

EDUCATION COUNCIL
MINUTES OF THE MEETING HELD ON
Tuesday, February 14, 2006

Membership:

Antonella Alves
Linda Arnold
Lynn Carter
Laura Cullen (Chair)
Penny Gallagher (a)
Martin Gerson
Margaret Heldman (Vice Chair)

Linda Holmes (a)
Jim Hooton
Terry Kornutiak
Gerda Krause
Wendy Low
Peter Norwood (a)
Ken Pawlak (a)

Brian Pendleton
Lisa Randell
Roger Semmens
Joyce Wong

Student Representative
Shaun Evans

Beth McArthur (notes)

Guest: Therese Paradis

1. CALL TO ORDER

The meeting was called to order at 1306 hours.

2. APPROVAL OF AGENDA

MOTION:

That the agenda be adopted as circulated.

Moved by L. Carter / **Seconded** by G. Krause
CARRIED UNANIMOUSLY

3. APPROVAL OF THE PREVIOUS MINUTES AND BUSINESS ARISING

MOTION:

That the minutes of the Education Council meeting held January 17, 2006 be approved as circulated.

Moved by J. Wong / **Seconded** by R. Semmens
CARRIED UNANIMOUSLY

Laura introduced Therese Paradis, Associate Registrar, who was attending in Penny Gallagher's absence.

Laura introduced Lorrie Siver, a new temporary secretary in the Division Chairs Office.

Laura informed the group that Beth McArthur, EdCo secretary (temp), will be departing the College to focus on her writing career.

4. CURRICULUM

Laura informed the Education Council that she would like to treat every curriculum item from 4(a) *Business Management* up to and including 4(c) *Co-operative Education and Internships [program revision]* as one package. These items are interconnected in that the changes therein reflect the entire curriculum for the Bachelor of Business Administration program proposal.

The College proposes that the BBA degree program be put in place for September 2006. In the meantime, the Business and Financial Management departments are devising a comprehensive implementation plan. Students that will be impacted will be identified. The departments might also have to come up with a customized plan for each student. Upon approval by AVED, the working group's intent is to work on arranging course transferability immediately.

Laura turned the chair over to Margaret.

4. a) BUSINESS MANAGEMENT

New Program Proposal

- i) Bachelor of Business Administration (BBA)

Prerequisite Change

- i) BUSM 2450 – Business Planning

Discontinued Course

- i) BCAP 2200 - Business Computer Applications II
- ii) BUSM 1250 - Business Management
- iii) BUSM 1321 - Organizational Behaviour
- iv) BUSM 2000 - E-commerce and Distribution
- v) BUSM 2150 - Credit and Collections Management
- vi) INTB 2322 - International Marketing
- vii) INTB 2330 - International Finance
- viii) INTB 2350 - International Law
- ix) MARK 1218 - Sales Workshop
- x) MARK 2323 - Advertising Theory and Practice
- xi) MARK 2327 - Marketing Research
- xii) MARK 2350 - Special Events Marketing
- xiii) MARK 2418 - Sales Management
- xiv) MARK 2430 - Marketing Planning
- xv) MARK 2440 - Database Marketing
- xvi) MARK 2450 - Public Relations

Program Name/Credential Change Form

- i) International Business Diploma
- ii) International Business Co-Operative Education Diploma
- iii) Marketing and Sales Diploma
- iv) Marketing and Sales Co-Operative Education Diploma

Program Revision

- i) Business Management Diploma
- ii) Business Management Co-Operative Education Diploma
- iii) International Business Management Diploma
- iv) International Business Management Co-Operative Education Diploma
- v) Marketing Management Diploma
- vi) Marketing Management Co-Operative Education Diploma

New Course Proposal

- i) BCAP 3100 – Business Computer Applications II
- ii) BCAP 3200 – Business Information Systems
- iii) BUSM 1200 – Management Principles
- iv) BUSM 2100 – Research Methods in Business
- v) BUSM 2200 – Organizational Behaviour
- vi) BUSM 3000 – Business Management Practicum
- vii) BUSM 3200 – Operations Management
- viii) BUSM 3220 – Negotiating Skills
- ix) BUSM 4100 – Project Management
- x) BUSM 4120 – Organizations and Change
- xi) BUSM 4200 – Strategic Management
- xii) BUSM 4300 – Applied Business Project
- xiii) INTB 2300 – International Marketing
- xiv) INTB 2400 – International Law

