

**Schulich School of Business
Faculty Council**

A meeting of the Schulich School of Business Faculty Council for the 2009/2010 Academic Year will be held on Friday, March 19th, 2010 at 11:30 a.m. in the SSB W132.

AGENDA

1. Chairperson's Remarks
2. Vice-President Academic & Provost - Patrick J. Monahan - Provostial White Paper
<http://vpacademic.yorku.ca/whitepaper/index.php>.
3. Dean's Remarks
4. Hennick Centre Presentation (*Pages 1-25*)
5. Enquiries and Communications
Senate Synopsis: November 26, 2009 + January 28, 2010 (*Pages 26-29*)
6. Ph.D./GBC/UBC Initiatives
7. BBA/iBBA Program Committee
Motion: Modification of the BBA Program curriculum: Making MGMT 4100 3.0 *Integrative Business Simulation* a required core course (*Page-30*)
Motion: Modification of MGMT 4100 3.0 *Integrative Business Simulation* (*Pages 31-37*)
8. MBA Program Committee
Motion: New course proposal: MKTG 6226 3.0 *Social Media for Marketing & Management* (*Pages 38-54*)
Motion: New course proposal: PROP 6300 3.0 *Principles of Public, Private Infrastructure* (*Pages 55-69*)
9. Other Business

Consent Agenda

- 1) a) New course proposal: EMBA 6790 2.0 *Venture Capital – What's it all about* (*Pages 70-76*)
b) Curriculum change: Delete: EMBA 6360 1.0 *Marketing Channel Strategies* (*Page 77-78*)
- 2) **Curriculum changes:**
 - a) Course name + description: OMIS 6560 3.0 - *Supply Chain Management and E-Commerce* (*Pages 79-80*)
 - b) Course description: OMIS 6700 3.0 – *Managing New Technology* (*Pages 81-82*)
 - c) Course description: FINE 6310 3.0 - *Econometrics of Financial Markets* (*Pages 83-84*)
 - d) Course description: ORGS 6020 3.0 - *Organizational Analysis* (*Pages 85-86*)
 - e) Course description: ORGS 6500 3.0 - *Interpersonal Managerial Skills* (*Pages 87-88*)
 - f) Course name: ORGS 6620 3.0 - *Diversity in the Canadian Context* (*Pages 89-90*)
 - g) Course name + description: ORGS 6720 3.0 - *Groups and Teams* (*Pages 91-92*)
- 3) Faculty Council Minutes – December 4, 2009 (*Pages 93-95*)

Beverages will be available at the meeting.

Next Faculty Council meeting: Friday, April 23, 2010

Schulich School of Business
Minutes of Faculty Council

A regular meeting of Faculty Council for the 2009-2010 academic year was held on Friday, March 19, 2010 at 11:30 a.m. in Room SSB W132.

In Attendance: E. Fischer Chair
S. Harrison Recording Secretary

Voting Members of Faculty Council Present:

Senior Administration	T. Beechy, D. Dimick, D. Horvath, J. Zemans		
Student Council Reps	K. McKague (Ph.D), M. Valdez (GBC)		
ACTG	C. Graham		
ARTM/NMLP	B. Gainer		
BSUS	B. Husted		
ECON	A. Bhanich-Supapol, B. Wolf, F. Zandi		
FINE	M. Cao, M. Milevsky, E. Prisman		
MKTG	Y. Pan		
ORGS	P. Bradshaw, C. Oliver		
OMIS	M. Biehl, W. Cook, R. Irving, M. Levesque		
PLCY	J. Darroch, B. Eberlein, A. Madhok*, T. Peridis, J. Tan*, E. Waitzer		
PROP	J. McKellar	OTHER	E. Watson (Library)

Voting Members of Faculty Council Absent:

