.

#### **Upcoming events:**

May 3<sup>rd</sup> the UBC formal is being held at La Park in Markham  
May 15<sup>th</sup> the 30<sup>th</sup> anniversary MBA/LLB dinner will be held at the Toronto Four Seasons Hotel.

Dean Horvath announced that the Robert Cuff Fellowship has been established and hopes that many faculty will participate and contribute to this fund in Robert Cuff's memory.

Prof. Peterson thanked the Dean for the excellent results in recruiting.

### **Item #3 Minutes of Previous Meeting**

Charmaine Courtis moved the acceptance of the Minutes of Faculty Council Meeting of February 8, 2002. Seconded by Professor B. Wolf. Carried.

### **Item #4 UBC/GBC/PhD Initiatives**

PH.D. – Professor Pauline Shum spoke on the association's behalf and announced they are in the process of organizing the first annual softball match and invited all to participate. Date will be announced in the near future.

UBC – Gaetano Barrila noted that the UBC formal is being held May 3<sup>rd</sup> and hopes many faculty and staff will be able to join them. Elections are complete with 50% of eligible voters participating. New members

of the UBC Amanda Iacovetia and Daniel Steinfeld were introduced. Gaetano thanked the faculty for their support during this year of firsts for the UBC.

Professor Peterson thanked the outgoing UBC for their hard work this year.

**GBC** – Melody Taylor thanked the Dean and all faculty who attended the formal on March 23<sup>rd</sup> at the Royal York Hotel and expressed her congratulations to the nominees and winners of the teaching awards. The first ever Schulich Night Live was well attended and the GBC hope to make this an annual event. A Golf Club is being organized to take place during the summer with various events planned. Thanks were also given to the Office of Alumni for the J. Gillies lecture which was very worthwhile event. There was an excellent turn out for elections and Melody introduced the new GBC President Sean Siddik. The new vice president is Harshdeep Madanpotra and should be at the next faculty meeting. In closing, Melody thanked the Dean and faculty for making this a very productive and memorable year.

Professor Peterson thanked the outgoing GBC for the great job on a very successful year.

**Item #5 MBA Committee**

A) Professor P. Bradshaw moved, on behalf of the MBA Committee, that Faculty Council accept the new course proposal FNSV 6970.030 – Competitive and Organizational Strategies for Financial Services Firms Seconded by Charmaine Courtis.  
Motion Carried

B) Professor P. Bradshaw moved, on behalf of the MBA Committee, that Faculty accept the new course proposal MKTG 6525.030 – E-Commerce Marketing Seconded by Prof. J. Darroch.  
Prof. Bradshaw noted that this was a very popular elective and should be changed to permanent.  
Motion Carried.

C) Professor P. Bradshaw moved, on behalf of the MBA Committee, the addendum to the deletion of FINE 6000.015 – Introduction to Derivatives

D) The recent CMA accreditation for the MBA Program was announced by Professor L. Thome  
Professor Peterson congratulated the ACTG area on this announcement.

**Item #6 BBA Committee**

A) Professor T. Beechy moved, on behalf of the BBA Committee, that Faculty Council accept the new course proposal MKTG 4250.030 – Retail Marketing Strategies Seconded by Prof. F. Zandi  
Motion Carried.

B) Professor T. Beechy moved, on behalf of the BBA Committee, that Faculty Council accept the new course proposal MKTG 4960.020 – Interactive Marketing in the Networked Economy  
Seconded by Charmaine Coutis Motion Carried.

D) Professor T. Beechy moved, on behalf of the BBA Committee, that Faculty Council accept the BBA Curriculum Revision Seconded by Prof. E. Maynes  
Prof. Beechy noted that the document had not changed much to the document reviewed in Committee of the Whole at last Faculty Council. The format has been modified to the preferred format for Senate. Revisions were made in the delayed entry program.  
Motion Carried.

Prof. Peterson thanked Prof. Beechy and associates for the hard work that went into this document.

**Item #7 Other Business**

Program reports were received from International Business Program, Business and Sustainability, Financial Services, Financial Engineering and the Gardiner Program in Business Ethics. Prof. B. Wolf, Prof. J. Darroch, Prof. E. Prisman and Prof. W. Cragg spoke briefly on their information.

Prof. Peterson thanked the various Programs for updating faculty to their areas' endeavors this year.

**Item #8 Adjournment**

The meeting was adjourned.