

FACULTY COUNCIL  
SCHULICH SCHOOL OF BUSINESS  
NOTICE OF MEETING

A meeting of Faculty Council for the 2004/05 Academic Year will be held on Friday,  
**March 18, 2005 at 11:30 a.m. in Room SSB W132**

AGENDA

1. Chairperson's Remarks
2. Dean's Remarks
3. Minutes of Previous Meeting  
- December 10, 2004 (*Pages 1-4*)
4. Business Arising from Minutes of Previous Meeting
5. Enquiries & Communications
6. PHD/GBC/UBC Initiatives
7. BBA/iBBA Committee (*Pages 5-25*)
  - a) Motion: New Course Proposal: OBIR 4560- Conflict & Negotiation (*Pages 5-17*)
  - b) Motion: New Course Proposal: ECON 4600- Economic Evaluation of Health Care Programs (*Pages 18-24*)
  - c) Information only: Course Renumbering: ACTG 4250 to ACTG 3000 - Financial Statement Analysis (*Page 25*)
- 8.. EMBA Committee (*Pages 26-49*)
  - a) Motion: New Course Proposal: EMBA 6360.010-Marketing Channel Strategies (*Pages 26-37*)
  - b) Motion: New Course Proposal: EMBA 6370.010-Strategic Brand Management (*Pages 38-48*)
  - c) Information only: Module Shift-EMBA 6480.020- Cross Cultural Management (*Page 49*)
9. Nominating Committee  
Motion: Approval members of T&P Committee (*Page 50*)
10. Tenure & Promotion Committee  
Committee of the Whole Discussion (*Pages 51-57*)
11. Other Business
12. Adjournment

**Note: Send regrets to Susan Harrison [sharrison@schulich.yorku.ca](mailto:sharrison@schulich.yorku.ca) or call Ext. 55097  
Refreshments will be available at 11:20 outside SSB W132.**

Schulich School of Business

**Minutes of Faculty Council**

A regular meeting of Faculty Council for the 2004-2005 academic year was held on Friday, March 18, 2005 at 11:30 a.m. in Room SSB W132.

**In Attendance:** S. Weiss Chair  
S. Harrison Recording Secretary

**Voting Members of Faculty Council Present:**

P. Aulakh	R. Heeler	P. Papadopoulos-UBC	F. Zandi
E. Auster	D. Horvath	T. Perldis	J. Zemans
C. Bell	R. Irving	R. Peterson	J. Darroch
C. Bouquet	D. Johnston	M. Rice	Y. Deutsch
O. Branzei	A. Joshi	A. Richardson	B. Wolf
M. Cao	R. Karambayya	H. Rosin	C. Oliver
C. Chelariu	T. Keil	W. Sheremata	C. Graham
W. Cook	M. Kristal	P. Sivarajah	E. Fischer
C. Courtis	P. Lee – Ph.D.	M. Szaki	E. Watson
A. deCarufel	K. Main	Y. Tian	D. Nevo
D. Dimick	M. Milevsky	V. Trivedi	

**Voting Members of Faculty Council Absent:**

A. Campbell	K. Ryan - GBC	Y. Pan	B. Gainer
A. Bhanich-Supapol	N. Kanevsky - UBC	J. Chung	M. Wade
P. Shum	J. Dermer	O. Dimltrov	M. Dong
M. Kamstra	F. Gorbet	D. Nandy	A. Chew
F. Lazar	R. Lucas	J. Smlthln	R. McClean
C. McMillan	G. Morgan	K. Damen	M. Biehl
J. McKellar	A.J. Sirsi	S. Yeomans	T. Wesson
D. Vexler - UBC	J. Trost -GBC	H. Kim	H.T.Wilson
R. Hajir - GBC	D. Zwick	M. Tolensky - UBC	E. Maynes
M. Geisler	D. Wheeler		

**Regrets, Leaves, Sabbaticals:**

I. Henriques	P. Sadorsky	S. Bonsu	I. Macdonald
D. Thomassin	G. Roberts	G. Roberts	A. Mawani
W. Cragg	I. Holzinger	B. Zimmerman	L. Wright
I. Fenwick	P. Bradshaw	E. Prisman	K. Bewley
L. Thorne	T. Beechy	D. Chan - GBC	

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

T. D'Agostino	D. Farrell	J. Parna	S. Siddik
S. Sinclair	A. Middleton	P. Shanks	

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

R. Mayer	B. Schulz	E. Gutmacher	M. Bhutani
A. Atkey	R. Panopoulos	P. Carr	S. Sarik
C. Ward	D. Barrows	A. Gampel	R. Alleyne
S. Firth	S. Tenn	J. Joustra	J. Palumbo
J. Wleugel	G. Kim	A. Makooie	T. Tolias
C. Shewell	C. Partland	C. Pattenden	K. Larson

**Item # Chairperson's Remarks**

Professor Steve Weiss called the meeting to order and welcomed everyone.

