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Minutes of Meeting: Faculty of Business Graduate Curriculum and Policy Committee: February 2, 2010

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Recommended Citation
Espiritu, Medy Mrs., "Minutes of Meeting: Faculty of Business Graduate Curriculum and Policy Committee: February 2, 2010" (2010). *SGS Graduate Committees: Agenda & Minutes.* Paper 79.
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FACULTY OF BUSINESS GRADUATE CURRICULUM AND POLICY COMMITTEE
FEBRUARY 2, 2010, 10:30 a.m., DSB-510

PRESENT: Dr. M. Head (Chair), Dr. D. Goellnicht, Dr. S. McCracken, Dr. J. Medcof, Dr. M. Parlar, Mr. J. Scime, Dr. K. Tasa, Mrs. M. Espiritu (Assistant Secretary)

BY INVITATION: Dr. T. Flynn

REGRETS: Dr. B. Detlor, Dr. K. Nainar, Dr. T. Yoshikawa

On a motion by Dr. Parlar, seconded by Dr. McCracken, the committee approved the minutes of the meeting of November 24, 2009.

Master of Communications Management

The Master of Communications Management program has proposed to change the course titles for its courses, *713 and *731.

Dr. Medcof moved, and Dr. McCracken seconded,

"that the Faculty of Business Graduate Curriculum and Policy Committee approve the proposed change in course titles for *713 and *731, as described in the document."

The motion was **carried**.

Dr. Flynn briefly explained the proposed new course, *741 – Crisis Communications, for the Master of Communications Management.

Dr. Medcof moved, and Dr. McCracken seconded,

"that the Faculty of Business Graduate Curriculum and Policy Committee approve the proposed new course, 741 – Crisis Communications."

The motion **was carried**.

Dr. Flynn reviewed the proposal to remove the GRE/GMAT admission requirement for the Master of Communications Management. Dr. Flynn explained that other universities with similar programs such as the Mount St. Vincent University (the Master of Public Relations) and the University of Alberta (Master in Communications & Technology) do not have this requirement. He added that new Master's programs at McMaster have been approved over the last two years without the requirement of a GRE/GMAT (Communication and New Media, eHealth, Global Health and Health Management).

Dr. McCracken moved, and Dr. Medcof seconded,

"that the Faculty of Business Graduate Curriculum and Policy Committee approve the proposal to remove the GRE/GMAT admission requirement for the Master of Communications Management, as described in the document."

A member commented that admissions to the recently approved Master's programs mentioned by Dr. Flynn require a four-year undergraduate degree, and that the Master of Communications Management is not comparable to these programs. The member said the Master of Communications Management is similar the MBA program, which admits students who do not hold a four-year degree. The member added that the GMAT is a requirement for admission to the MBA program. Dr. Flynn explained that the Master of Communications Management is a unique program, which evaluates applicants more on educational background and work experience. After the discussion, the committee suggested adding a specific admission requirement for applicants who do not have a four-year degree. The committee decided to table discussion of the proposal until the issue has been addressed. The motion to approve was withdrawn.

Master of Health Management

Dr. Head briefly discussed the two new courses for the Master of Health Management program: *700 – Health Systems and Policy Analysis, and *705 – Evaluating Sources of Evidence for Management and Evaluation.

Dr. Medcof moved, and Dr. Parlar seconded,

"that the Faculty of Business Graduate Curriculum and Policy Committee approve the Master of Health Management courses, *700 and *705, as described in the documents."

The motion was **carried**.

MBA Curriculum Proposals

A change in description for course *O721 – Materials Management and Production has been proposed.

Dr. McCracken moved, and Dr. Parlar seconded,

"that the Faculty of Business Graduate Curriculum and Policy Committee approve the change in course description for *O721 – Materials Management and Production, as described in the document."

The motion was **carried**.

Dr. Head briefly discussed the two new courses proposed by the MBA program: B718 – Leadership, and B728 – Strategic Organizational Change. The program offered these two courses on Dean's approval last year.

Dr. Parlar moved, and Dr. Medcof seconded,

"that the Faculty of Business Graduate Curriculum and Policy Committee approve the two new MBA courses, B718 and B728, as described in the documents."

The motion was **carried**.

A change in title and description is proposed for course, A732 Tax Planning-The Financial Perspective, and change in prerequisite and description for course, A740 Strategic Management Accounting.

Dr. McCracken moved, and Dr. Medcof seconded,

"that the Faculty of Business Graduate Curriculum and Policy Committee approve the changes recommended for courses, A732 and A740, as described in the documents."

The motion was **carried**.

The MBA program has proposed another new course, M748 – Consultative Selling, and change in course number, from M738 – Strategic Public Relations Management to P738. Dr. Head explained that 738 is a policy/strategy course that examines the strategic management of public relations.

Dr. McCracken moved, and Dr. Medcof seconded,

"that the Faculty of Business Graduate Curriculum and Policy Committee approve the new course (M748) and the change to P738, as described in the documents."

The motion was **carried**.

Ph.D. Curriculum Proposals

The Ph.D. program has proposed the following curriculum changes:

- Change in course description: F772 and F774
- Change in calendar description for the Finance area to indicate that the menu of allowed courses accommodates a wider range of student needs and interests.

Dr. Medcof moved, and Dr. Goellnicht seconded,

“that the Faculty of Business Graduate Curriculum and Policy Committee approve the Ph.D. curriculum proposals, as described in the document.”

The motion was **carried**.

Other Business

Change of the Ph.D. *Human Resources* field

Dr. Head reviewed the proposal of the Human Resources and Management Area to change the name of its research field, from *Human Resources* to *Management of Organizational Behaviour and Human Resources*.

Dr. Medcof moved, and Dr. Hassanein seconded,

“that the Faculty of Business Graduate Curriculum and Policy Committee approve the proposal to rename the “Human Resources” field to “Management of Organizational Behaviour and Human Resources,” as described in the document.”

Dr. Medcof explained that the *Human Resources* field is becoming integrated with other related fields such as organizational behaviour, organizational theory, and organization strategy. He commented that the *Human Resources* field name does not fully represent the current research interests of the faculty members in the Area as well as the recent and future thesis dissertations of students in the program. In response to a question, Dr. Medcof explained that “management of organizational behavior” is about the strategic management of an organization (i.e., how people behave in a business organization, etc.), and “management science,” which involves “heavy” mathematics, applies to quantitative techniques. Dr. Medcof further said that current Ph.D. students in the program as well as the alumni support the proposal.

The motion was **carried**.

There was no other business, and the meeting adjourned at 11:40 a.m.