

**RYERSON UNIVERSITY**  
**SENATE MEETING AGENDA**

**Tuesday, November 4, 2008**

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**5:30 p.m.** Dinner will be served in The Commons, Jorgenson Hall, Room POD-250.

**6:00 p.m.** Meeting in The Commons (POD-250).

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- 8.3.7 **Motion #7:** *That Senate approve the proposed revisions to the **Entrepreneurship Major.***
- 8.3.8 **Motion #8:** *That Senate approve the proposed revisions to the **Global Management Major.***
- 8.3.9 **Motion #9:** *That Senate approve the proposed revisions to the **Marketing Management Major and the Marketing Minor.***
- 8.3.10 **Motion #10:** *That Senate approve the proposed **Law and Business Major.***
- 8.3.11 **Motion #11:** *That Senate approve the proposed revisions to the **Finance Minor.***
- 8.3.12 **Motion #12:** *That Senate approve the proposed **Sales Management and Service Quality Minor.***
- 8.3.13 **Motion #13:** *That Senate approve the proposed curriculum revisions in the **Retail Management program.***
- 8.3.14 **Motion #14:** *That Senate approve the proposed **Retail and Services Management Minor.***

**9. New Business**

**10. Adjournment**

## **Ryerson University Senate**

### **President's Update for the meeting of: November 4, 2008**

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**Welcome:** The Ryerson community is very pleased to welcome:

- international consultant, educator, CBC and National Public Radio journalist Jeffrey Dvorkin, as the Rogers Communications Distinguished Visiting Chair in Journalism and Professor of Distinction for the 2008-09 academic year;
- prominent cultural leader Doina Popescu, as inaugural Director of the Ryerson Photography Gallery and Research Centre effective October 27, 2008;
- public sector fundraising leader Pamela Shanks as Executive Director, Development effective October 27, 2008.

**Athletics and Recreation Referendum:** The university is planning a student referendum on support for improved and new facilities for athletics and recreation. Materials leading to the formulation of the referendum question are being developed in consultation with the community, including members of the President's Advisory Committee for Sports and Recreation.

**United Way:** The Ryerson United Way campaign has set a \$130,000 target, an increase of more than 26% over the amount raised last year. Campaign Co-Chairs Michael Dewson, Vice-Provost Faculty Affairs, and Heather Lane Vetere, Vice-Provost Students, are working closely with student leaders, and encouraging expanded community involvement to help achieve our goal. The campaign will be supported with corporate gifts and sponsorship to boost participation.

**Master Plan Update:** At Nuit Blanche on October 4<sup>th</sup>, the Sam the Record Man sign was illuminated for the crowds on Yonge Street one last time before being carefully dismantled (until remounting at a later date) so that building demolition can begin.

**Financial Discussions:** A briefing for Senate on financial issues, with the most up-to-date information available, will be provided as part of my oral report at the meeting.

#### **Government Relations:**

***Ministry of Aboriginal Affairs*** – On September 19<sup>th</sup> we had a very productive meeting with Deputy Minister Lori Sterling, at which the discussion led by Faculty of Arts Dean Dr. Carla Cassidy moved forward on identifying opportunities for Ryerson projects.

***Ontario Economic Summit*** – The October 2<sup>nd</sup> event was very well attended, and concentrated on the issues and implications of the downturn in the global economy. Senior economists from the major banks expressed agreement on the fact of a worldwide recession, but little certainty on its depth or length except to say we are unlikely to hear good economic news until 2010 or later.

***Citizenship and Immigration Canada*** – Ryerson is one of a select number of universities across Canada with a federal ‘Deputy Minister Champion’ to advance shared goals. On September 26<sup>th</sup> we welcomed Deputy Minister Richard Fadden to campus for a visit to students in our Public Policy and Administration program. In the meeting that followed, Mr. Fadden indicated to me that the Government of Canada is very interested in encouraging Ryerson students to consider a career with the public service as part of its human resources strategy. We also had a very positive and supportive discussion about connecting at the federal level on Ryerson priorities.

**President’s Congratulations** – I am proud to acknowledge Ryerson achievements sent to me since the last update, and continue to encourage everyone to let me know about accomplishments by members of our community. Members of Senate are encouraged to go to ‘News and Events’ on the Ryerson web site for more detailed stories of achievements, research, and distinctions.

