

REPORT OF ACADEMIC STANDARDS COMMITTEE

Report #W2010–1; March 2010

In this report Academic Standards Committee (ASC) brings its evaluation and recommendation on the following items:

Section A presents in the following proposals:

- Revisions to *International Business Minor*;
- Revisions to *Nonprofit and Voluntary Sector Management Minor*;
- Revisions to *Marketing Minor*;
- Revisions to *Human Resources Management Minor* and a new *Organizational Leadership Minor*; and
- *Information Technology Management* program name change.

Section B presents proposals by the G. Raymond Chang School of Continuing Education which include new certificates in:

- *English Literature and Popular Culture*;
- *Demographic Analysis*; and
- *Strategic Marketing*.

Further documentation on the items addressed in this and all other ASC reports is available for review through the Secretary of Senate.

SECTION A: Curriculum and Program Changes

A1. International Business / Global Management Minor

The current *International Business Minor* requires the completion of six courses selected from a group of ten courses. The proposal revises the *Minor* such that it would reflect the structure and the curriculum of the new *Global Management Major* launched in Fall 2009. In particular, the proposal includes the following revisions:

- Renaming to *Global Management Minor*;
- Inclusion of a slate of “regional courses” in the elective group; and
- Inclusion of GMS 802 and deletion of CMN 443.

The revised *Minor* will continue to require the completion of six courses selected from among ten courses structured in two groups:

Choose **five courses**:

FIN 621 International Finance
GMS 522 International Marketing
GMS 601 International Economics
GMS 723 International Trade
GMS 724 Management of International Enterprise
GMS 802 Ethical Leadership in International Business
GMS 850 International Business Strategy
HST 500 Understanding International Relations
LAW 724 Legal Aspects of International Business
MHR 700 Cross Cultural Dimensions of Organizational Behavior

Choose **one course**:

GMS 690 The North American Business Environment;
GMS 691 The Asian Business Environment;
GMS 692 The European Business Environment;
GMS 693 The Latin American and Caribbean Business Environment;
GMS 694 The African Business Environment;
GMS 695 The Middle Eastern Business Environment.

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the revised Global Management Minor.

A2. Nonprofit and Voluntary Sector Management Minor

In the mid-1990s, Ryerson began offering the first undergraduate certificate program in nonprofit sector management in Canada. The Department of Politics and Public Administration, the School of Business Management (as it was then known) and the School of Social Work collaborated to create a distinctive, interdisciplinary certificate program in response to a growing demand for education that focused on the specialized needs of the voluntary and nonprofit sector. The *Nonprofit and Voluntary Sector Management Minor* was developed shortly after the *Certificate*.

The *Nonprofit and Voluntary Sector Management Minor* enables students to focus on the theoretical knowledge and practical competencies required for work in and with the nonprofit sector. The *Minor* provides the student with an in-depth, interdisciplinary perspective on issues critical to this sector.

The proposed changes to the *Minor* aim to increase the availability of the *Minor* by expanding the group of elective courses and allowing students wishing to complete the

Minor to take alternate courses in place of two electives. To receive the *Minor*, a student must complete six courses from the following course of study:

Required courses:

INP 900 Introduction to the Nonprofit/Voluntary Sector
INP 901 Developing Effective Organizations

Four of the following:

INP 902 Program Evaluation
INP 910 Strategic Planning
INP 911 Advocacy and Government Relations
INP 912 Marketing and Fundraising **or** MKT 100 Marketing I
INP 913 Leading Through Change **or** MHR 650 Management of Change
INP 914 Diversity and Conflict Resolution
INP 915 Financial Issues
INP 916 NGOs and World Governance
INP 920 Critical Issues

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the revised Nonprofit and Voluntary Sector Management Minor.

A3. Marketing Minor

The *Marketing Minor* develops the quantitative and qualitative skills and knowledge expected of marketing professionals. Students receive grounding in marketing theories and principles, in marketing metrics and financial marketing, as well as in the IT tools necessary to develop and implement marketing strategies.