**Item #2 Dean's Remarks**

Dean Horvath congratulated both the 2005/2006 UBC and GBC new council members.

**Past Events:**

February 4, 2005 – Convocation. This was the first ever convocation in February for both York University and the Schulich School of Business. The Honourary Degree went to Robert McEwen. Dean Horvath noted that Mr. McEwen was an excellent role model and gave a warm celebration speech.

February 9, 2005 – "The Business of AIDS: The Role of Multinationals" with Dr. Neraj Mistry spoke to almost 200 faculty, students and staff. Congratulations to Professor Brenda Zimmerman for organizing this very well attended event. Internships and 601 projects are available to work with one of the multinational companies on HIV/AIDS as part of their corporate strategy.

February 25, 2005 – "Experience Schulich". Dean Horvath gave a special thanks to Krista Larson, Caro Partland and Professor Ashwin Joshi for organizing this first time very successful event. Over 300 potential applicants attended. Dean Horvath indicated it would definitely be held again next year.

March 3-5, 2005 - The Dean congratulated the UBC for hosting the Apex Conference which was a very successful, professional event with 22 schools from across Canada participating.

March 16, 2005 - Students Services and Alumni Affairs hosted an Awards Scholarship reception.

**Upcoming Events:**

March 18, 2005 – Schulich China Business Forum is taking place today in the Robert McEwen Auditorium.

March 19, 2005 – the MBA formal to be held at the Four Seasons

Dean Horvath noted that 50 nominations for teaching awards had been received and congratulated all nominees. Award winners will be announced at the MBA formal on March 19<sup>th</sup>.

Dean Horvath announced that the Bob Rae report is out and it has positive implications. If you are interested in perusing it, please come to the Dean's office.

The Ph.D. program is now the 2<sup>nd</sup> top program in the country and will be increasing from 11-12 students to 15 with all students expected to graduate after their 4<sup>th</sup> year. The Dean is working to increase the funding.

**Item #3 Minutes of Previous Meeting**

Professor Rein Peterson moved the acceptance of the Minutes of Faculty Council Meeting of December 10, 2004. Seconded by Charmaine Courtis. Motion Carried.

**Item #4 Business Arising from Minutes of Previous Meeting**

There were none.

**Item #5 Enquiries & Communications**

There were none.

**Item #6 UBC/GBC/PhD Initiatives**

PH.D. – Peter Lee, Faculty Council representative, thanked the Dean for his support. They are looking forward to the annual faculty/staff softball and soccer games.

GBC – There was no GBC report.

UBC – Pamela Papadopoulos announced new UBC council will be introduced at the next Faculty Council meeting in April. They have already been speaking with Charmaine Courtis to begin plans for frosh week 2005. Everyone is invited to the formal which will be held on May 5, 2005 at the Marriott Hotel. The Grad Lunch will be held on March 31<sup>st</sup>, 2005. Also the same day, a Coffee House will be held which will include a talent show from 1-4.

**Item #7 BBA/iBBA Committee**

a) Professor D. Dimick on behalf of the BBA/iBBA Committee moved that Faculty Council accept the new course proposal OBIR 4560 – Conflict and Negotiation. Seconded by Professor Farrokh Zandi. Prof. Dimick explained that due to the recent changes to the BBA/iBBA program, more electives are needed at the undergrad level. The OBIR and the ECON course proposals are the beginning of a few new electives being added for 2005.

Motion Carried.

b) Professor D. Dimick on behalf of the BBA/iBBA Committee moved that Faculty Council accept the new course proposal ECON 4600 – Economic Evaluation of Health Care Programs. Seconded by Professor D. Barrows. Prof. Dimick noted that a revised version had been distributed this morning and included BBA/iBBA Committee recommendations for small changes. Professor Roger Heeler questioned whether there was evidence of student demand for this specialty, and Prof. Dimick assured him the BBA/iBBA Committee and Program Director have used their judgment to determine this. Charmaine Curtis noted that the current document indicated there would be a maximum of 25 students, and that it should read 45.

Motion Carried with the minor change of the number of maximum students to 45.

c) Prof. Dimick announced the course numbering change for ACTG 4250 to ACTG 3000 – Financial Statement Analysis is for information and is also a result of the restructuring of the undergrad program.

**Item #8 EMBA Committee**

Professor Dimick gave a brief preamble on the EMBA program duration changes that were recently implemented to Faculty Council before presenting the two new courses proposals.

a) Professor Dimick, on behalf of the EMBA Program Committee moved that Faculty Council accept the new course proposal EMBA 6360.010 – Marketing Channel Strategies. Seconded by Professor Y. Deutsch.

a) Professor Dimick, on behalf of the EMBA Program Committee moved that Faculty Council accept the new course proposal EMBA 6370.010 – Strategic Brand Management. Seconded by Professor C. Bell.

c) Presented for information only: Module shift for EMBA 6480.020 – Cross Cultural Management was accepted.

