



## FACULTY COUNCIL SCHULICH SCHOOL OF BUSINESS

A meeting of Faculty Council for the 2014/2015 Academic Year will be held on Friday, April 17, 2015 at 11:30 a.m. in SSB E111.

### REVISED AGENDA

1. **Welcome & Chair's Remarks**
2. **Dean's Remarks**
3. **Enquiries & Communications**
  - a) **Senate Synopsis:** February 26, March 16, 19 and 26, 2015 **Pg 1-7**
  - b) **For information:** Senate – Briefing Note on Campus Safety **Pg 8-13**
4. **PHD/GBC/UBC Initiatives**
5. **MBA Program Committee** **Pg 14-41**
  - a) **Motion:** New Course Proposal: MBAN 6110 3.00: *Data Science I* **Pg 14-27**
  - b) **Motion:** New Course Proposal: MBAN 6120 3.00: *Data Science II* **Pg 28-41**
6. **EMBA Program Committee**
  - a) **Motion:** New Course Proposal: EMBA 6240 2.0: *Social Media Strategy* **Pg 42-54**
7. **Other Business**
  - a) Social Media Initiative – D. Woticky
8. **Adjournment**

**Beverages will be available at the meeting**

**NOTE: IF YOU ARE UNABLE TO ATTEND, PLEASE SEND REGRETS  
TO VASANTHY NALLATHAMBY AT:**

[vnallathamby@schulich.yorku.ca](mailto:vnallathamby@schulich.yorku.ca)

**CONSENT  
AGENDA**

*A consent agenda item is deemed to be approved unless, prior to the commencement of a meeting, a member of the Council of the Faculty of Schulich School of Business advises the Chair, James McKellar, of their request to debate it.*

**Consent Agenda**

**MBA Program Committee**

**Pg 55-61**

- a) Consent Agenda: Curriculum change: MINE 6200 3.00: Financial Fundamentals in Mining - pre/corequisite change **Pg 55-56**
- b) Consent Agenda: Curriculum change: MINE 6300 3.00: Towards Sustainable Mining - pre/corequisite change **Pg 57-58**
- c) Consent Agenda: Curriculum change: MINE 6400 3.00: Managing Mining Companies - pre/corequisite change; and inclusion in list of recommended courses for the ORGS General Concentration **Pg 59-61**

**Consent Agenda**

**EMBA Program Committee**

**Pg 62-110**

- a) Motion: New Course Proposal: EMBA 6040 2.0: Risk Management **Pg 62-68**
- b) Motion: New Course Proposal: EMBA 6120 2.0: West Meets East: Strategic Implications for Managing in the 21st Century **Pg 69-82**
- c) Motion: New Course Proposal: EMBA 6130 2.0: Finance in China: Practices, Challenges, and Innovations **Pg 83-91**
- d) Motion: New Course Proposal: EMBA 6160 2.0: Foundations of Entrepreneurship **Pg 92-98**
- e) Motion: New Course Proposal: EMBA 6170 2.0: Retail Analytics **Pg 99-110**

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**Pg 111-115**

**Important Dates:**

**Next Executive Committee meeting: May 29, 2015**

Schulich School of Business  
**Minutes of Faculty Council**

A regular meeting of Faculty Council for the academic years 2014-2015 was held on  
Friday, April 17, 2015 at 11:30 a.m. in Room SSB E111.

**In Attendance:** J. McKellar, Chair  
B. Kelbert, Acting Recording Secretary

**Voting Members of Faculty Council Present:**

Senior Administration	D. Horváth, M. Biehl,		
Student Council Reps			
ACTG	A. Mawani,		
ARTM/NMLP			
BSUS			
ECON			
FINE	M. Milevsky , Y. Tian		
MKTG	A. Campbell , D. Zwick		
ORGS	I. Holzinger, M. Valente, L. Wright, C. Zietsma		
OMIS	R. Irving		
PLCY	A. Crane , B. Eberlein , M. Kipping , W. Sheremata		
PROP		OTHER:	C. Farrell (GBC), J.P. Rains (Consultant)

**Voting Members of Faculty Council Absent:**

M. Annisette	D. Dimick	M. Kamstra	D. Matten	H. Tan
P. Aulakh	M. Dong	H. Kim	G. Morgan	S. Tenn
E. Auster	M. Farjoun	G. Kistruck	D. Neu	L. Thorne
K-H. Bae	E. Fischer	J. Koh (UBC)	L. Ng	V. Trivedi
T. Beechy	B. Gainer	R. Kozinets	T. Noseworthy	F. Valela ( UBC)
R. Belk	P. Giampuzzi (GBC)	M. Kristal	Y. Pan	J. Vergis-Mayo (UBC)
A. Bhanich-Supapol	M. Giesler	F. Lazar	T. Peridis	E. Waitzer
M. Cao	S. Gong (GBC)	M. Levesque	S. Qu	M. Waller
N. Corradino (UBC)	F. Gorbet	T. Lewis (GBC)	M. Rice	T. Wesson
J. Chung	B. Graham (Alumni)	S. Li	G. Roberts	E. Westney
W. Cragg	I. Henriques	Z. Li	H. Rosin	B. Wolf
D. Cumming	F. Hughes (GBC)	I. Macdonald	P. Sadorsky	L. Xuemei (library),
J. Dai (UBC)	S. Hsu	S. Madhani (GBC)	D. Schmidt (GBC)	S. Yeomans
P. Darke	B. Husted	A. Madhok	A. Shamsheer (GBC)	
Y. Deutsch	D. Johnston	R. McClean	P. Shum	
A. Diamant	A. Joshi	C. McMillan	J. Smithin	