- ❖ September 17, 2008: Dr. Kamran Behdinin, Chair, Department of Aerospace Engineering, was named a Pratt & Whitney Canada Research Fellow, one of six awards across Canada and the only one from an Ontario university.
- ❖ September 21, 2008: The first gold medals in Varsity Rams Rowing history were captured by the Ryerson team at the Western Open Regatta in London. Matt Buie (Architecture) and Philippe Roy (Industrial Engineering) won the men's varsity heavyweight doubles event, and Allison Loosley (Graphic Communications Management) won the women's varsity lightweight singles.
- ❖ September 23, 2008: The Independent Media Publications website cites Ryerson in its Top 10 list of Documentary Media programs, also including Duke University, Stanford University, and UC Berkeley. The review mentions the Black Star Black & White Historical Collection, and describes the Ryerson program as “*the only one of its kind in Canada and one of the best of its kind, period.*” (see “[The 10 Best Academic Programs for Documentary Filmmakers](http://www.independent-magazine.org/)” at <http://www.independent-magazine.org/>)
- ❖ September 24, 2008: The ‘Out from Under’ exhibit developed by the School of Disability Studies and mounted at the Royal Ontario Museum was selected by the City of Toronto for an Access Award, as part of the City of Toronto Access, Equity and Human Rights Awards.
- ❖ October 23, 2008: The School of Early Childhood Education Gerrard Resource Centre is celebrating its 25<sup>th</sup> Anniversary of providing service and resources to ECE professionals and families in the community.
- ❖ October 30, 2008: The Society of Motion Picture & Television Engineers (SMPTE) is awarding its Louis F. Wolf Jr. Memorial Scholarship to Ryerson graduate Jeremy Mark Littler (MA Communication & Culture 2008) at its annual gala in Hollywood, CA. Founded in 1916, the SMPTE is the leading technical society for the motion imaging industry.
- ❖ November 15-22, 2008: Ryerson University will participate in the first annual FotoWeek DC photography festival in Washington D.C., with an exhibit from The Black Star Black & White Historical Collection. The event will include almost 50 galleries in the largest coordinated group of photographic exhibitions in the history of Washington, D.C.

## **RYERSON ACHIEVEMENT REPORT**

A sampling of achievements and appearances in the media by members of the Ryerson Community for the November 2008

meeting of Senate.

### ***Events***

Ryerson University participated in Scotiabank Nuit Blanche with 11 multi-venue exhibitions and installations created by Ryerson's talented students, faculty, staff and alumni. Curated by the Faculty of Communication & Design, the highly creative exhibitions represented a cross-disciplinary effort, with participation from the School of Fashion, the School of Interior Design, the School of Image Arts, the Ryerson Theatre School, and the School of Radio and Television Arts. The exhibits included fashion shows, interactive video displays, short film and photography exhibits, sculptural installations, and multimedia show pieces across the Ryerson campus. A School of Image Arts exhibit took place off campus at Camera on Queen St. W. Scotiabank Nuit Blanche organizers selected the Ryerson installation *The Highermen* along with one other exhibit from Nuit Blanche to represent the event in Toronto in a one-hour webcast which connected Toronto, Paris and Brussels, the other cities celebrating the event. Media outlets covering Ryerson's exhibits included: *The Globe and Mail*, *Toronto Star* (two stories), CBC.CA (two stories), CTV.CA. **Prof. Annick Mitchell**, School of Interior Design, was interviewed on *Metro Morning* on CBC Radio One.

In celebration of Scotiabank Nuit Blanche, Ryerson lit the iconic Sam the Record Man sign on Yonge Street one last time. **President Sheldon Levy, Muhammad Ali Jabbar, President of the Ryerson Students' Union** and Councillor Kyle Rae were on hand to flick the switch. The sign remained illuminated until sunrise. The event attracted a large number of Nuit Blanche spectators and generated excellent media coverage including stories on CFTO-TV local news, CTV News at 11:30, CTV News.ca, City News at Six, CityNews.ca, 24 Dayside on CP24-TV, Chum-AM, CBC News at Six, The Canadian Press, *Toronto Star*, *National Post*, *Brockville Recorder and Times*, and Good-bye Sam the Record Man!, a live journal blog.

**More than 400 Ryerson students, faculty and staff** volunteered at the Ryerson booth at the Ontario Universities Fair. All faculties and undergraduate programs were on display. A record-setting 108,000 high school students attended the fair. Approximately 40,000 *This Is Ryerson* admission handbooks and 30,000 Ryerson lanyards were given away. More than 2,000 prospective students attended Ryerson presentations throughout the three-day event. Laptops at the Ryerson booth enabled prospective students to register at the Choose Ryerson portal. They'll receive more information about the University throughout the year.

Seven of Ryerson University's outstanding alumni were celebrated at the 2008 Alumni Achievement Awards ceremony. The Awards were presented by **President Levy** and **Adam B. Kahan, Vice-President, University Advancement**. Winners of the 2008 Awards are: **Carol Gay Bell, Radio and Television Arts '57; Richard B. Wright, Radio and Television Arts '59; Ann L. Fox, Food, Nutrition, Consumer and Family Studies '85;**

**and Bill Dover, Hotel, Resort and Restaurant Administration '62.** Designer **Jeremy Laing, Fashion '02** received the Isadore Sharp Outstanding Recent Graduate Award. **Anthony Biglieri, Urban and Regional Planning '83,** and **Genevieve D'Souza Heller, Journalism '89** were presented with the inaugural Outstanding Alumni Volunteer Award. The Alumni Achievement Awards kicked off Alumni Weekend which was attended by 650 grads.

