

Faculty of Administrative Studies

Minutes of Faculty Council

A regular meeting of the Faculty Council of the 1989/90 academic year was held on Friday, October 27, 1989 at 9:30 a.m. in Room 207 Osgoode.

In Attendance:

D. Dimick, Chair  
M. Scheepers, Recording Secretary

Members of Faculty Council:

P. Alley	M. Anselm	T. Beechy	A. Bhanich Supapol
P. Bradshaw-Camball		D. Brewer	M. Brown W. Cook
C. Courtis	E. Cousineau	E. Fischer	R. Goodman J. Green
K. Hebner	R. Heeler	D. Horvath	R. Irving D. Johnston
W. Jordan	S. Lewis	S. Lumsden	C. Mayer E. Maynes
G. McClean	R. McClean	B. Moffat	M. Moyer V. Murray
S. Newell	C. Oliver	T. Peridis	P. Pistillo L. Rosen
H. Rosin	M. Rowe	G. Shaw	H. Wasserman S. Warner
K. Weiermair	D. Zeidenberg	B. Zimmerman	

Others:

L. Beard	V. Clarke	K. Harrigan	D. Johnstone	C. Pattenden
C. Peteherych	C. Shook			

Item #1 Chair's Remarks

Professor Dimick welcomed Lynn Beard, staff representative to Faculty Council.

Item #2 Dean's Remarks

Dean Horvath explained that Faculty Council will be filmed for the new recruitment and promotional film. He welcomed and introduced visitors from Nankai University.

Dean Horvath reported on Faculty Conference/Workshop activities since the last Faculty Council which included: Professor Green's 15th Annual Conference of the Arts: Social Theory, Politics and the Arts (October 6-8) at Glendon; Professors Moyer and Murray's successful "Managing Voluntary Sector Organizations" (October 17-20); Associate Dean Beechy and Professor Rosen's Workshop on "Accounting Education in Ontario" (October 26); "Hungary turns West: How to do Business in Hungary" and fundraising dinner (October 30).

Dean Horvath stated that two years ago extensive discussion began regarding the establishment of a Financial Services Program. There was little activity on the project until last year when Professor Friedland's proposal to the Faculty's Advisory Council generated interest. Since then a Financial Services Advisory Group has been established consisting of: Tom Kierans, (Chair),

President, C.D. Howe Institute; Earl Bederman, President, Central Guarantee Investment; Richard Falconer, VP Investment, Wood Gundy; Thomas Spencer, VP Investment, Toronto Dominion Bank; Mr. LaBrosse, Director of Financial Institutions and Markets Division, the Department of Finance. Activities to date include: development of a MBA concentration in "financial services" with participation by Professors Friedland, Brewer, Darroch, Irving and Ph.D. candidate, Michelle Brown; and the development of a executive development program and a research program.

Dean Horvath reported that, on his recent trip to southeast Asia, he was part of a consortium of business schools to deliver a Ph.D. program in Asia. He met with the Deans of all major business schools and with CIDA support a Ph.D. program will be put in place in late 1990. He stated that Canadian participation is limited to assisting with the program's design, and delivering parts of the program.

Dean Horvath reported that Professor Fenwick's highly successful Thai Project will soon be completed, but plans are underway for a National Research Centre in Bangkok.

The Faculty is continuing efforts to establish International MBA exchange programs including 2 exchanges in Japan, and to develop linkages with the University of Chulalongkorn and IAE in France.

Dean Horvath reported that he will participate in Prime Minister Mulroney's delegation to Moscow to investigate management training in the Soviet Union. He will be joined by Professor Peterson who is currently in Estonia.

He reminded faculty of upcoming events which include: Fall Convocation to be held on November 10 and urged participation of all faculty; the Faculty Retreat will be held on November 10-11; and GBC semi-formal dinner on December 16.

#### Item #3 - Minutes of Previous Meeting

It was moved by Professor Mayer, seconded by Professor Jordan and CARRIED:

"that Faculty Council approve the minutes of the meeting of 29 September 1989."

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

There was none.

#### Item #5 Enquiries & Communications

There were none.