The *Marketing Minor* was last revised in Fall 2009 to reflect the changes in the *Marketing Major* introduced at the same time. The revised *Minor* expands the group of elective courses allowing student to take courses based on their interest and career objectives. To receive the *Minor*, a student must complete six courses from the following course of study:

Required courses

MKT 100 Principles of Marketing
MKT 300 Marketing Metrics and Analysis

Elective courses (select four):

MKT 400	Understanding Consumers and the New Media
MKT 500	Marketing Research or HTR 741 Hospitality and Tourism Research Concepts or RMG 700 Applied Retail Research
MKT 504	Effective Persuasion
MKT 510	Innovations in Marketing
MKT 600	Integrated Case Analysis
MKT 700	Business Intelligence and Decision Modelling
MKT 723	Marketing in the Service Industry
MKT 730	Assessing and Managing Market Opportunities
MKT 731	Competitive Intelligence
MKT 828	Sport Marketing Concepts and Strategy
MKT 829	International Sport Marketing
MKT 850	Applied Research Project

Students will be advised to select their elective courses from the recommended courses within one of five themes.

- **Generalist:** This theme provides students with an overview of marketing strategy. Students who wish to pursue this theme will be recommended to select four courses from the following group: MKT 400, MKT 500/HTR 741/RMG 700, MKT 510, MKT 600, MKT 700.
- **Sports Marketing:** This theme is for students who want to develop deeper knowledge and skills in the area of sports marketing. Students who wish to pursue this theme will be recommended to select four courses from the following group: MKT 500/HTR 741/RMG 700, MKT 504, MKT 828, MKT 829, MKT 850.
- **Social Media:** This theme is for students who want to learn more about how marketers can incorporate social media into their marketing plans and measure its impact. Students who wish to pursue this theme will be recommended to select four courses from the following group: MKT 400, MKT 500/HTR 741/RMG 700, MKT 510, MKT 700, MKT 850.
- **Marketing Research:** This theme is for students who want to be involved in the testing and evaluation of marketing strategies. Students who wish to pursue this theme will be recommended to select four courses from the following group: MKT 400, MKT 500/HTR 741/RMG 700, MKT 700, MKT 731, MKT 850.
- **Marketing Innovation:** This theme is for students interested in involvement in the development and marketing of new products and services. Students who wish to pursue this theme are will be recommended to select four courses from: MKT 400, MKT 500/HTR 741/RMG 700, MKT 723, MKT 730, MKT 731.

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the revised Marketing Minor.

A4. Human Resources Management and Organizational Leadership Minors

The Department of Human Resources Management and Organizational Behaviour currently administers the *Human Resources Management Major* as part of the Business Management program and the *Human Resources Management Minor*. The Department proposes to introduce a new *Organizational Leadership Minor* and to modify the existing *Human Resources Management Minor*. The proposal provides the following descriptions and curricular content for these two Minors.

Human Resources Management Minor (revised):

The *Human Resources Management Minor* focuses on developing the broad set of knowledge and competencies expected of human resource professionals today. Students receive a solid overview as well as exposure to specialties within the field such as labour relations, recruitment and selection, managing diversity, compensation, organizational behaviour, and training and development. Most of the courses in the *Minor* can also be used towards the Certified Human Resources Professional designation. To receive the *Minor*, a student must complete courses from the following course of study:

Required courses

- MHR 405 Organizational Behaviour and Interpersonal Skills **or**
HTH 601 Organizational Behaviour
- MHR 523 Human Resources Management **or**
HTH 503 Human Resources Administration

Elective courses (select four):

- LAW 529 Employment and Labour Law
- MHR 522 Industrial Relations
- MHR 600 Diversity and Equity in the Workplace
- MHR 623 Recruitment and Selection (Staffing)
- MHR 711 Occupational Health and Safety
- MHR 721 Negotiation and Conflict Resolution
- MHR 733 Training and Development
- MHR 749 Compensation Management
- MHR 841 Organization Theory and Design
- MHR 849 Human Resources Planning

Organizational Leadership Minor (new):

The *Organizational Leadership Minor* focuses on developing the foundation knowledge and competencies required to successfully lead and manage different types of organizations. The goal of the *Minor* is to improve the students' ability to influence, motivate and enable others to contribute toward the effectiveness and success of organizations. In addition to courses on leadership, the *Minor* includes courses on the management of organizational change, interpersonal dynamics, cross-cultural dimensions of organizational behavior, negotiation and conflict resolution and organization theory.