#### ***MEDIA APPEARANCES***

**President Sheldon Levy** was quoted in a *Toronto Star* article on Ryerson's Master Plan and the University's expansion onto Yonge Street through the acquisition of the Sam the Record Man property.

**Rebecca Rose**, VP Education, Ryerson Students' Union, spoke to the *Charlatan* and the *Varsity* about Ryerson's non-academic code of conduct. The *Globe and Mail*, *Toronto Star*, CFRB-AM's *Bill Carroll Show* and *John Moore Show*, and CP24 also ran stories. **Julia Hanigsberg**, General Counsel and Secretary of the Board of Governors, and Interim Dean of the G. Raymond Chang School of Continuing Education was interviewed by CBC Radio One's *As It Happens*.

#### ***Election coverage:***

**Myer Siemiatycki**, Politics and Public Administration, spoke to the CBC Radio's *Here and Now*, the Canadian Press, the *Globe and Mail* and *Whitehorse Daily Star* in reaction to the outcome of the federal election.

**Patrice Dutil** appeared on CBLFT-TV and CJBC-AM discussing the outcome of the federal election.

The *Toronto Sun* reported that **Distinguished Visiting Professor Gerard Kennedy** won a seat in the federal election.

#### ***Pre Federal election coverage:***

A Canadian Press article on uniting the left published in the *Daily News* quoted **Greg Inwood**, Politics and Public Administration. He was also quoted in the *London Free Press* "election notebook" and in the *National Post* about strong polling for the NDP not necessarily translating into seats for the party.

A *Toronto Star* article on restoring political trust mentioned Ryerson Visiting Professor **Gerard Kennedy**.

**Duncan Maclellan**, Politics and Public Administration, spoke to the *Toronto Star* about the major political parties announcing "green" renovation funding.

CBC.ca quoted **Paul Knox**, Journalism, in an article about Stephane Dion striking back at Harper's criticisms of his leadership. He also spoke to the *Kingston Whig-Standard* in

reaction to CTV defending its decision to air its interview with Stephane Dion, and to Canadian Press about the electoral tactic of digging up dirt on one's opponent.

**April Lindgren**, Journalism, was quoted in a *Toronto Sun* article on the federal election campaigns.

CAW-Saw Gindin Chair **Judy Rebick**, Politics and Public Administration, published a column in the *Globe and Mail* proposing a Liberal-NDP-Green and Bloc accord. She also spoke to the *Ottawa Citizen* and CHAM-AM's *Dave Shuttleworth Show* about the possibility of a Liberal-NDP coalition.

**John Shields**, Politics and Public Administration, spoke to Bloomberg about the likelihood of a Conservative majority in the federal election.

**Jane Sprott**, Criminal Justice and Criminology, spoke to the *National Post* about crime and justice as issues in the federal election, and to CBC Radio about the issue of young offenders.

Associate Dean of Administration **James Norrie** appeared on the *John Oakley Show* (CFMJ-AM) discussing a controversial decision by CTV to air an interview where Prime Ministerial hopeful Stephane Dion had trouble understanding a question posed to him. Dr. Norrie also appeared on two other occasions, once discussing comments made by Heather Mallick about American Vice-Presidential candidate Sarah Palin, and the other addressing the topic of viral marketing campaigns on YouTube.

**Greg Elmer**, Radio and Television Arts, appeared on CBO-FM's *Ottawa Morning* and CBE-AM's *The Early Shift*, regarding the federal election. He also spoke to the CBC News and the *Hill Times* about political candidates making gaffes online, and appeared on CBC Radio discussing the federal election debate.

The *Globe and Mail* spoke to **Myer Siemiatycki**, Politics and Public Administration, about a minority group having more MPs than its share of the population, because of its strong belief in public service. He also spoke to *Mississauga News* about the increase in ethnic candidates in the federal election campaign, appeared on CFTO News discussing visible minorities and the election as well as on OMNI News discussing immigration as an election issue. He was also quoted in a separate *Globe and Mail* article about the Tories' chances in the GTA.

**Sandeep Agrawal**, Urban and Regional Planning, appeared on OMNI News, South Asian Edition, regarding the federal election.

**Fenwick McKelvey**, Politics and Public Administration, spoke to CBC Radio's *Here and Now*, CBCS-FM (Sudbury) and CBQ-FM (Thunder Bay) about a vote-swapping group on the Facebook online networking site. He also spoke to CBLFT about the federal election.

