

FACULTY COUNCIL

Schulich School of Business

A meeting of the Schulich Faculty Council for the 2011/2012 Academic Year will be held on Friday, February 10, 2012 at 11:30 a.m. in SSB E111

AGENDA

1. Chairperson's Remarks
2. Dean's Remarks
3. Enquiries & Communications
4. PHD/GBC/UBC Initiatives
5. BBA/iBBA Program Committee
 - a) **Motion:** New Course Proposal – OMIS 4300 3.0 Service Operations Management (*Pages 1-21*)
6. MBA Committee
 - a) **Motion:** New Course Proposal - MKTG 6290 3.0 (*Page 22-36*)
- Leveraging Online and Offline Customer Relationships
 - b) **Motion:** New Program – Executive MBA Program in India (EMPI) (*Pages 37-61*)
7. MF Committee
Motion: 1 & 2: Proposal for major modifications to the Master of Finance (MF) degree & Financial Risk Management as a new field for the MF (*Pages 62-74*)
8. Other Business
9. Adjournment

Beverages will be available at the meeting.

Consent Agenda

- a) Draft Policy on the Awarding of Degrees, Diplomas and Certificates in Extraordinary Circumstances (*Pages 75-76*)
- b) Draft Amendments, Senate Policy on Organized Research Units (*Pages 77-83*)
- c) Revised motion of CA/MBA Accelerated Program (*Pages 84-85*)
- d) Curriculum change: MKTG 6180 1.5 – Course deletion (*Pages 86*)
- e) Curriculum change: MKTG 6952 1.5 – Course deletion (*Pages 87*)
- f) Minutes: December 9, 2011 (*Pages 88-92*)

Schulich School of Business
Minutes of Faculty Council

A regular meeting of Faculty Council for the 2011-2012 academic year was held on Friday, February 10, 2012 at 10:30 a.m. in Room SSB E111.

In Attendance: J. McKellar Chair
V. Nallathamby Acting Recording Secretary

Voting Members of Faculty Council Present:

Senior Administration	C. Curtis, Dean Horvath		
Student Council Reps	M. Amin (UBC), W. Duggan (GBC), S. Garg (GBC), R. Kanaganayagam (UBC), A. Smith (Ph.D)		
ACTG	C. Graham, T. Beechy		
ARTM/NMLP			
BSUS			
ECON	A. Bhanich-Supapol, B. Wolf		
FINE	M. Cao, E. Maynes, M. Milevsky, P. Shum		
MKTG	R. Kozinets, D. Zwick		
ORGS	H. Rosin, K. Tasa, E. Westney		
OMIS	M. Biehl, R. Irving M. Levesque, W. Cook, D. Johnston		
PLCY	T. Peridis, A. Crane, W. Sheremata		
PROP	J. McKellar	OTHER:	

Voting Members of Faculty Council Absent:

M. Annisette	L. DeBlasis (UBC)	H. Kim	Y. Pan	E. Waitzer
A. Athanasopoulos (GBC)	A. deCarufel	C. King (GBC)	R. Peterson	M. Waller
P. Aulakh	Y. Deutsch	F. Lazar	S. Pragg (GBC)	S. Weiss
E. Auster	M. Dong	S. Li	E. Prisman	H.T. Wilson
R. Bacher (GBC)	M. Farjoun	I. Macdonald	S. Qu	S. Yeomans
K-H Bae	E. Fischer	A. Madhok	M. Rice	F. Zandi
R. Belk	M. Giesler	N. Massoud	A. Richardson	B. Zimmerman
C. Bell	J. Gilles	D. Matten	G. Roberts	
S. Bonsu	F. Gorbet	R. McClean	R. Ross	
P. Bradshaw	B. Graham (Alumni)	C. McMillan	J. Smithin	
A. Campbell	I. Holzinger	G. Morgan	D. Thomassin	
A. Chakraborty	S. Hsu	D. Nandy	L. Thorne	
J. Chung	B. Husted	D. Neu	Y. Tian	
W. Cragg	S. Jazayeri (UBC)	D. Nevo	V. Trivedi	
D. Cumming	A. Joshi	C. Oliver	P. Tryfos	
P. Darke	M. Kamstra	M. Pagell	S. Verma (GBC)	

Regrets, Leaves, Sabbaticals(*):

D. Dimick*	R. Karambayya	P. Sadorsky	J. Tan
B. Eberlein	M. Kipping	A. J. Sirsi	E. Watson (Library)
B. Gainer	M. Kristal	M. Szaki	J. Zemans
I. Henriques	A. Mawani	T. Wesson	J. Darroch

Non-Voting Members of Faculty Council Present:

K. Binnie	J. Heron	J. Mackay	M. Rittinger	N. Sutherland
T. Bowes	L. Hillcoat	P. Muruganandan	S. Siddik	

Non-Voting Members of Faculty Council Absent:

J. Adams	T. D'Agostino	A. Gravel	K. Larson	J. Palumbo	C. Ward
A. Barnes	P. Deonandan	K. Gray	A. Makooie	C. Partland	K. Xing
D. Barrows	P. Dillon	E. Gutmacher	R. Mayer	C. Pattenden	
D. Bell	G. Drory (Prof)	J. Jeyakumaran	T. McQueen (Prof)	L. Pierosara	
M. Bhutani	E. Farrell (Prof)	R. Jones	A. Middleton	S. Sorg	
A. Choi	A. Gampel	B. King	R. Moy	S. Tenn	
J. Chung	P. Grant (Prof)	L. Korhani	S. Nahm	D. Thompson	

Item #1 Chairperson's Remarks

The meeting was called to order by the Chair, Professor James Mckellar. He informed the councilors that the call for nominations for the President's University-Wide Teaching Awards (UWTA) was out, the deadline set for March 15, 2012. Nominations may only be submitted online. The link to UWTA criteria and nomination forms could be found on the Awards Committee web page. He further notified that at the request of MF Program Director, Pauline Shum, Item #7 MF Committee will be addressed first. Professor Ric Irving will update the members on the draft amendments to Senate ORU Policy and its associated guidelines and procedures.

Item #2 Dean's Remarks

Dean Horvath reviewed the activities that had taken place since January.

He observed that:

- TTC construction work adjacent to the Schulich building may continue for a further period of six weeks.
- Schulich undergraduate applications for the fall term are up again. It is premature to announce the overall graduate numbers at this time.
- Jan-30th: Toronto Board of Trade 124th annual dinner was held. Rob McEwen (DAC member) of McEwen Mining Enterprise was the keynote speaker.
- The Schulich School of Business in Partnership with McKinsey and Company of Toronto will host a conference on "Long Term Capitalism" in the fall of 2012.
- A Global Case Competition in coordination with the Asia Pacific Foundation is currently in progress.
- EQUIS Accreditation reports will be made available to reviewers by end of January or early February, followed by a site visit during the first week of April.
- Moren Levesque was accepted by the CGA group as the recipient of the CGA Chari at Schulich.
- A very positive feedback was received from the mining community on Mining Specialization.
- Dean Horvath spoke about noteworthy issues such as globalization, management of organizations, industry specific specialization, infrastructure sector and Agro business which will be useful within the next two to three years.

Rankings:

Rankings have been very good of late, and these have been communicated to all faculty and staff through email updates. The Schulich School of Business has been ranked 20th in the world and number one in Canada in a global MBA survey conducted by the Expansion magazine, a Time Inc. business publication based in Mexico City.

- The Schulich School of Business occupies second place among Canadian Schools in the 2012

ranking by Financial Time of London.

- Dean Horvath announced that Pat Bradshaw, Professor of Organization Studies, was recently appointed Dean of the Sobey School of Business at Saint Mary's University in Halifax. He wished her well in her new role.

Upcoming events:

- March 26th - CMA/BBA accreditation site visit.
- The Dean announced that 'Experience Schulich' will take place on February 25, 2012 (this Saturday), from 9:30 – 4:30. He encouraged faculty members to attend and meet with new potential MBA students.

India update:

- The Foreign University Act has not yet been approved by the Indian Government. Should this be delayed beyond summer 2012, plan B will be implemented which is a twinning agreement with GMR Foundation and a local University in India. The plan is to initially admit 60 students to the program.
- An Advisory Council for the Schulich India Campus will be established.

The Chair of the Faculty Council, Professor Mckellar made a power point presentation of Schulich-India Campus and the proposed architectural plans for the campus to the councilors.

Item #3 Enquiries and Communications

Senate communication: ORU Legislation, new Organized Research Unit Legislation

Professor R. Irving spoke on this item noting that the new draft on review of Senate Policy on the Chartering and Review of Research Centres will be released later today or by Monday, February 13, 2012. He further added that Vice President, Research, Robert Hache has been very thorough in consulting everyone. The new proposal is in line with University strategy and what is intended is to effectively control the ORU's that are working well. Professor Irving further emphasized that according to this draft, Research Centres will have a five year review period and Research Institutes would have a ten year review period. He encouraged the councillors to ask questions/make comments or send them to him or directly to Vice-President, Research, Robert Hache (vpri@yorku.ca).

Item #4 UBC/GBC/Ph.D. Initiatives

Ph.D – The Ph.D representative, Mr. A. Smith, briefly spoke to the councilors about successfully defended dissertations of Ph.D. students, their accomplishments, advancements, conference presentations, proceedings and publications.

GBC – Mr. Sudeep Garg, President, announced the following updates to the councilors.

- One MBA team and one MF team participated in the finals of the National Investment Banking Competition held in Vancouver.
- One Schulich team will be participating in local finals of the CFA Institute Global Investment Research Challenge in March 2012.
- Schulich MBA team finished first in the Rotman CSR case competition. This is the second year in a row that the winning team came from Schulich.
- Another team will leave for China to take part in the Hult Case competition soon.
- MBA Formals - March 23rd. Invitations will be sent shortly.
- Schulich team came overall 2nd in the MBA Games hosted by University of Edmonton in Edmonton, Alberta in January 2012. They came 2nd in academics and 3rd in athletics. This makes it 3 years in a row that they have finished within the top 3. The GBC president thanked the sponsors (RBC) of the MBA games.