Required courses

- MHR 405 Organizational Behaviour and Interpersonal Skills **or**
HTH 601 Organizational Behaviour
- MHR 640 Leadership

Elective courses (select four):

- MHR 505 Organizational Behaviour II
- MHR 650 Management of Change
- MHR 700 Cross-Cultural Dimensions of Organizational Behaviour
- MHR 721 Negotiation and Conflict Resolution
- MHR 741 Managing Interpersonal Dynamics
- MHR 841 Organization Theory and Design
- MHR 850 Organization Development

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the revised Human Resources Management Minor and the new Organizational Leadership Minor.

A5. Information Technology Management: Program Name Change

The Ted Rogers School of Information Technology Management (TRSITM) has been offering a combined business and information communications technology (ICT) undergraduate degree for some 10 years. In recent years, a number of economic and social factors have caused a dramatic fall in enrolment in such programs across the world. This has created a paradoxical situation that, while demand in ICT-related jobs is projected to grow steadily over the next decade, supply is static or falling. In addition, the ICT industry has major needs for graduates who can bring both business and ICT skills to bear. In Canada a joint industry/academic task force, the Canadian Coalition for Tomorrow's ICT Skills, has been set up to try to resolve this shortage.

The Coalition will launch a new Canada-wide initiative, the *Business Technology Management* (BTM) program. This program will have three key elements:

- A new business-focused ICT curriculum will be offered by a number of leading Canadian universities, whose programs will be accredited by the Coalition. The new curriculum is a very close match to the current ITM program.
- The Coalition and its partners will market this curriculum and the supporting universities to high school students and their parents.
- Industry supporters will offer internships, coop placements and employment opportunities to students in the program.

The Coalition developed a curriculum structure and framework for accreditation of university programs. The Coalition will identify programs that will conform to the accreditation guidelines using the BTM title.

Therefore, TRSITM is proposing to change the name of the current ITM program to *Business Technology Management*. If approved, this change will result in students graduating from the program to receive the *Bachelor of Commerce (Business Technology Management)* degree reflecting the new program name. The new program and the new degree name will become effective upon approval of the proposal such that students who will graduate from the program in June 2010 will receive the new degree.

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the renaming of the Information Technology program to Business Technology Management.

SECTION B: Continuing Education Certificate Programs

B1. Demographic Analysis

An understanding of demographics and demographic change is increasingly important for professionals working in business, government and the nonprofit sectors. The proposed new *Certificate in Demographic Analysis* will offer students an opportunity to learn the principles and applications of demographic analysis. Elective courses will allow students to focus on immigration and settlement studies and/or the economic impacts of demographic change. A capstone course will allow students to engage in real-world demographic analysis of issues related to demographic change such as school enrolments and closures, demand and supply of settlement services, social and assisted housing, retail sales potential and traffic in urban areas.

Admission Requirements: Prospective students are required to have an OSSD with a minimum grade of 70% in six Grade 12 U or M credits, or equivalent, or mature student status with work experience. It is recommended that students' final year of secondary school credits include a U or M level course in English, or the equivalent. Proof of English proficiency may be required by the Academic Coordinator prior to approval for enrolment in the *Certificate in Demographic Analysis* program.

It is anticipated that many *Certificate* candidates would have an undergraduate degree or post-secondary diploma/certificate with several years of professional experience in a relevant field.

Curriculum: The proposed *Certificate* program will consist of a total of six courses including 2 core courses, 3 elective courses, and a required capstone course. Elective courses offer the students an opportunity to consider demographic issues from a multidisciplinary/interdisciplinary perspective and to focus their studies on *immigration and settlement* or *the economic impacts of demographics*.

- **Core Courses:** All students will be required to complete two core courses which will deliver the fundamentals of demographic analysis and demonstrate how GIS tools can be applied in demography.