- xv) INTB 3000 – International Business Management Practicum
- xvi) INTB 3100 – Management Issues in International Business
- xvii) INTB 4220 – International Financial Management
- xviii) MARK 1200 – Selling Skills I
- xix) MARK 1250 – Integrated Marketing Communications
- xx) MARK 2200 – Marketing Communications Design
- xxi) MARK 2400 – Advertising
- xxii) MARK 3000 – Marketing Management Practicum
- xxiii) MARK 3100 – Special Events Planning and Marketing
- xxiv) MARK 3210 – Web Design and E-Commerce
- xxv) MARK 3250 – Public Relations
- xxvi) MARK 4100 – Business to Business Marketing
- xxvii) MARK 4220 – Customer Relationship Marketing and Database Marketing
- xxviii) MARK 4250 – Selling Skills II

4 b) FINANCIAL MANAGEMENT

New Program Proposal

- i) Accounting Diploma and Accounting Co-operative Education Diploma

New Course Proposal

- i) FMGT 3000 – Financial Management Practicum
- ii) FMGT 3121 – Advanced Financial Accounting
- iii) FMGT 3223 – Advanced Management Accounting
- iv) FMGT 3263 – Internal Control and Auditing
- v) FMGT 4221 – Accounting Theory
- vi) FMGT 4225 – Advanced Taxation

Program Revision

- i) Financial Management Diploma and Financial Management Cooperative Education Diploma

Discontinued Course

- i) FMGT 1323 – Management Accounting I

Program Revision

- i) Associate of Arts, Commerce and Business Studies and Arts and Science, Commerce Transfer Diploma

4 c) CO-OPERATIVE EDUCATION and INTERNSHIPS

New Course Proposal

- i) COOP 3310 – Co-op Work Placement Report III
- i) COOP 3311 – Co-op Work Placement Performance III
- ii) COOP 4310 – Co-op Work Placement Report IV
- iii) COOP 4311 – Co-op Work Placement Performance IV

MOTION:

That all of the curriculum changes falling under items 4(a), 4(b), and 4(c) up to new course proposal, be approved by Education Council as recommended.

Moved by M. Gerson / **Seconded** by L. Arnold
CARRIED

Program Revision

- i) Co-operative Education

Subject Code Changes

- i) All Co-op Courses
The Co-Operative Education Department proposes to do away with specific department-related courses in favour of adopting a generic Co-op course code to simplify the registration process. This is being done for two reasons: (1) presently, students get confused knowing which course to register for and (2) students are finding that jobs coming through Co-op aren't pigeonholed clearly as one particular area of concentration. With the implementation of a generic Co-op code, students across the spectrum, including A&S, can register and be allocated a Co-op officer to represent them through the term

