

SCHULICH SCHOOL OF BUSINESS
FACULTY COUNCIL

A meeting of Faculty Council for the 2006/2007 Academic Year will be held on
Friday, March 16, 2007 at 11:30 a.m., SSB W132

A G E N D A

1. Chairperson's Remarks
2. Dean's Remarks
3. Minutes of Previous Meeting - December 8, 2006 *(Pages 1-6)*
4. Business arising from minutes of previous meeting
5. Enquiries and Communications
For Information: Senate Synopsis: Dec.14, 2006 + Jan. 25, 2007 *(Pages 7-9)*
6. PHD/GBC/JBC Initiatives

7. **Nominating Committee**
Motion: 2006/07 temporary replacement Senators *(Page 10)*

8. **BBA/iBBA Committee** *(Pages 11-12)*
Motion: Course changes
SGMT 3000 – Strategic Management (number, title, and description)
INTL 4400 – Strategic Management for International Business (title and description)

9. **MBA/MPA Committee** *(Pages 13-88)*
Motion: **PROP Course Changes:**
PROP 6200 –Development Prototypes (description) *(Pages 13-14)*
PROP 6400 –Managing the Development Process (description) *(Pages 15-16)*
PROP 6500 –Comparative International Property Markets (description) *(Pages 17-18)*
PROP 6800 –Structuring Real Estate Transactions (prerequisites) *(Pages 19-20)*

Motion: **NMLP Course Changes**
NMLP 6200 –Nonprofit Organizations & their Environment (name,description) *(Pages 21-23)*
NMLP 6300 –Organizational Issues in Nonprofit Sector (name,description) *(Pages 24-25)*

Motion: **MKTG Course Changes**
MKTG 6480 –Nonprofit Marketing & Resource Development (name,description) *(Pages 26-27)*
MKTG 6250 –Business Marketing (name, description) *(Pages 28-29)*

Motion: **Retired Course:** *(Page 30)*
MKTG 6200 –Business-to-Business Marketing

Motion: **Retired Courses:** *(Page 31)*
ARTM 6310 –Advanced Seminar in Arts & Cultural Management
ARTM 6320 -Legal Aspects of the Arts and Entertainment

Motions: **New Course Proposals:**
a) ARTM 6350 –The Business of Creativity in the Cultural Sector *(Pages 32-49)*
b) MKTG 6321 –Entertainment Culture and Marketing *(Pages 50-71)*
c) MKTG 6440 –New Products *(Pages 72-88)*

10. Other Business
- Discussion: Faculty participation in Convocation
11. Adjournment

Note: Send regrets to Susan Harrison at 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 2006-2007 academic year was held on Friday, March 16, 2007 at 11:30 a.m. in Room SSB W132.

In Attendance: J. McKellar Chair
S. Harrison Recording Secretary

Voting Members of Faculty Council Present:

Senior Administration	D. Horvath, D. Dimick, C. Courtis, M. Szaki
Student Council Reps	A. Echeverry (GBC), B. Furneaux (Ph.D.) S. Hodgson (UBC),
ARTM	J. Zemans
ACTG	M. Anisette, C. Graham, S. Hsu, S. Qu, A. Richardson,
BSUS	A. Crane, D. Matten
ECON	F. Zandi
FINE	M. Cao, M. Kamstra, M. Milevsky, P. Shum
MKTG	E. Fischer, A. Joshi
OBIR	O. Branzei, I. Holzinger
OMIS	W. Cook, R. Irving, D. Johnston, M. Kristal
PLCY	C. Bouquet, Y. Deutsch, S. Li, T. Peridis
OTHER	N. Naumoff (Alumni Rep), E. Watson (Library)

Voting Members of Faculty Council Absent:

P. Aulakh	W. Cragg	I. Henriques	G. Morgan	P. Sadorsky	S. Weiss
K. Bewley	J. Dermer	R. Kozinets	D. Nandy	J. Smithin	H.T.Wilson
A. Bhanich-Supapol	O. Dimitrov	R. Lucas	D. Nevo	J. Tan	L. Wright
S. Bonsu	B. Gainer	K. Main	C. Oliver	L. Thorne	S. Yeomans
A. Campbell	M. Giesler	A. Mawani	M. Pagell	D. Thomassin	D. Zwick
C. Chelariu	F. Gorbet	R. McClean	M. Rice	Y. Tian	
J. Chung	R. Heeler	C. McMillan	G. Roberts	M. Wade	

Regrets, Leaves, Sabbaticals(*):

N. Alexandrian	A. deCarufel	J. Kumar (GBC)	H. Rosin*
E. Auster	M. Dong*	F. Lazar*	W. Sheremata*
T. Beechy	B. Eberlein	I. Macdonald	A.J. Sirsi*
C. Bell	M. Farjoun	A. Madhok	V. Trivedi*
M. Biehl*	R. Karambayya	E. Maynes*	T. Wesson
P. Bradshaw*	H. Kim*	Y. Pan*	B. Wolf
J. Darroch	M. Kipping	E. Prisman	B. Zimmerman