**Patrice Dutil**, Politics and Public Administration, appeared on Radio-Canada's *Ouvert Le Samedi*, and TVO's *The Agenda*, discussing the role of the province of Ontario in the federal election. He also spoke to Radio-Canada's *Bonjour le Monde!* regarding Prime Ministerial candidates Stephen Harper and Stephane Dion taking a day off from campaigning.

CAW Saw Gindin Chair **Judy Rebick**, Politics and Public Administration, appeared on CBC's *The Current* discussing the threat posed to the Liberals and Conservatives by the Green Party.

Ryerson student **Jan Lee** appeared on CBC Newsworld panel discussing the federal election.

The Canadian Press, New Brunswick's Telegraph Journal, *Vancouver Sun*, *National Post*, *Toronto Star*, *Canada AM*, CFTO's CTV News, CBON-FM, CJBC-AM, CBC Radio's *Here and Now*, CJOH-TV, CICI-TV, CTV.ca, *Mediacastermagazine.com*, *MediaInCanada.com*, and IT World Canada all reported on the Canadian Internet Project, led by **Charles Zamaria**, RTA, who is the project's principal investigator and director.

*Maclean's* magazine mentioned Ryerson's partnership with TD Bank to work to acclimatize immigrants to the Canadian workforce.

*Breakfast Television* mentioned Ryerson's Mass Exodus show, the largest student fashion show in North America.

**Suanne Kelman**, Journalism, spoke to the *Globe and Mail* about comments made by CBC News publisher John Cruickshank that CBC.ca and specifically its opinion page need to include a greater variety of viewpoints.

Professor of Distinction **Jeffrey Dvorkin**, Journalism, spoke to the *Sault Star* about National Public Radio adding more online content.

**Melanie Dempsey**, Ted Rogers School of Management, spoke to the *Toronto Sun* about the appeal of apples. Prof. Dempsey has conducted focus groups for Ontario Apple Growers.

**Paul Knox**, Journalism, was quoted in a Canadian Press article about the first female publisher of the *Toronto Star* heading up the province of Ontario's Pan Am Games bid.

A *Windsor Star* article mentioned Ryerson's success and evolution into a "highly respected university".

Professor Emeritus **Marvyn Novick** spoke the issue of child poverty in Canada to the *Toronto Star* and CBC Radio's *Here and Now*. Prof. Novick and **Grace-Edward Galabuzi**, Politics and Public Administration, also spoke to RP-USA.net about the topic.

**Myer Siemiatycki**, Politics and Public Administration, spoke to OMNI News, South Asian Edition, about changes to Canada's immigration system and policies.



The *Washington Post* quoted Martin Antony, Psychology, on the innate drive to compete.

**Tariq Amin-Khan**, Politics and Public Administration, spoke to Real News Network about the consequences of increased military activity in Pakistan, and on separate occasions, about Pakistan's president not rescinding the legal framework of dictatorship and the economic crisis in that country.

The *National Post* made mention of Ryerson's scholarship in **Achievement in New Retail Concepts Awards**.

**Nadia Potts**, Theatre School, spoke to the *Epoch Times* about the "Mid-Autumn Spectacular" by Toronto's Divine Performing Arts.  
Citytv's *Cityline* was at Ryerson to demonstrate space-saving accessories for dorm rooms.

The *Toronto Star* and CTV Newsnet spoke to **Arne Kislenko**, History, about a youth being charged in the terror case against the group nicknamed the Toronto 18.

**Marta Braun**, Image Arts, spoke to the *Toronto Star* about artist Joseph Plaskett.  
**Janet Chappell**, Nutrition, spoke to CanWest News Service about healthy eating and parents' responsibility in ensuring kids make good food choices. She was also quoted in an article stating that eating well is easier and less expensive than one might think.

**Patrice Dutil**, Politics and Public Administration, spoke to CJBC-AM about the new public transportation plan put forth by Metrolink.

*Kingston This Week* reprinted excerpts of a review published in *Canadian Public Administration* by Patrice Dutil, Politics and Public Administration, of Arthur Milnes' biography of former PM Brian Mulroney.

The *Globe and Mail* quoted **Gabor Forgacs**, Ted Rogers School of Hospitality and Tourism Management, in an article on new hotel amenities that let you meet other guests online.

**Robert Burley**, Image Arts, spoke to CBC Radio's *As It Happens* about the demise of Kodachrome color reversal film, for many years the standard film for professional color photography.

*University Affairs* magazine profiled the *Ryerson Review of Journalism*.

Citytv reported on Ryerson taking part in the Rogers Student Leadership Summit.

The Canadian Press spoke to **Wendy Cukier**, Ted Rogers School of Management, about the Canadian gun registry. Dr. Cukier is President of the Coalition for Gun Control.