Discontinued Courses

- i) BUSM 2310 - Co-operative Work Report I
- ii) BUSM 2311 - Co-op Work Placement Performance I
- iii) BUSM 2510 - Co-operative Work Report II
- iv) BUSM 2511 - Co-op Work Placement Performance II
- v) CISO 2310 - Co-operative Work Placement Report I
- vi) CISO 2311 - Co-operative Work Placement Performance I
- vii) CISO 2312 - Co-operative Work Extension Report I
- viii) CISO 2313 - Co-operative Work Report Performance I
- ix) CISO 2510 - Co-operative Work Placement Report II
- x) CISO 2511 - Co-operative Work Placement Performance II
- xi) CISO 2512 - Co-operative Work Extension Report II
- xii) CISO 2513 - Co-operative Work Extension Performance II
- xiii) CPSC 2310 - Co-Work Placement Report I
- xiv) CPSC 2311 - Co-operative Work Placement Performance I
- xv) CPSC 2312 - Co-operative Work Extension Report I
- xvi) CPSC 2313 - Co-operative Work Extension Performance I
- xvii) CPSC 2510 - Co-operative Work Placement Report II
- xviii) CPSC 2511 - Co-operative Work Placement Performance II
- xix) CPSC 2512 - Co-operative Work Extension Report II
- xx) CPSC 2513 - Co-operative Work Performance Extension II
- xxi) FMGT 2310 - Co-operative Work Report I
- xxii) FMGT 2311 - Co-operative Work Place Performance I
- xxiii) FMGT 2510 - Co-operative Work Report II
- xxiv) FMGT 2511 - Co-operative Work Place Performance II
- xxv) INTB 2310 - Co-operative Work Report I
- xxvi) INTB 2311 - Co-op Placement Performance I
- xxvii) INTB 2511 - Co-operative Work Report II
- xxviii) INTB 2511 - Co-op Work Placement Performance II
- xxix) MARK 2310 - Co-operative Work Report I
- xxx) MARK 2311 - Co-operative Placement Performance I
- xxxi) MARK 2510 - Co-operative Work Report II
- xxxii) MARK 2511 - Co-operative Work Placement Performance II

MOTION:

That these program revisions, subject code changes, and discontinued courses be approved as recommended.

Moved by L. Cullen / Seconded by L. Carter
CARRIED

Laura Cullen recognized Antonella Alves for the tremendous amount of work she did in packaging the BBA proposal materials.

4 d) **ENGLISH**

New Course Proposal

- i) CMNS 2228 – Advanced Written Communications

The Humanities Division designed a new communications course in response to the BBA team's request for help with building a support process for their new degree program. The course, offered at the 2nd year level, covers the writing of business plans, proposals, and reports.

4 e) **PHILOSOPHY**

New Course Proposal

- i) PHIL 3200 – Critical Thinking and Business Ethics

The Humanities Division designed a 3rd year business ethics course in response to the BBA team's request for help with building a support process for their new degree program. Langara does not currently offer a business ethics course.

MOTION:

That these new course proposals be approved as support courses to the BBA program as recommended.

Moved by R. Semmens / Seconded by J. Hooton
CARRIED

Laura turned the chair over to Margaret

4 f) **NUTRITION and FOOD SERVICE MANAGEMENT**

Program Revision

- i) Nutrition and Food Service Management Program

This program revision is a result of business courses being renumbered.

4 g) **LIBRARY and INFORMATION TECHNOLOGY**

Program Revision

- i) Library and Information Technology

MOTION:

That these program revisions be approved as recommended.

Moved by L. Cullen / Seconded by L. Carter
CARRIED

Prerequisite Change

- i) LIBR 1195 – Special Topics I

MOTION:

That this prerequisite change be approved as recommended.

Moved by L. Cullen / Seconded by W. Low
CARRIED

5. **BBA PROPOSAL**

There was considerable discussion around the need for the College to initiate an internal and an external review of the Bachelor of Business Administration Program within four years of start up as this degree proposal is in many ways breaking a lot of ground at Langara and the direction it takes will establish a precedent.

MOTION:

That Education Council require the Business Management and Financial Management Departments to arrange a full review, including an external review, of the Bachelor of Business Administration program in less than four years from the date the program accepts its first students.

Moved by M. Gerson / **Seconded** by R. Semmens
CARRIED

6. ACKNOWLEDGEMENTS

Laura Cullen extended a 'big thank you' to Anne MacMillan and Therese Paradis for the phenomenal job they've done and for the support they've shown the Business and Financial Management departments throughout the BBA process. Laura noted that Anne and Therese have invested at least two months' work into the project.

Martin Gerson acknowledged the big team effort behind the development of the BBA program, in particular the contributions of Gordon McFarlane, without whom the program would not have been possible, and Laura Cullen, who has done and will continue to do an enormous amount of work on the project.

7. ADJOURNMENT

The next meeting of Education Council will be Tuesday, March 14, 2006.

There being no other business, the meeting was adjourned at 1348 hours.