Non-Voting Members of Faculty Council Present:

K. Larson	P. Muruganandan	N. Sutherland	C. Ward
A. Middleton	S. Siddik	J. Parna	

Non-Voting Members of Faculty Council Absent:

J. Adams	S. Firth	E. Gutmacher	J. Palumbo	S. Sarik	S. Sorg
M. Bhutani	A. Gampel	J. Heron	R. Panopoulos	P. Shanks	S. Tenn
T. D'Agostino	A. Gravel	A. Makooie	C. Partland	P. Shea	M. Vesey
E. DeCourcy	A. Gutierrez	R. Mayer	C. Pattenden	C. Shewell	A. Zakonovic

Item #1 Chairperson's Remarks

Professor McKellar called the meeting to order and thanked the Dean's office for the refreshments. He reminded everyone the date for the April faculty council meeting had been changed to Friday, April 27th (was originally scheduled for Friday, April 20th), and also noted the next Schulich Convocation date is Friday, June 15th. Professor McKellar announced an upcoming 40th Anniversary key speaker series that will take place in early June. More complete information and details will be forwarded via email in the next few weeks. The Chairperson noted that copies of the Schulich School of Business Research Output January 1-December 31, 2006 Report prepared by Professor Wade Cook, had been distributed electronically, plus hard copies were available at today's meeting.

Item #2 Dean's Remarks

Dean Horvath welcomed three new members of faculty, Andrew Crane, Business Ethics, Dirk Matten, Chair, Corporate Social Responsibility and Russel Belk, Mktg. Eleanor Westney will be joining Schulich as of July 1st, 2007. Recruiting continues with prospects being interviewed in the Areas of Fine, ACTG, and MKTG, plus two chair positions, Erivan K. Haub Chair in Business and Sustainability and the Chair in Corporate Governance. In total the Dean forecasts approximately 9-10 new faculty as of July 1, 2007. The Dean also welcomed new staff member Praveen Muruganandan as the Associate Director, Undergraduate Programs.

Events:

December 10, 2006 – a Family Brunch was held in celebration of the School's 40th Anniversary.

December 19, 2006 - Student Services organized a well attended International student holiday dinner.

January 07 – new EMBA semester starts – International modules were hosted here. The Dean congratulated both Professor Oana Branzei and Professor Theo Peridis for the excellent feedback on their participation.

January 2, 2007 - New faculty orientation was held.

January 8, 2008 – Spousal and Significant Others Reception was held for both Ph.D. and MBA students. Dean Horvath, thanked Sean Siddik for organizing this successful event.

February 2, 2007 – Convocation. Professor James March was the Honorary Degree Recipient. The Dean noted his disappointment with the number of faculty in attendance at this event.

February 5, 2007 - Alumni event in New York was held.

February 9-21, 2007 – Dean Horvath was in India and the project is moving forward in a timely manner.

March 10, 2007 – Student Services organized March Break Event for undergraduates and it was very well attended.

March 17, 2007 – 'Experience Schulich' for MBA students organized by Student Services will be held and Faculty are encouraged to attend.

March 31, 2007 – MBA Formal and Teaching Awards will be held.

Dean Horvath congratulated Professor Moshe Milevsky on receiving the Graham and Dodd Scroll Award for 2006 for a co-authored journal titled *"Human Capital, Asset Allocation, and Life Insurance"*. The Dean also announced that Professor James Gillies had been named a recipient of the Institute of Corporate Directors 2007 Fellowship Award. He also congratulated Professor Irene Henriques on her appointment to Chair 2007, by the Canadian Minister of the Environment to the Joint Public Advisory Board Committee of the Commission for Environmental Cooperation of North America.

Student accomplishments:

Dean Horvath reported and congratulated the two teams that placed in the top five (placing 2nd and 4th) in a recent global business sustainability case competition that included top U.S. schools in the competition. Team one placing 2nd overall: Jennifer Jones, Robert Mann, Shabab Mirza and Alexis Morgan; Team two placing 4th overall: Chris Bowes, Matthew Cohen, Simmon MacMahon and Tessa Steensta. The Dean thanked both Professor Ashwin Joshi and Professor Oana Branzei for their hard work in preparing the students for this event.

A team of IMBA students have advanced to the semi-finals in a global business plan competition, Hong Kong University of Science and Technology International Business Plan Competition. The Final will take place in Hong Kong May 3-5, 2007. The team consisted of students Andrew Lee, Chi Wah (Eva) Lee, Tong (Annie) Li, Fan Jiang, Ayscha Jetha, Kevan Hammer, and Xiao Yan (Clare) Que.