A *Toronto Star* article on the Unite the Right movement mentioned a similar NDP endeavour in 2001, the New Politics Initiative spearheaded by CAW Saw Gindin Chair **Judy Rebick**, Politics and Public Administration.

The *Toronto Star* quoted **Myer Siemiatycki**, Politics and Public Administration, in an article on federal investment in municipalities. He was also quoted in a *Star* article on temporary foreign workers, and in the *Globe and Mail* about a task force in Toronto's York West led by Councillor Giorgio Mammoliti.

Academica reported on Ryerson's new Academic Plan, "Shaping our Future."

The Canadian Press quoted excerpts of the speech delivered by honorary degree recipient **Norman Jewison** at Ryerson's Spring Convocation ceremonies.

**James Norrie**, Associate Dean, Ted Rogers School of Management, appeared on CFMJ-AM's *The John Oakley Show*, discussing Internet policing.

The *Times Colonist* spoke to **Martin Antony**, Psychology, about the importance of facing one's fears.

The CanWest News Service reported that Ryerson is one of a few post-secondary institutions offering specialized degrees in retail management, responding to the demand of a growing sector.

The *Toronto Star* and *Posted Toronto* (a *National Post* blog) reported that Ryerson Social Work student **Husnia Hakimy** has been accepted into the new mentorship program at Toronto City Hall. Ten female city councillors are mentoring aspiring politicians.

A *Sydney Morning Herald* article on the growing popularity of green roofs mentioned a 2005 Ryerson study commissioned by the City of Toronto.

**Greg Elmer**, Radio and Television Arts, appeared on CBC Newsworld and CBC's *The Current*, discussing the use of Internet technology in Canadian politics.

**Michelle Beaton**, Manager of International Recruitment, spoke to RCI's *The Link* about an effort by Canadian universities to attract students from India.

A *Toronto Star* article on the fuel crisis' impact on airlines mentioned Ryerson's partnership with other institutions to develop bio-fuel for aircrafts.

Ryerson student **Renee Sang** appeared on CKCO's *Final Round* regarding Canada's military role in Afghanistan.

Northern Life.ca profiled **Ann Rauhala**, Journalism, and her book, *The Lucky Ones: Our Stories of Adopting Children from China*.

**Bruce Gillespie**, Journalism, published an article in the *Toronto Star* about his relationship with his father. The essay was excerpted from the book *Nobody's Father: Life Without Kids*.

The *Exchange Morning Post* reported that Ryerson had received six Standard Research Grants from the Social Sciences and Humanities Research Council.

*Prepared by the Office of Public Affairs.*



**1. President's Report** – the President recognized the recipients of the 2008 Ryerson Teaching Awards. Provost Shepard introduced Rena Mendelson, Corinne Hart, Stephen Swales, and Lawrence Altros who were present. Carole Fine, Katarina Valenin, Alan Sears and Don McKay were unable to attend.

The President introduced P. Lukasiewicz, Chair of the Board, who would be addressing Senate later in the meeting.

The Registrar's office and all others in Admissions were congratulated for the enrollment process and meeting the undergraduate target. It was noted that Ryerson now enrolls over 2000 graduate students. FCAD was congratulated for representing Ryerson at Nuit Blanche.

The President commented that the current state of the economy is of concern to everyone. Little has been heard from the provincial government but the province is likely to be in deficit. The impact is unknown, but it is likely there will be one. Ryerson begins in good fiscal shape compared to many other universities. There has been an initial meeting with Deans to plan strategies to buffer the University. Good plans, along with being in good shape, should work in Ryerson's favour. He will keep Senate updated.

The President stated that a motion, which was distributed at the meeting, would be addressed before item 7 in the agenda instead of as a New Business item as he is planning to leave before New Business because of the nature of the nominations for the Presidential Advisory Review Committee.

**2. Report of the Secretary of Senate** - The Secretary stated that A. Mitchell is the Vice Chair of Senate by acclamation. She also announced that the Committee to Review the policy on Accommodation of Student Religious Observance Obligations will begin to meet soon to discuss the policy.

**3. Good of the University** – A. Mitchell chaired. She reminded members of the two-time limit and the total time limit of 20 minutes.

R. Rose invited Senate to the David Suzuki talk on October 14.

R. Ravindran congratulated University Advancement for the new banners around campus and the "archway" on Gould Street. It has a positive feeling.

M. Lefebvre stated that the Student Centre is moving forward. In one day in September there were 10,000 people coming through the door of the library, setting a record.

K. Alnwick thanked everyone who came to the University Fair. There was an increased attendance.

**4. Motion that Senate approve the minutes of the meeting of October 7, 2008** – D. Mason moved, P. Corson seconded.

**Motion approved.**

**5. Business arising from the minutes** – S. Dhebar reported on the first RUAA meeting which was held two weeks ago. There are By-laws and plans to build on the great constituency. S. Dhebar was thanked for representing Senate.