Motions Carried.

**Item #9 Nominating Committee**

a) Professor T. Peridis, on behalf of the Nominating Committee, requested Faculty Council accept the slate of nominations for core members of the Tenure and Promotions committee during the period from July 1, 2005 – June 30, 2006. The three nominations are: Prof. W. Cook (MGTS), Prof. E. Fischer (MKTG) and Prof. John Smithin (ECON). Prof. Peridis asked for additional nominations from the floor. Hearing none, he explained that a secret ballot will be constructed and distributed and members will have one week to cast ballots.

b) Professor T. Peridis on behalf of the Nominating Committee, moved that Faculty Council approve the slate of non-core members of the Tenure and Promotions committee for the period from July 1, 2005 to June 30, 2006. Prof. Irving noted one typing error.

Accounting: Amin Mawani, Alan Richardson

Finance: E. Maynes, E. Prisman, Y. Tian

Management Science: D. Johnston, S. Yeomans, R. McClean

Marketing: B. Gainer, A. Joshi, M. Rice

Organizational Behaviour and Industrial Relations: R. Karambaya, C. Oliver

Policy: J. Darroch, T. Peridis, C. MacMillan

Motions Carried.

## **Item #10 Tenure and Promotion Committee**

Chairman S. Weiss asked Professor ReIn Peterson to Chair Item #10, T&P Committee of the Whole discussion. Professor D. Dimick moved the Faculty Council meeting move to Committee of the Whole. Seconded by Professor R. Irving. Motion Carried.

Professor Peterson suggested a 20 minute time limit that could be extended if necessary. Professor Fischer explained that changes were needed to the SSB T&P standards and procedures in response to the application of York's policies regarding tenure and promotion. She noted that the motions presented today were not ready for vote, but the T&P Committee was looking for feedback. Prof. Fischer noted that the procedures in place when new members were hired in the last couple of years would still be upheld. The new policies would apply to 2005 new hires.

An enthusiastic discussion began with various points and opinions made.

Professor Deutsch, as a junior faculty member, felt that an incentive plan for all faculty should be implemented. Professor Bell felt further clarification was needed on what publications were considered "A list" or "B list". Professor Keil observed the short period of time of four years was a challenge in assessing research records. Professor Auster asserted there was miscommunication, inconsistency of information, and too many problems with the policies.

Prof. Dimick moved to extend the discussion a further 20 minutes. Seconded by Prof. E. Auster. Motion Carried.

Prof. Irving noted the School must act in accordance with Senate's request and believed what was presented today was a good starting point which needed some improvement. Prof. Joshi commended the committee for dealing with these issues and clarity required for faculty joining the School in 2005, and suggested comments be directed to specific clauses. Professor Wolf also congratulated the committee on their efforts to make the procedures more transparent and for increasing the standards. Professor Heeler noted we should be very clear in the direction we move and that perhaps an award system would be beneficial.

Professor Richardson suggested we work towards targets instead of minimums. Prof. Zwick noted that overall we are not producing enough research whether you are a junior or senior member and believed the strategy of an incentive program for all members would be beneficial. He indicated he would be willing to investigate this option further.

Prof. Irving moved an extension of 10 minutes for the discussion be approved. Seconded by Dean Horvath. Motion Carried.

Further suggestions included (1) that greater clarity of criteria of "research" was needed and that a taskforce be struck (Prof. Keil indicated he would be happy to volunteer for this), (2) that comparison of our school to other schools overall be conducted, and (3) that the tenure clock be extended as some believed four years introduces stress. Dean Horvath recommended faculty maintain their high quality of teaching and research.

Prof. Peterson thanked Prof. Fischer and members of the T&P Committee for all of their efforts. Professor D. Johnson inquired if Areas could submit comments and suggestions to the T&P committee rather than have another discussion meeting on this subject. Prof. Fischer consented but asked that comments be very specific. She requested the current regulations currently in place be circulated to all faculty. The faculty secretary will send these out. Prof. Irving suggested each Area meet and submit responses and Prof. Joshi urged each Area to do this as well.

Chairman Weiss summarized that the T&P Committee will accept the feedback from today's meeting, and additional comments and suggestions can be forwarded to Prof. Fischer care of the T&P Committee within 15 days.

Professor T. Peridis moved the Committee of the Whole discussion closed.  
Seconded by Prof. D. Dimick. Motion Carried

**Item #11**                      **Other Business**  
There was none.

**Item #12**                      **Adjournment**  
The meeting was adjourned.