Andrew Au, a third year BBA student, was named one of the five finalists for the Ontario Student Entrepreneur of the Year award.

A gold medal was rewarded to a team of 4th year BBA students (Matthew Thomas and Diana Dimitrova) in the Finance category at the annual Inter-Collegiate Business Competition.

Two teams from Schulich placed first and second overall at the Schulich-Rotman Case competition on Sustainability. First place team consisted of students Christopher Fusco, Nadia Orawski, Derek Billsman and Nirvan Nick. The second place team was Ian Howard, Jose Coello, Kevan Hammer and Andrea Popovic.

Dean Horvath congratulated the students and thanked them for their dedication and hard work.

York news:

The York subway station is moving forward. Seymour Schulich has been very involved with this project. Dean Horvath had the opportunity to meet with the new York University President, Dr. Mamdouh Shoukri, and looks forward to working with him.

Item #3 Minutes of Previous Meetings

Charmaine Courtis moved the acceptance of the Minutes of Faculty Council Meeting of December 8, 2006. Seconded by Magda Szaki. Motion Carried.

Item #4 Business Arising from Minutes of Previous Meeting

There was none.

Item #5 Enquiries and Communications

For information: Senate Synopsis – December 14, 2006 and January 25, 2007.

Professor Dimick reminded tenure-stream faculty that applications are being accepted now to serve on the various Committees of Senate. He indicated it was important to have Schulich representation at the University and Senate Committee level.

Item #6 UBC/GBC/Ph.D Initiatives

PH.D. – Mr. Brent Furneaux submitted a detail report which is attached to the minutes outlining recent Ph.D. student accomplishments.

GBC – Mr. Antonio Echeverry, President, thanked Professor Oana Branzei and Professor Theo Peridis for their assistance in preparing students for the MBA case competitions. The annual Council elections have just been completed. Antonio announced that the MBA Formal will take place on March 31st at the Four Seasons Hotel.

UBC – Mr. Scott Hodgson, President, announced that the delegation that was sent to the JDC West competition captured 1st place in Taxation and Finance and second in Marketing. Scott thanked Professor Joshi for his assistance in preparing students for the recent 8th annual APEX Conference which was a great success. The UBC elections have just been completed and had an excellent turnout with 45% participation. The UBC formal will be held on Friday, April 27th, 2007 at the Arcadian Court. On March 30th, 2007 the 1st annual Schulich Case Competition is to take place which will focus on Accounting, Finance, Marketing and Strategy.

Item #7 Nominating Committee

Professor T. Peridis on behalf of the Nominating Committee moved that Faculty Council accept two temporary replacement Senators for the 2006-2007 academic year. Professor R. Irving will replace Professor H. Kim (currently on sabbatical) and Professor T. Peridis will replace Professor J. McKellar who currently has a scheduling conflict. Seconded by Professor D. Dimick. Motion Carried.

Item #8 BBA/IBBA Committee

a) Professor D. Dimick, on behalf of the BBA/IBBA Committee, moved that Faculty Council approve the course number change, title and description of SGMT 3000 – Strategic Management (formerly SGMT 4010 – Management of the Business Enterprise. Seconded by Professor T. Peredis. Motion Carried.

b) Professor D. Dimick, on behalf of the BBA/iBBA Committee, moved that Faculty Council approve the course title and description of INTL 4400 – Strategic Management for International Business. Seconded by Professor E. Fischer.
Motion Carried.

Item #9 MBA/MPA Committee

a) PROP course changes:

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the PROP 6200, 6400, 6500, course description changes and 6800 course prerequisite change. Prof. Joshi explained that the changes were a reflection of the Area aligning the course descriptions with the course objectives. He encouraged all Areas to do the same. Seconded by Professor D. Dimick.
Motion Carried.

b) NMLP course changes:

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the NMLP 6200 Civil Society: Nonprofits, Community and Democracy to the new title of Nonprofit Organizations and Their Environment plus the course description change. Seconded by Professor Y. Deutch.
Motion Carried.

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the NMLP 6300 Challenges of Management in Nonprofit Organizations to the new title of Organizational Issues in the Nonprofit Sector plus the course description change. Seconded by Professor Y. Deutch.
Motion Carried.

c) MKTG course changes:

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the MKTG 6480 Nonprofit Marketing and Resource Development to the new title of Nonprofit Marketing and Resource Development plus the course description change. Seconded by Professor E. Fischer
Motion Carried.

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the MKTG 6250 Management of Marketing Channels to the new title of Business Marketing plus the course description change. Seconded by Professor E. Fischer
Motion Carried.

d) Retired courses:

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the course retirement - MKTG 6200 Business-to-Business Marketing. Seconded by Professor D. Dimick.
Motion Carried.