**6. Correspondence** – There was no correspondence.

**New Business Item moved from section 9**

The motion re Provincial Day of Action to Drop Tuition Fees (RSU & CESAR) was distributed at the meeting.

R. Rose moved T. Hassan seconded.

R. Rose stated that there was a misprint on international student debt. It is \$13,000. She announced that there are 7000 signatures to increase student funding, convert loans to grants and drop fees. Ryerson's students are engaged and participate in events. There are endorsements from student groups. There is a demonstration on November 5 to support this and other Senates have passed similar motions to inform faculty. The motion asks that faculty refrain from penalizing students for missed attendance. She asked that Senate support the motion.

The President stated that there was a statement in the motion that debt is on average \$28,000, whereas this is actually the maximum debt. He noted that a similar motion was passed in 2006.

T. Hassan spoke in favour of the motion, saying that students should not be penalized and should be allowed to participate. CESAR believes that if there is more funding they could participate more fully. A similar motion was passed in 2006.

K. Webb asked if there was a substantial difference between this motion and the one in 2006. The Provost stated that there is not, as they both ask faculty to allow students to participate where possible.

D. Mason raised the issue of the \$28,000 debt, arguing that the debt is larger. The student access guarantee requires the University to cover debt over the \$7,000 covered by OSAP. This is a change in policy. R. Rose refers to the amount of OSAP. The average in Ontario is \$25,000.

N. Williams spoke against the motion saying that it is in support of Canadian Federation of Students (CFS), which spends students' money in ways that may not be the most efficient. The motion supports CFS and not just students' right to speak.

M. Antony spoke about the timing of the day and the motion, as course outlines have been distributed. The President stated that is why it is encouraged only where possible.

The motion was carried 29 to 15.

**7. Reports of Actions and Recommendations of Departmental and Divisional Councils**

**7.1.1.1 Motion #1: That Senate approve the submission of the proposal for a Master of Arts in Philosophy (MA) to the Ontario Council on Graduate Studies for Standard Appraisal.**

Motion moved by M. Yeates and seconded by C. Cassidy.

It was explained that the program will not be launched unless there is funding.

**Motion approved.**

**7.1.1.2 Motion #2: That Senate approve the submission of the proposal for a Master of Professional Communication (MPC) to the Ontario Council on Graduate Studies for Standard Appraisal.**

Motion moved by M. Yeates and seconded by D. Doz.

**Motion approved.**

**8. Reports of Committees –**

**8.1 Report #F2008-1 of the Composition and By-laws Committee**

**8.1.1 Motion #1: That the election procedures for 2009 be implemented in accordance with the Report of the Senate Review Committee approved at the June, 2008 meeting of Senate.**

D. Checkland moved, D Mason seconded.

The Secretary explained that the elections motion need to be approved in advance of the changes to the Senate By Law to support the Senate membership which was approved in the Senate Review. It was asked why the election cannot be after the approval of the By Law. It was explained that there is a need to have the election in February with the memo distributed in November. The By Law changes will not come to Senate until after November. R. Rose expressed her concern about the at-large members, as she believes that larger Faculties will have more members than smaller Faculties.

**Motion approved.**

**8.1.2 Motion #2: That Senate approve the By-laws of the Department of Politics and Public Administration Council.**

D. Checkland moved, N. Thomlinson seconded.

**Motion approved.**

**8.2 Report #F2008-1 of the Nominating Committee**

**8.2.1 Motion #1: That Senate approve nominees to Senate and Senate Standing Committees as presented in this report.**

M. Panitch moved, M. Abadir seconded.

**Motion approved.**

**8.2.2 Presidential Advisory Review Committee**

The President then relinquished the Chair to the Vice Chair, A. Mitchell to chair.

Chair of the Board, P. Lukasiewicz, addressed Senate. He explained that the President has expressed a desire to be reappointed for a second term. According to policy, a Presidential Advisory Review Committee (PARC) will be struck. Four members are to be elected by Senate, and there are a variety of constituencies identified that are identical to that of the Search Committee. The process needs to be completed so that the President can determine if he wants to be appointed by the end of January. The Board at its next meeting will appoint 7 members.

**8.2.3 Motion #2: That Senate approve the nominees to the Presidential Advisory Review Committee as presented in this report.**

C. Sule moved, A. Walker seconded.

**Motion approved.**

**9. New Business**

There was no new Business

**10. Adjournment**

Meeting adjourned at 7:00 p.m.

Respectfully submitted,

Diane R. Schulman, PhD  
Secretary of Senate



**Report #F2008-1 of the Awards & Ceremonials Committee  
November 4, 2008**

**Spring 2008 Convocation**

There were 4731 candidates in total approved for Spring 2008 graduation; including 3990 Undergraduate, 176 Masters, 3 Doctorates and 562 Certificate students. This compares to 4785 total candidates in Spring 2007; including 4110 Undergraduates, 1 Diploma, 94 Masters and 580 Certificate students. Of the Spring 2008 Undergraduate candidates, 650 graduated with Honours, as compared to 660 for Spring 2007.

