



- Students in the Post Bac Marketing and Data Analytics program have BUAD 128 waived (for BUAD 283). This has been a successful strategy so far.

There are particular rationales for each of the two proposed program areas as follows:

- Post Bac Diploma Accounting - with the recent addition of BUAD 352 (Data Analytics in Accounting), there is no longer any room in the program to take BUAD 128. Professors are confident that the increased maturity of students paired with the introduction to excel that students receive in their first year courses, that removing BUAD 128 as a pre-requisite will not be an issue.

- Post Bac Diploma Health Analytics - students in this program complete DSCI 300 (the same course as Post Bac Marketing and Data Analytics) which gives them the required excel skills to be ready for BUAD 283.

#2 - change in course description

The proposed changes to the course description now more fully encompass what the course actually covers. The course has expanded its coverage over the years and this new description more fully reflects the breadth and depth of the course material.

#3 - adaptation of learning outcomes

As part of the review of the course it was recognized that the learning outcomes did not reflect the full depth of learning that was both taught and assessed during the course. The proposed changes now standardize the wording with industry groups such as Supply Chain Canada, but also more fully describe what students can expect to learn and demonstrate at the conclusion of the course.

## **2. BUAD 305 Logistics and Supply Chain Management**

### **Proposal Rationale**

The Management Specialty area has been conducting a review of courses related to Operations and Supplychain. During this review it was determined that the learning outcomes for BUAD 305 (Logistics and Supply Chain Management) did not fully reflect the extent and breadth of the learning being presented and assessed in the course.

This revision also recognizes and better articulates the similarities between the competencies identified for similar courses from the certification body Supply Chain Canada.

## **3. BUAD 334 Events Planning**

### **Proposal Rationale**

Recently, the management specialty area has been reviewing courses. BUAD 334 (Events Planning) was identified for review as it was recognized that students were repeatedly asking for waivers for one of the prerequisite courses. A discussion by the professors teaching the course recommended the removal of BUAD 200 - Digital Marketing (or BUAD 266 - which was replaced by BUAD 200). Over the past several years, the approach to the course has shifted from one focused on drawing out the marketing aspects to one focusing on the management and operational aspects of the material being covered. While course description and learning outcomes were changed previously to reflect this evolution, at that time it was felt the pre-requisites were warranted.

After several semesters offering the course in its current format it has been determined that the requirement for Digital Marketing knowledge (BUAD 200) is less important than a focus on

integrated learning and team development demonstrated by completing BUAD 293 (Entrepreneurship) or BUAD 272 (Business Simulation) (the second year capstone courses for Business).

The impacts of this are:

- minimal impacts to enrollment in BUAD 200. The bulk of students taking this course are doing so to meet the requirement for Marketing focused credentials. Other students remain able to take this course for credit.
- it reduces the requests for waivers from students who wish to take BUAD 334, but did not take BUAD 200.
- it reduces the barriers to entry for this course. - students who have taken the revamped BUAD 334 course without BUAD 200 (via the waiver process) have not been adversely impacted in terms of their success.

#### **4. BUAD 382 Operations Management**

##### **Proposal Rationale**

The Management Specialty area has been conducting a review of courses related to Operations and Supplychain. During this review it was determined that the learning outcomes for BUAD 382 (Operations Management) did not fully reflect the extent and breadth of the learning being presented and assessed in the course.

This revision also recognizes and better articulates the similarities between the competencies identified for similar courses from the certification body Supply Chain Canada.

#### **5. BUAD 492 Business Research Project**

##### **Proposal Rationale**

During routine review of our graduation requirements for the Honours credential for the BBA, it was determined that there could be ambiguity in wording.

Current wording could be interpreted as allowing students to graduate with Honours IF they have passed BUAD 491 and received at least 76% in BUAD 492. This is NOT the intention of the graduation requirements. Instead, the requirements should indicate that students must achieve at least 76% in BOTH BUAD 491 and BUAD 492.

As a result a change to the graduation requirements is required as well as the pre-requisites for BUAD 492.

Implications for students:

- the terminology is clarified in the graduation requirements
- the practice that currently exists is reinforced by the graduation requirements and the updated course outline



## **6. BEST 104 Job Search and Customer Service Skills**

### **Proposal Rationale**

ASE has reworked the Preparing for Access to Careers and Education (PACE) program. It is now called BEST (Building Employment Skills and Training). 4 new courses have been developed with outcomes from PACE, but also following the Provincial ASE articulation committee outcomes.

This course will work on Job Search and Customer Service skills.

### **Academic Programs**

#### **Business**

#### **Revised programs:**

##### **1. Bachelor of Business Administration Honours Program**

### **Proposal Rationale**

During routine review of our graduation requirements for the Honours credential for the BBA, it was determined that there could be ambiguity in wording.

Current wording could be interpreted as allowing students to graduate with Honours IF they have passed BUAD 491 and received at least 76% in BUAD 492. This is NOT the intention of the graduation requirements. Instead, the requirements should indicate that students must achieve at least 76% in BOTH BUAD 491 and BUAD 492.

As a result a change to the graduation requirements is required as well as the pre-requisites for BUAD 492.

Implications for students:

- the terminology is clarified in the graduation requirements
- the practice that currently exists is reinforced by the graduation requirements and the updated course outline

##### **2. Bachelor of Business Administration: Human Resources Management Specialty**

### **Proposal Rationale**

The Human Resources Management Specialty area of the BBA is a credential that is recognized by the accrediting body Chartered Professionals in Human Resources (CPHR) BC & Yukon. Students in this program are recognized to have gained specific knowledge and skills that allow them to fast track the process for gaining their CPHR designation. As part of an accreditation review by CPH

- 2 - adding BUAD 401 to the list of optional courses
- 3 - adding BUAD 330 to the list of optional courses
- 4 - deleting BUAD 440 as a course from the program

#### #1 - BUAD 298/BUAD 283 Swap

The Management Specialty of the BBA currently requires students to complete BUAD 298 (Small Business Management) as one of the core courses for the specialty area. Upon review by the department, it was determined that BUAD 283 (Management Information Systems) provided content that more aptly prepares students for the realities of the business world moving forward. It is proposed that BUAD 283 would replace BUAD 298 as a required component of the specialty area.

This move would:

- ensure that management students would all receive fundamental learning related to the role of management information systems (MIS), implications and opportunities of implementing MIS technologies, and gain an understanding of the types of management decisions such systems can support.
- BUAD 298 would still be a recognized option for students to take in the Management Specialty area, but would no longer be required.

#### #2 and #3 - Adding BUAD 401 and BUAD 330 to the list of optional courses for the specialty area

Both BUAD 401 (International Trade Management) and BUAD 330 (International Business) are currently courses that are not attached to any particular specialty area and arguably fit within the realm of management. The importance of these courses to students looking to understand the global context of business continues to be important. Having them as part of a specialty area will make them more visible to students and should increase the enrollment in these sections.

This move would:

- allow students to take either of these courses as part of the specialty option courses
- does not affect students in other specialty areas as they can still take the courses as part of BUAD electives
- may increase awareness and knowledge of the courses and increase enrollment
- may find more international students drawn to take these courses because of their international perspective

#### #4 - Remove BUAD 440

Currently BUAD 440 is deleted as a course and so should be removed from the program outline. This is a clean-up item.

### **Arts and Foundational Programs**

#### **New program:**

##### **1. Building Employment Skills and Training**

#### **Proposal Rationale**

The BEST program replaces the Preparing for Access to Careers and Education (PACE) program previously offered in ASE.

This certificate program supports students to achieve their own, educational, vocational, and