CODA xxx Principles of Demographic Analysis
CODA yyy GIS Applications in Demography

- **Elective Courses:** Students will be required to choose three electives from among 13 different courses. For nine out of the thirteen elective courses, there are no prerequisites. For the remaining four elective courses (CECN 640, CPSY 620, CPSY 941 and CSOC 474) students may have to take additional courses outside the *Certificate* if they do not have the required prerequisites. Students will be advised to consult the Academic Coordinator before selecting elective courses for timely

completion of the *Certificate* program.

CECN 640	Economics of Immigration
CGEO 301	Marketing Geography
CGEO 419	Retailing, GIS and Geodemographics
CGEO 505	Regional Analysis of Canada
CGEO 691	Canadian Immigration: Patterns and Place
CGEO 803	Recreation and Tourism Analysis
CINT 913	Issues of Migration
CINT 914	Settlement Experiences
CINT 915	Responses to Migration
CODG 127	Digital Geography Applications in Community and Social Services
CPSY 620	Psychology of Immigration
CPSY 941	Cross Cultural Psychology
CSOC 474	Immigration, Minorities and Citizenship

- **Capstone Course:** The capstone course is the culminating course designed to provide a balance between theory and application in assisting participants to succeed in their professional or quasi-professional fields. Guest speakers will be invited to share their experiences in working with organizations which employ demographic analysis as a decision-support tool such as local school boards, urban planning departments, utilities and social service agencies. The capstone course will normally be the final course of the *Certificate* program. In order to allow greater flexibility, students may take their third elective course at the same time as the capstone course provided that the topic of the elective course is not necessary for the completion of the capstone course.

CODA zzz Advanced Demographic Applications

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the Certificate in Demographic Analysis.

B2. English Literature and Popular Culture

The proposed *Certificate in English Literature and Popular Culture* balances theory and practice, while helping students recognize the important roles that literature and culture play in enhancing the quality of their lives, their careers, and the cultural texts they produce and consume on a daily basis. This certificate has three principal goals:

- to provide post-secondary education to individuals whose academic studies and/or careers require an ability to think creatively and critically, as well as to communicate

- correctly and effectively;
- to teach students aesthetic and practical skills useful in producing and analyzing cultural works, thereby effectively fulfilling the changing needs of their society; and
- to enhance students' intellectual and aesthetic quality of life through academic studies addressing the broad literary and cultural interests of members of an increasingly educated and culturally invested urban population.

Admission Requirements: Prospective students are required to have the minimum of an OSSD with six Grade 12 U or M credits with a minimum grade of 70%, or equivalent, or mature student status with relevant work experience. One of the six Grade 12 courses must be an English course.

Curriculum: The proposed *Certificate* program will consist of a total of six courses including 2 core courses and 4 elective courses presented in two thematic streams: *Literature and Entertainment*, and *Reading/Writing Culture*. The proposed curriculum structure also allows students to explore English literature and culture themes based on their individual interests.

- **Core Courses:** The program begins with two foundational courses introducing students to academic writing and the study of narrative.

CENG 108 Nature of Narrative I
 CSSH 205 Academic Writing and Research

- **Elective Courses:** Students will be required to take four elective courses from among 14 different courses. To assist students in ensuring their studies effectively respond to their personal and professional needs and goals, elective courses are divided into two streams: *Literature and Entertainment* and *Reading/Writing Culture*. These two streams are guiding suggestions only, intended to encourage student to think strategically about their course choices. The proposed electives structure also includes a *non-stream* option to allow students to explore elective courses based on their individual interests. Students will be assisted in tailoring their learning pathways to coincide with their unique future needs. In addition, with the approval of the Academic Coordinator, students will be allowed to substitute one course offered by an academic unit other than the Department of English as an elective.

Literature and Entertainment Stream:

CENG 112 Zap, Pow, Bang Pop Lit
 CENG 222 Fairy Tales and Fantasies
 CENG 503 Science Fiction
 CENG 510 Gothic Horror
 CENG 705 Reading Visual Cultures
 CENG 706 Shakespeare and Performance
 CENG 888 Televisual Texts and Contexts

Reading/Writing Culture Stream:

CENG 200	Writing as a Cultural Act
CENG 505	Creative Writing
CENG 511	The Art of Writing Life
CENG 520	Language of Persuasion
CENG 610	The Language of Love, Sex and Gender
CENG xxx	History of Rhetoric
CENG 921	Narrative in a Digital Age

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the Certificate in English Literature and Popular Culture.