P. Ankrett (GBC)	A. Crane	A. Joshi	G. Morgan	A. Stephens (GBC)
P. Aulakh	D. Cumming	A. Khov (UBC)	D. Nandy	P. Shum
E. Auster	P. Darke	H. Kim	D. Neu	D. Thomasson
K-H Bae	J. Dermer	M. Kristal	K. Ng (UBC)	S. Trivedi
D. Balint (UBC)	M. Dong	R. Kozinets	R. Peterson	M. Wade
K. Bewley	M. Fu (UBC)	F. Lazar	S. Qu	M. Waller
A. Campbell	M. Giesler	N. Massoud	M. Rice	S. Weiss
L. Carter (Ph.D)	F. Gorbet	A. Mawani	A. Richardson	T. Wesson
A. Chakraborty	B. Graham	D. Mehta (GBC)	H. Rosin	E. Westney
J. Chung	I. Henriques	R. McClean	R. Ruslim (GBC)	S. Yeomans
C. Courtis	I. Holzinger	C. McMillan	P. Sadorsky	
W. Cragg	D. Johnston	S. Milanes (GBC)	W. Sheremata	

Regrets, Leaves, Sabbaticals(*):

M. Annisette	Y. Deutsch*	M. Kipping*	D. Nevo*	M. Szaki
R. Belk*	M. Farjoun*	S. Li*	M. Pagell*	L. Thorne*
C. Bell*	S. Hsu	I. Macdonald	G. Roberts	Y. Tian*
S. Bonsu	M. Kamstra*	D. Matten*	J. Smithin*	B. Zimmerman*
A. deCarufel*	R. Karambayya*	E. Maynes	A. J. Sirsi	D. Zwick*

Non-Voting Members of Faculty Council Present:

A. Barnes	K. Binnie	M. Judd	P. Muruganandan	N. Sutherland
D. Bell	A. Gravel	J. Heron	S. Siddik	C. Ward
Other:	M. Chodak	P. J. Manohan (VP & Provost)		

Non-Voting Members of Faculty Council Absent:

J. Adams	P. Dillon	B. King	J. Palumbo	I. Sestak
D. Barrows	S. Firth	K. Larson	S. Nahm	S. Sorg
M. Bhutani	A. Gampel	A. Makooie	C. Partland	S. Tenn
J. Chung	S. Grabke	R. Mayer	C. Pattenden	D. Thompson
T. D'Agostino	E. Gutmacher	R. Moy	L. Pierosara	K. Xing
P. Deonandan	J. Jeyakumaran	C. Monostori	M. Rittinger	A. Middleton

Item #1 Chairperson's Remarks

Chair, Professor Eileen Fischer, called the meeting to order and noted there was a slight change to the order of the Agenda whereby Item #4 Hennick Centre Presentation, will come before Item #3 Dean's Remarks.

Item #2 Presentation: Vice-President Academic & Provost – Patrick J. Monahan

Professor Fischer introduced Professor Patrick Monahan. Vice-President Monahan explained the stage of the development of the Provostial White Paper on the future of the University. The final draft of the Provostial White Paper is being submitted to Senate for approval by April 2010. Once approved, the third stage of the process will be the implementation phase. A question and answer period followed. Professor Monahan encouraged everyone to visit the web site: <http://vpacademic.yorku.ca/whitepaper>.

Professor Fischer thanked Professor Monahan for attending Schulich's Faculty Council meeting today.

Item #3 Presentation: Hennick Centre

Professor Fischer welcomed Professor Ed Waitzer, Director of the Hennick Centre. Professor Waitzer gave an overview of the Hennick Centre for Business and Law noting the launch took place in February 2009 and was made possible by a generous gift from Barbara and Jay Hennick. It is a joint initiative with Osgoode Hall Law School. Professor Waitzer indicated they would welcome collaboration and ideas and suggested everyone have a look at their web site: <http://www.hennickcentre.ca/> Professor McKellar congratulated Professors Waitzer and Darroch on this great initiative.

Item #4 Dean's Comments

Dean Horvath thanked Professors Ed Waitzer and James Darroch and gave his support to the Hennick Centre and the Schulich School's relationship with Osgoode.

Past Events:

January 4th – Schulich India MBA Program commenced, and the Dean suggested faculty members speak to some of the faculty that have participated in the program in order for them to share their experiences.

January 27th – Canadian Businessman David Culver, Alcan Aluminum Limited, gave a very entertaining lecture.

February 6th - Experience Schulich – Dean Horvath thanked Student Services, and faculty for the organization and participation in this very successful event.

February 19th – Ratan N. Tata, Tata Sons Ltd. was the J. Bata Lecture Series guest speaker.