UBC – President, Mr. M. Amin, made a power point presentation summarizing the latest UBC student accomplishments, External Case Competitions, RISE 2012, Undergraduate Recruitment as well as the Upcoming Events of the UBC: iBBA Workshops, Schulich Olympics, UBC 2012 – 2013 Elections and 2012 Formal. He thanked the faculty and staff for their support at these events.

Item #5 BBA/iBBA Program Committee

a) Motion: New Course Proposal – OMIS 4300 3.0

Professor Maynes on behalf of the BBA/iBBA Committee, moved that the Faculty Council approve the new course proposal OMIS 4300 3.0 Service Operations Management. This motion was seconded by Professor B. Wolf. Professor Beechy pointed out that the motion should be revised to read as “*Approve*” instead of “*Create*”. The Motion carried with all voting in favour.

Item #6. MBA Program Committee

a) Motion: New Course Proposal – MKTG 6290 3.0

Professor C. Graham, on behalf of the MBA Committee, moved that the Faculty Council approve the new course proposal MKTG 6290 3.0 - *Leveraging Online and Offline Customer Relationships*. This motion was seconded by Charmaine Courtis. Professor Graham observed that this course replaces two six week courses, MKTG 6180 1.50 and MKTG 6952 1.50, which will allow more integration and coverage of the contents of these two courses.

The motion carried through with all voting in favour.

b) Motion: New Program: Executive MBA Program in India (EMPI)

Professor C. Graham, on behalf of the MBA Committee, moved that the Faculty Council approve an offering of the Schulich MBA program using an executive-delivery format at the York University India campus, as described in the full proposal document. This was seconded by Professor Thomas Beechy.

Professor Beechy spoke on this motion stating that the new program is designed to serve the perceived market needs in India. He further explained that this EMPI proposal (Executive MBA Program in India) was put together by a Task Force, chaired by him, the other members of the task force being Pat Bradshaw, Cameron Graham, Andre deCarufel and Ashwin Joshi. This proposal has been endorsed by two committees; ie: the MBA Program Committee and the Executive Committee of the Faculty Council.

He provided a brief explanation on the background and rationale of the motion, and the delivery format of the EMPI program. The delivery format of the program, in terms of course content, credit hours, and international components will be parallel to that of the Kellogg-Schulich Executive MBA program. It will consist of one week modules spread out as follows. - Eight weeks in the Hyderabad campus in India, One week each at a partner university campus in China and UK and the two final weeks at the Toronto campus of the Schulich School of Business. The week-by-week course sequence in each program offering may differ on yearly basis in order to improve the flow of programming in successive offerings and subject to faculty availability. The details such as program curriculum, sequencing of courses, tentative calendar and expected learning objectives are included in the proposal.

At the end of his disclosure, Professor Beechy, urged the councilors to raise questions if any and to approve the program.

Professor M. Milevsky questioned the lack of courses in required Advanced Capital Markets of Finance, as when they move up on executive chain and global environment, they need to know more about Capital Markets. He further explained that other courses can be added as ‘special topics’ and suggested that these be integrated a bit more. His comments were noted.

The motion carried with all voting in favour of it.

Item #7. MF Committee

The motions were handed out at the meeting. The director of MF Program, Pauline Shum thanked the councillors for accommodating her request to address this item earlier in the agenda and introduced the two motions distributed at the meeting. The motion was seconded by Charmaine Courtis. Pauline Shum spoke on this item briefly noting that the purpose of this proposal was to modify the MF program, which currently has no options, into one that accommodates fields; and to convert existing MF curriculum into a field to be named Capital Markets. Another field, introduced in the companion proposal was Financial Risk Management. The new Financial Risk Management field will include a selection of courses from the existing MF curriculum and from the current Financial Engineering (FNEN) program at Schulich. Pauline Shum suggested that the councillors refer to Page 107-108 for a visual representation of the current program vs. proposed program for a better understanding. The Chair queried as to what the motion she is asking for was? Pauline clarified that the first motion is to allow major modification to the existing MFIN program requirements and the second motion is to create a new field in Financial Risk Management. The clarity of motion invited discussion. After a brief question and answer session the committee proposed that the motions are re re-written to read as follows:

Motion 1

The modification of the MF programme, which currently has no options, into one that accommodates fields; and the conversion of the existing MF curriculum into a field, to be named Capital Markets.

Motion 2

The creation of the Financial Risk Management field within the MF programme.

The motion carried through with all voting in favour.

Item #8 Other Business

There was none.

Item #9 Adjournment

Moren Levesque moved the meeting be adjourned, seconded by Charmaine Courtis.

The following items were approved on Consent Agenda:

- a) Draft Policy on the Awarding of Degrees, Diplomas and Certificates in Extraordinary Circumstances
- b) Draft Amendments, Senate Policy on Organized Research Units
- c) Revised motion of CA/MBA Accelerated Program
- d) Curriculum change: MKTG 6180 1.5 – Course deletion
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