### Item #6 Alumni Fundraising

Associate Dean Moyer reported that the Faculty, with help from the Central Alumni Office, is improving its alumni/fundraising activities. Data is being gathered on existing alumni/fundraising practices and strategies in other business schools and will be presented at a future meeting of Faculty Council. Research has shown that when our alumni donate, they are as generous as alumni from other schools, but the number of our alumni who give is much lower.

This year's campaign will be more personalized, beginning with direct contact with donors. A phone-a-thon with volunteer students, alumni and paid canvassers has been planned. This approach is both time consuming and difficult but when our alumni are reached, they respond generously. Associate Dean Moyer requested faculty's assistance to personally contact, by phone or letter, three selected distinguished alumni who have given before. Faculty members will be given professional assistance by Central Alumni.

### Item #7 FAS/IBM Cooperative Project

Professor McClean reported that on September 14, 1989, President Harry Arthurs and the President of IBM entered a three-year joint study involving \$1.1M in software and hardware support. Major participants in the York/IBM Cooperative Project include: York University (Academic Computing Services, technical support and general administration), Faculty of Administrative Studies (including Enterprise York), Osgoode Hall Law School (including CLASP) and IBM Canada.

Two major technical developments will be: 1) more powerful workstations will include a 32-bit CPU, high-powered graphics, X-windowing software, virtual memory, a multi-process operating system, pointing device, high resolution screen, and network services and 2) these new workstations will be connected to a server environment established in our Faculty.

Four major areas of development for the York/IBM Cooperative Project will include:

- 1) Database Services consisting of the redesign of existing research and teaching databases for SQL access (Cansim, TSE, Globe and Mail); development and testing of AS/400 as an SQL server; development of PC-based packages to access SQL-based databases; and design and implementation of a database on entrepreneurial activities.
- 2) Touch-tone Phone/Voice Response involving the design and building of a case intake system for CLASP and an index of entrepreneurial support systems.
- 3) Computer Assisted Instruction/InfoWindows. Professor Johnston will head a project involving the design of an InfoWindows system for a tour of basic production systems and processes. A CAI course on data analysis using "live" databases mounted on an SQL server will also be designed.
- 4) Expert/Knowledge-based Systems to include the mounting of a joint Osgoode/FAS course on the theory and application of ES/KBS; establishment of

small expert advisors based on projects undertaken in the course; and establishment of a subject-specific entrepreneurial advisor dealing with capitalization issues.

Additional ideas for joint projects include: InfoWindow course(s) on various communication skills (negotiation, advocacy, interviewing); OCIB based projects (international banking, tax laws, Europe 1992, electronic funds transfer); and CAI-based two sided cases (the business perspective, the legal perspective).

Professor McClean concluded his presentation by saying that the York/IBM Cooperative Project allows FAS to enter the next decade with leading-edge technology and he welcomed all faculty to participate in the long-term partnership with IBM.

Dean Horvath stated that Allan Cobb, Academic Computing, will be the administrative coordinator of the project, and Professor McClean will be the academic lead for both FAS and Osgoode. He congratulated Professors McClean and Peterson for their substantial contribution in bringing this project to York.

Item #8 Approval of Fall 1989 Graduands

It was moved by Charmaine Courtis, seconded by Professor Murray and CARRIED:

"that Faculty Council accept the list of Fall 1989 Graduands"

Item #9 Workplans of Faculty Committees for 1989-90

Professor Cook moved, seconded by Professor Shaw and it was CARRIED:

"that Faculty Council approve the acceptance of Committee Workplans"

Discussion on the Student Affairs Committee Workplan focused on considered changes to admissions policies (work experience vs GMAT scores). It was concluded that discussion on changes to the admission criteria will be part of the Curriculum Review process.

Discussion on the Undergraduate Program Committee workplan focused on the concern that there is a duplication of material taught in the pre-requisite courses and third year BBA courses. Professor Shaw responded that this concern was raised last year primarily with the statistic economics course and that Professor Weiermair is looking into the problem. Associate Dean Beechy also indicated that discussions are continuing with the Faculty of Arts, Economics Department.

Dean Horvath indicated that the Masters Program Committee workplan will be submitted at the next Faculty Council.

Item #10 Other Business

There was none.

Item #11 Adjournment

Charmaine Courtis moved, seconded by Professor McClean and it was CARRIED that Faculty Council be adjourned.