Recent student successes have been noted and communicated by email to everyone. The Dean thanked the Faculty members for assisting and guiding the students. The students have recently completed the Teaching Awards nominations/voting process, and the Dean commended the Schulich newspaper 'The Insider' for their excellent coverage, noting the paper continues to improve every year. Also the Dean noted it has been a very good year for Faculty members promoted to Full Professor status, and congratulated Professor Irene Henriques, and to Associate status, Professor Burkard Eberlein.

The Dean gave an update on the India program noting the Schulich School made the front page of the *Times of India*, the most widely read English newspaper in India, regarding the foreign universities setting up campuses in India. The cabinet has cleared this Bill which still has to be approved by Parliament. The Schulich School of Business is moving forward with plans to construct a new building. Both Professor James McKellar and the Dean will be travelling to India in early April. Professor McKellar provided a first draft of the potential blueprint of the new building. Professor McKellar will be working with Kurt Binnie on the technology links, and will be creating a website for updates. If you would like to ask further questions, make comments or suggestions, please contact Professor James McKellar.

Dean Horvath thanked the outgoing UBC and GBC for an excellent year.

Item #5 Enquiries and Communications

Senate Synopsis – November 26, 2009 + January 28, 2010 was included for information.

Professor D. Dimick noted that the February synopsis will include information on on-line course evaluations. He asked that if you have any comments or ideas on the matter, to please contact him directly.

Item #6 UBC/GBC/Ph.D. Initiatives

PH.D. – Kevin McKague thanked all Faculty who have assisted the Ph.D. students over the past year, and provided a summary of the students' latest accomplishments (included at the end of the minutes). Kevin noted the students won the annual soccer game with a score of 3-1.

GBC – Manuel Valdez, President, reminded everyone that the formal and Teaching Awards is scheduled for Friday, March 26th, 2010 at the Liberty Grande.

UBC – There was no UBC representative available for today's meeting.

Item #7 BBA/iBBA Committee

Professor D. Dimick, on behalf of the BBA/iBBA Program Committee, moved that Faculty Council approve the modification of the BBA Program curriculum, making MGMT 4100 3.0 *Integrative Business Simulation* a required core course. Seconded by Charmaine Curtis.

All in favour. Motion Carried.

Professor D. Dimick, on behalf of the BBA/iBBA Program Committee, moved that Faculty Council approve the modification of MGMT 4100 3.0 *Integrative Business Simulation*. Seconded by Professor F. Zandi.

All in favour. Motion Carried.

Item #8 MBA Committee

Professor C. Graham moved that, Item 2c from the Consent Agenda, curriculum change for FINE 6310 3.0 *Econometrics of Financial Markets*, required a revision and should be put on the table. Seconded by Professor D. Dimick. Professor Graham explained that the prerequisite FINE 6200 3.0 and co-requisite FINE 6800 3.0 should be added.

All in favour. Motion Carried with amendment.

Professor C. Graham, on behalf of the MBA Committee, moved that Faculty Council approve the new course proposal MKTG 6226 3.0 *Social Media for Marketing and Management*. Seconded by Charmaine Curtis. Melissa Judd noted the prerequisite of MKTG 5200 was missing and it was agreed it should be included on the proposal.

All in favour. Motion Carried with amendment to add the prerequisite.

Professor C. Graham, on behalf of the MBA Committee, moved that Faculty Council approve the new course proposal PROP 6300 3.0 *Principles of Public, Private Infrastructure*. Seconded by Professor James McKellar

All in favour. Motion Carried.

Item #9 Other Business

There was none.

Adjournment

Charmaine Curtis moved the meeting be adjourned. Seconded by Professor C. Graham.

All in favour. Motion Carried.

The following items were approved on Consent Agenda:

EMBA new course proposal: EMBA 6790 2.0 *Venture Capital – What's it all about*

Curriculum changes:

EMBA 6360 2.0 *Marketing Channel Strategies*

OMIS 6560 3.0 *Supply Chain Management and E-Commerce*

OMIS 6700 3.0 *Managing New Technology*

ORGS 6020 3.0 *Organizational Analysis*

ORGS 6500 3.0 *Interpersonal Managerial Skills*

ORGS 6620 3.0 *Diversity in the Canadian Context*

ORGS 6720 3.0 *Groups and Teams*

Faculty Council minutes: December 4, 2009