B3. Certificate in Marketing Management / Strategic Marketing

The current *Certificate in Marketing Management* was last revised in Fall 2009 to reflect the changes in the *Marketing Major*. The current *Certificate* requires the completion of 8 courses (5 required and 3 electives). More recently, the Department of Marketing has observed that the current *Certificate* does not fully address the needs of career learners and that there may not be sufficient elective courses for career learners to meet their interest and career objectives. In response, the Department of Marketing has prepared a major restructuring of the *Certificate* program. The objectives of the revised program are:

- to provide a broader choice of marketing content to career learners;
- to provide guidance on course choice by presenting streams of courses; and
- to create a structure that would allow the Department to respond quickly to market demands without having to redesign the entire program.

In particular, the proposal includes the following:

- renaming the certificate program to *Strategic Marketing*;
- no changes to admission requirements;
- reducing the number of courses required to complete the certificate from 8 to 6; and
- introducing streams that would guide students to groups of thematically coherent courses from which they may select their elective courses.

Curriculum: The curriculum of the revised *Certificate* will consist of 6 courses including 2 required and 4 elective courses grouped in five streams: *Sports Marketing*, *Social Media*, *Marketing Research*, *Marketing Innovation* and finally an *Undeclared Stream* which will allow students explore marketing based on their individual interests.

- **Required Courses:** The program begins with two required courses.

CMKT 100 Principles of Marketing
 CMKT 300 Marketing Metrics and Analysis

The Academic Coordinator may grant a waiver for CMKT 100 to students who may demonstrate the requisite combination of work experience and education. Students granted this waiver will still complete six courses, five of which will be from the elective category. This provision is intended to direct students with extensive marketing experience to more advanced courses rather than having them to take an introductory level marketing course. In case a student with waiver for CMKT 100 chooses to enter a business degree program, the waiver will apply and the student will take a substitute course to complete the number of courses required for the degree.

- **Elective courses:** (select four or five courses):

CGMS 522 International Marketing
 CITM 350 Concepts of e-Business
 CMKT 400 Understanding Consumers and the New Media
 CMKT 500 Marketing Research
 CMKT 504 Effective Persuasion
 CMKT 510 Innovations in Marketing
 CMKT 600 Integrated Case Analysis
 CMKT 700 Business Intelligence and Decision Modelling
 CMKT 723 Marketing in the Service Industry
 CMKT 730 Assessing and Managing Market Opportunities
 CMKT 731 Competitive Intelligence
 CMKT 828 Sport Marketing Concepts and Strategy
 CMKT 829 International Sport Marketing
 CMKT 850 Applied Research Project

Student will be advised to select their elective courses from within the recommended courses within each theme.

- **Undeclared:** This stream is for students who want to take a variety of courses from different areas of marketing.
- **Sports Marketing:** CMKT 504, CMKT 828, CMKT 829, CMKT 850.
- **Social Media:** CITM 350, MKT 400, CMKT 510, CMKT 700.
- **Marketing Research:** CMKT 400, CMKT 500, CMKT 700, CMKT 850.
- **Marketing Innovation:** CMKT 500, CMKT 723, CMKT 730, CMKT 731.

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the revised Certificate in Strategic Marketing.

Respectfully submitted by

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for the 2009/2010 Academic Standards Committee

G. Allen (Journalism)	J. Gingras (Nutrition and Food)
K. Alnwick (Registrar; ex-officio)	D. Glynn (Continuing Education)
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A. Bal (Image Arts)	G. Hunt (Business Management)
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E. Evans (Retail Management)	P. Robinson (Urban & Regional Planning)
J. Dianda (Philosophy)	D. Schulman (Secretary of Senate; non-voting)
N. George (Chemistry and Biology)	A. West (Student, Politics and Governance)