**Governor General's Academic Silver Medal** was awarded to Ryan Rahinel of Information Technology Management, and Gillian Thiessen of Occupational and Public Health for Graduates

**Ryerson Gold Medals and Howard Kerr Memorial Scholarships** were awarded to:

Faculty of Arts: Christina Smit, Arts and Contemporary Studies

Faculty of Communication & Design: Michael Dick, Radio and Television

Faculty of Community Services: Sara Berdugo, Nutrition and Food

Faculty of Engineering, Architecture & Science: Marina Selezneva, Aerospace Engineering

Ted Rogers School of Business Management: Ryan Rahinel, Information Technology Management

Chang School of Continuing Education: Brian Scully, Geotechnology for Teachers

School of Graduate Studies: Raymond Phan, Electrical and Computer Engineering

**Brian Segal Award** was given to Amanda Feder, Image Arts – Film Studies

**Honorary Doctorates** were awarded at the following Convocation ceremonies:

**Arts** – Brenda Milner

**Business** – Dominic D'Alessandro

**Communication & Design:** Norman Jewison

**Community Services:** Margaret Norrie McCain; Janet Rosenberg

**Engineering, Architecture and Science:** Peter Busby; Lotfi Asker Zadeh

**Fall 2008 Convocation:**

There were 1558 candidates in total approved for Fall 2008 graduation; including 831 Undergraduate, 436 Masters, 3 Doctorates and 288 Certificate students. This compares to 1422 total candidates in Fall 2007; including 789 Undergraduates, 268 Masters and 365 Certificate students. Of the Fall 2008 Undergraduate candidates, 112 graduated with Honours, as compared to 112 for Fall 2007.

**Governor General's Academic Gold Medal** was awarded to Yifeng He, Electrical and Computer Engineering

**Honorary Doctorates** were awarded at the following Convocation ceremonies:

**Business** – Brian Segal

**Communication & Design, and Engineering, Architecture and Science** – John Honderich

Respectfully submitted,

Alan Shepard, Provost and Vice President Academic  
Chair, Awards and Ceremonials Committee

**Report of the Composition and By-Laws Committee  
F2008-02  
November 4, 2008**

Department By-Laws Approval

The Committee reviewed the By-Laws submitted by the School of Early Childhood Education and determined that it meets the requirements specified in Senate Policy 45, *Constitutional Provisions for Department/School Councils*.

**MOTION: That Senate approve the By-Laws of the School of Early Childhood Education Council.**

Respectfully submitted,

Sheldon Levy, Chair for the Committee

David Checkland, Murtaza Haider, George Kapelos, Ronald Keeble, Dana Lee, Mohamed Malik, Annick Mitchell, Diane Schulman (non voting), Natasha Williams

**Ryerson University**  
**School of Early Childhood Education**  
**School Council By-laws**

1. **Introduction:** The School of Early Childhood Education School Council derives its authority from Senate Policy No. 45, *Constitutional Provisions for Department/School Councils*.
2. **Mandate:** The Council has the following mandate:
  - a. To develop, review and approve policies of the school that relate to the operation of the school and to general policy of the Faculty and University.
  - b. To review and approve development of and changes to curriculum and courses of the School.
  - c. To foster understanding and co-operation among faculty, staff and students.
3. **Composition and Voting**
  - a. The following shall be voting members of the School Council:
    - i. All RFA faculty members
    - ii. School Director
    - iii. Associate Director
    - iv. One part- time /sessional instructor chosen by and from the sessional and part-time instructors of the School. Representative shall be chosen by means of election at the beginning of Fall semester. All part-time and sessional instructors under contract to teach in the Fall or Winter semesters are entitled to be nominated and vote for the representative.
    - v. Students:
      1. Students shall be elected to the ratio of not less than one-third and not more than one half, of the total of faculty members on the Council.  
Membership shall have representation from the following categories:
        - a. President of the ECE Course Union
        - b. One representative from each year level
        - c. One representative from the MECS graduate student body
        - d. One representative from the part-time program
        - e. One representative from the MECS Graduate Student Assoc.
      2. Representatives shall be chosen by means of election at the end of Winter semester for the following academic year with the exception of the 1<sup>st</sup> year and graduate student representatives who will be elected in the following fall term.
  - b. The following shall be non-voting members of Council.
    - i. Part-time program co-ordinator
    - ii. Manager of the Gerrard Resource Centre
    - iii. Manager of the Early Learning Centre
    - iv. One administrative staff member elected by and from the staff
  - c. Voting: There is no proxy voting, and Council members must be in attendance at a School Council meeting to vote.