**Regrets, Leaves, Sabbaticals (\*):**

C. Bell	C. Graham	E. Prisman*	K. Tasa
S. Bury(Library)*	K. Kanagaretnam	A. Shantz (PhD)	D. Thomassin-Sing (LOA)
W. Cook*	R. Karambayya	A. J. Sirsi	J. Zemans
J. Darroch	A. Kecskes	M. Szaki	S. Weiss
A. deCarufel *	E. Maynes (LOA)	J. Tan	
J. Everett*	C. Oliver*		

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

B. Daniels	I. Holzinger	M. Judd	S. Siddik	D. Woticky
K. Gray	R. Jones	J. MacKay	G. Sue	

## Non-Voting Members of Faculty Council Absent:

T. Anderson	A. Choi	E. Farrell	B. King	J. Mapa	J. Polley
J. Adams	J. Cohen	A. Gravel	L. Korhani	R. Mayer	M. Rittinger
D. Bell	B. DAniels	E. Gutmacher	A. Kuzmicki	A. Middleton	S. Sigel
M. Bhutani	T. D'Agostino	A. Harris	M. LeFranc	R. Moy	N. Sutherland
T. Bowes	P. Deonandan	L. Hillcoat	R. Lenton	M. Orlan	A. Tung
G. Brewer	P. Dillon	R. Hines	R. Lynn	C. Partland	C. Ward
G. Chen	G. Drory	J. Jeyakumaran	A. Makooie	P. Pivato	D. Weitzner
					F. Zandi

### 1. Welcome & Chair's Remarks

Welcomed Faculty Council members and noted that the Title of the Agenda and next Faculty Council date was incorrect because of cut and paste issues. This has been corrected.

The EMBA new course proposals have been placed in the Consent Agenda. EMBA students take courses at partner schools and Schulich can not change course outline for courses approved by and offered through our partner universities.

Welcomed the New GBC President Catherine Farrell, who will speak later.

Welcomed the no UBC representative present.

There was no PhD representative present.

Professor McKellar thanked all the people in the different capacities who helped keep Schulich working during the strike.

### 2. Dean's Remarks

Dean Horváth welcomed Catherine Farrell and noted that she is the daughter of a Faculty member ,Liz Farrell.

Updates include:

- Website is going to be updated and Don Woticky will discuss later in the meeting.
- Thanked the entire Faculty for their support during the strike. The focus on students helped with keeping problems to a minimum.
- Thanks to all who went to FGS and the Senate meetings to help keep our programs running.
- Thanks to Lorna Wright who kept everything running smoothly during the strike at the Senate Executive Level.
- Unfortunately the Connect alumni event to be held in Istanbul this Fall will not happen as the region is too fragile in the current climate. In lieu of this, Schulich will host smaller alumni events in: London, Hong Kong, and Europe or Mainland China.
- Format for 'Explore Schulich' was changed to incorporate both the MBA & PhD programs jointly. We had a full house with 200 people attending.
- Dean Horvath, attended the Prime Minister of India (Modi) speech in Toronto. Dean Horvath hopes to attend a private meeting with PM Modi when he travels to India.
- We are in the process of a Cyclical Review for all graduate programs.
- Pursuing AACSB accreditation. We are in phase 2 now and Phase 3 will be finished next year.

### Upcoming Events:

- Schulich participated in the ranking of Mexican corporations on the basis of corporate and social responsibility. Corporations have asked to place the Schulich logo on their web sites. This offers, free marketing for the school. Mexico wants to take rankings across the whole country and would like a conference held next year. This will give us large scale media access across Latin America.
- In cooperation with Business India, Schulich will launch a ranking of the top 100 Business's in India
- Mattis Kipping is in the process of editing a book as a joint effort with Mckinsey, to be published by

Oxford University Publishing in Fall 2015.

- May 1 is the MBA Formal, please attend.
- May 8 is the BBA Formal, please attend.
- Explore Schulich is in Mumbai on Sunday May 3<sup>rd</sup>.

#### **Past Events:**

- Schulich MBA students placed 1st and 2nd in the Schulich Developers Den 5 real estate competition. Schulich MBA students placed two teams among the semi-final 12 teams in the MIT International Real Estate Competition, Cornell came in 1<sup>st</sup>. Schulich was the only university with 2 teams in the semi-finals.

#### **3. Enquiries & Communications**

- a) Senate Synopsis: February 26, March 16, 19 and 26, 2015
- b) For information: Senate – Briefing Note on Campus Safety

#### **4. PHD/GBC/UBC Initiatives**

**UBC** - There was no representative

##### **GBC – Catherine Farrell GBC President-**

The transition day for the new council is May 1.