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve course retirements - ARTM 6310 Advanced Seminar in Arts and Cultural Management and ARTM 6320 – Legal Aspects of the Arts and Entertainment. Seconded by Professor J. Zemans
Motion Carried.

e) New course proposals:

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the new course Proposal ARTM 6350 – The Business of Creativity in the Cultural Sector. Seconded by Professor J. Zemans.
Motion Carried.

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the new course Proposal MKTG 6321 – Entertainment Culture and Marketing. Seconded by Professor E. Fischer.
Motion Carried.

Professor A. Joshi, on behalf of the MBA/MPA Committee, moved that Faculty Council approve the new course Proposal MKTG 6440 – New Products. Seconded by Professor Y. Deutch.
Motion Carried.

Item #10 Other Business

Discussion: Faculty participation in Convocation

Chairperson McKellar explained this subject had been discussed at both Operating and Executive Committees indicating the faculty participating at Convocation has been gradually deteriorating, with only the same people attending. Today's discussion is to get faculty's input as to how attendance can be improved.

Dean Horvath noted it was part of faculty's 'job' to attend the Convocations and faculty should be happy to engage in this celebration. He wants to influence faculty to have a positive culture of attending and this will also influence new faculty council members.

Some Area coordinators agreed they could remind and encourage their area's to attend, but felt a reward for attendance would be helpful in the persuasion.

Professor Dimick suggested attendance may have dropped over the past few years as attention has been diffused with the new building and new initiatives. He suggested we launch a pitch for the upcoming June Convocation and begin the process to restore the habit of attending Convocation.

To conclude, Prof. McKellar recommended Area Coordinators meet with the faculty in their Area to discuss and bring forth ideas regarding today's discussion. Charmaine Courtis kindly offered to visit each Area meeting to help encourage and inspire faculty, and to reiterate how important this is to the students and how much they appreciate seeing their professors in attendance.

Item #11 Adjournment

The meeting was adjourned.

Ph.D. March 2007 Report

The past few months have seen a fair bit of activity including a number of dissertation defences.

Comprehensive Exams and Dissertations

A total of six students have successfully defended their dissertations over the past three months in all cases with very minor or no revisions. These students are

Michael Valente	December 1, 2006	Policy
Vladyslav Kyrychenko	December 6, 2006	Finance
Mei-Ling Wei	December 11, 2006	Marketing
Mark Fuller	January 23, 2007	Policy
Saggi Nevo	February 8, 2007	OMIS
Wendy Reid	February 9, 2007	OBIR

Research Output

A paper by Chris Fredette and Pat Bradshaw ("Moving to transformational inclusivity and board diversity") has been accepted for presentation and proceedings at the upcoming ASAC conference and a paper by Chris Fredette and Oana Branzei ("Sources and dynamics of group-level learning distortions") has been accepted for inclusion at the upcoming "Organizational Learning and Knowledge Creation" conference at Ivey.

Wendy Reid is presenting a paper at AIMAC (International Conference on Arts and Cultural Management) entitled "Trust in Funding Relationships and its Influence on Organizational Learning in Small and Medium-sized Performing Arts Organizations."

A paper by Ellen Auster, Pat Meredith and Elizabeth Sullivan ("Strategic Fitness: Exploring the Intersection Between Capabilities and Change Environments") has just been accepted to the Academy of Management Conference

A paper that Ahmed Doha has co-authored with Hossam Hassanein and Glen Takahara ("Impacts of Reservation Period on Delay and Throughput of R-MAC of IEEE 802.16 Networks") has been accepted for publication in the Wiley International Journal on Wireless Communications and Mobile Computing. A book chapter that Ahmed Doha has written with Hossam Hassanein ("IEEE 802.16 Multiple Access Control: resources allocation for reservation based traffic") will be published in a forthcoming book entitled Handbook for WiMAX.

Ajnesh Prasad will be presenting papers at the 5th International Critical Management Studies Conference ("Institutionalization: Engaging Questions of Culture and Identity") and ASAC ("Leadership: An Ontological Reconsideration."). Also, a paper by Ajnesh ("Gender and Immigration: The Canadian Experience") to be presented at the Annual Midwest Sociological Society Conference won first prize for the Graduate Student Paper Competition from the Midwest Sociologists for Women and Society

Brent Furneaux presented a paper co-authored with Hossam Ali-Hassan and Michael Wade ("Theorizing in information systems research: Some preliminary findings") at the 40th Hawaii International Conference on System Sciences.

Employment

Mike Valente has accepted a position at the University of Victoria

Alumni News

Jean-Paul Roy from OBIR will be joining Queens University.

Catherine Middleton, another OBIR graduate, has just been awarded a Canadian Research Chair

David Weitzner, a recent Policy graduate, has taken a position as Assistant Professor at American University in Washington. He was also featured in The National Post in March and has a forthcoming article in Journal of Management Inquiry.