Their priorities for next year are twofold:

1. Communications with the student body. Be accessible to students and move towards social media
2. Engagement- Currently they are helping the GBC organize the Formal event.

**PH.D.** – There was no representative.

#### **5. MBA/IMBA Program Committee**

- a) Ingo Holzinger, on behalf of the MBA committee and the MBA Program Director, Steve Weiss, moved that the Faculty Council approve the new course proposal: MBAN 6110 3.00: *Data Science I*.  
Seconded by Richard Irving. All in favour. Motion Carried.
- b) Ingo Holzinger, on behalf of the MBA committee and the MBA Program Director, Steve Weiss, moved that Faculty Council approve the new course proposal: MBAN 6120 3.00: *Data Science II*.  
Seconded by Richard Irving. All in favour. Motion Carried.

#### **6. EMBA Program Committee**

Matthias Kipping, on behalf of the EMBA committee moved that the Faculty Council approve the new course proposal: EMBA 6240 2.0: *Social Media Strategy*  
Seconded by Markus Biehl. All in favour. Motion Carried.

#### **7. Other Business**

Associate Dean Academic, Professor M. Biehl provided the following updates:

- Update on the Cyclical Review: On May 19<sup>th</sup> and 20<sup>th</sup> the external reviewers will come on site. Invitation will be sent out, and to reserve these dates in the calendar.
- 2nd Program Review – The Master of Real Estate and Infrastructure the 2nd week in June.
- Schulich was granted 2 academic innovation fund projects:
  1. BBA/iBBA- Detlev Zwick & Farrokh Zandi submitted the proposal for developing a Sustainable Placement Program for International Bachelor of Business Administration. It will be a 3 year initiative and support an experiential learning component.

2. Ingo Holzinger and Jim MacKay - submitted an e-learning platform to support community focused courses, which pertains to 601 & 602 programs. There will be 8 modules to help guide students through the process and structure projects.
- Course Retirement- the ADA will approach areas to retire courses that have not been taught in several years. These courses can be brought back through the proper channels, if there is need for them in the future. These should be removed from the hand book & website for next year.
  - Thanks to Keisha Gray and her team for their help during the strike.
  - Thanks to the ADA team for their help during the strike.
  - Please thank your Administrative Assistants for all their help in disseminating the information.
  - Deans Teaching Day on May 12 is being rescheduled. A new Plan is being worked on.
  - Staffing in SSIR – Agnes Choi is back to EMBA and we welcome back Melissa Judd and Olga Carew.

Dean Horvath –

- Subway –Next summer 2016 the hole should be covered and landscaping will be done. The top of the station should be finished. The Subway should be ready in September 2017.
- Keele Street should be open for the Pan Am Games.

Don Woticky- Director of Marketing and Communications provided the following updates:

- With the help of J.P. Raines, a consultant from SOSHAL (a website company that works exclusively in the Academic Field) his group is producing a new website for the Schulich School. The website is the single most important marketing tool as 90 % of future students go to websites to gain information affecting decisions on school applications. The website should be finished by August 2015.
- The website should simplify the user experience and making the web site more user friendly.
- Lotus Notes is outdated and is affecting performance of the search engine. Schulich will begin the switch to MS Outlook as it is easier and more responsive, plus it works equally well on desktop, mobile and tablets.
- There are 4 phases for the website: **Research, Creative Development, and Support.**
- The **Research**, Analytics Assessment was done in September. A competitive review identified strength and weakness. Consultation & stakeholder engagement was done with staff, student and faculty.
- We are in the **Creative** Phase now. A User Journey Mapping format which focuses on prospective undergraduates, prospective graduates, current students, alumni and donor, forms the basis of the web site.
- **Development:** 24 unique templates are being used to help meet the needs of each department.
- Design of the website home page will be done in the next week. WordPress CMS will be used. The ADA team already using one such template.
- Information Architecture, the layout of information – The current content is 5,000 pages and this must be reduced down to 1,200 pages. The content strategy is to take out 40-50 % of content, substituting bullet points and this should be done in the next 3 weeks. The web team will update web pages, if this is not done by the Area.
- Every Area is responsible for managing and updating their own web page. The technology will be managed thru Wordpress
- **Support:** Training will be given to use the website.
- Don will have a meeting about common questions to help manage your web site. He has asked Areas to consider cellphone and tablet users when updating their web pages.

## 8. Adjournment

Professor Wright moved to adjourn the meeting, seconded by Professor Irving. Meeting adjourned.

**The following items were approved on consent agenda.**

### **MBA Program Committee**

- a) **Consent Agenda:** Curriculum change: MINE 6200 3.00: Financial Fundamentals in Mining pre/corequisite change
- b) **Consent Agenda:** Curriculum change: MINE 6300 3.00: Towards Sustainable Mining - pre/corequisite change
- c) **Consent Agenda:** Curriculum change: MINE 6400 3.00: Managing Mining Companies pre/corequisite change; and inclusion in list of recommended courses for the ORGS General Concentration

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