#### 4. **Selection and Duties of Chair and Secretary**

##### a. Chair

- i. The Chair of School Council shall be a RFA faculty member and selected by means of election by Council members during a meeting in the winter semester to begin serving in the following fall semester.
- ii. The term of office shall be two years.
- iii. The Chair is responsible for scheduling meetings, setting an agenda, distributing relevant documents and maintaining order and decorum at meetings.
- iv. The Chair is responsible for overseeing the distribution of meeting minutes to Council members.

##### b. Secretary

- i. The Secretary shall be selected by means of election by Council members during a meeting in the winter semester. The secretary shall be elected only from members of the council.
- ii. The term of office shall be one year.
- iii. The Secretary is responsible for recording all proceedings of meetings including attendance. The proceedings shall be vetted by the Chair prior to distribution to Council members by the Secretary within 10 business days of the meeting.

#### 5. **Meetings**

- a. All School Council meetings will follow Bournot's Rules of Order.
- b. The School Council shall meet at least twice a year, once in each Fall and Winter semester.

#### 6. **Notice of Meetings**

- a. The Chair shall forward to each Council member a notice of meeting at least 15 days in advance of each meeting.
- b. A Council member who wishes to propose an agenda item must submit it to the Chair at least ten days in advance of the meeting at which the member wishes it to be considered.
- c. An agenda, including all relevant documents will be forwarded to each Council member at least three days in advance of each meeting.
- d. A special meeting maybe called without 15 days notice at the discretion of the Chair and/or Director. Members of the council can request the chair or director to call a special meeting to address an urgent matter.
- e. The first meeting of each academic year shall be the final Monday of September.

#### 7. **Quorum**

- a. A quorum shall consist of no fewer than half the school council members
- b. The number of faculty in attendance must be greater than the number of students.

#### 8. **School Council Committees**

##### a. General Regulations

- i. School Council shall establish the following committees to review the following School matters:
  1. Curriculum and Course Development

2. Scholarly Research and Creative Activities
  3. International
  4. Communications
  - ii. Faculty members who are selected for Committees each Fall, serve as the voting members of the committee. The Director and Associate Director are counted as faculty.
  - iii. Student membership on each committee shall reflect the membership proportions for the whole School Council in accordance to section 3a (v) save in cases where there may be a conflict of interest. In such cases, procedures shall be established to provide for input from the excluded member.
  - iv. Meetings of the committees are open to all who are interested; however, if voting is required, the number of votes shall be fixed in accordance with section 8b&c above.
- b. Committees
- i. **Curriculum and Course Development Committee**
    1. Mandate:
      - a. Review the School's curriculum and recommend revisions, additions, deletions and bring to the School Council for approval.
      - b. Review curriculum of other departments when appropriate in order to determine impact on the School's curriculum.
      - c. Report on any issues within its mandate.
    2. The following shall be members of the Curriculum and Course Development Committee: (See 8b&c for voting members)
      - a. School Director
      - b. Faculty
      - c. Students
      - d. A Chair will be elected from among the members of the committee.
  - ii. **Scholarly Research and Creative Activities (SRC) Committee**
    1. Mandate: To promote and foster scholarly, research and creative (SRC) activities as essential components of academic life.
    2. The following shall be members of the SRC Committee: (See 8b&c for voting members)
      - a. Faculty
      - b. Students
      - c. A Chair will be elected at the last School Council meeting of the winter term. The Chair will serve for two years, and sit on Faculty of Community Services SRC committee for that time period as well.
    3. Functions: Four major areas of activities are identified as relevant and appropriate for the committee, in support of faculty and student endeavors.
      - a. Support:
        - i. Foster interest in research, scholarly and creative activities.

- ii. Provide mentoring for those interested in participating in research activities.
  - iii. Acknowledge the accomplishments of colleagues.
  - iv. Support SRC activities through funding via a call for proposals (when funding is available).
  - v. Provide support via the Administrative Coordinator, e.g. paperwork assistance with R.A.s, keeping faculty informed of RFP, conferences, etc.
- b. Communication:
- i. Enhance networking amongst faculty re: research activities, interests, or needs.
  - ii. Provide a communication network within and outside the School of ECE regarding research and other scholarly activities and resources. The chair will be responsible for updating the SRC board in the mailroom and the SRC display case in the hallway.
  - iii. Work with the ELC and GRC regarding faculty and/or student research partnerships with the GRC and ELC.
- c. Review of Proposals: In consultation with the Director, the committee prioritizes funding directions, reviews submissions to the School's Travel and SRC Fund, and distributes money accordingly when available (for requirements regarding eligible submissions to the committee refer to School of ECE Travel Policy and School of ECE SRC Policy).
- d. Review internal SRC proposals as requested (e.g. FCS SRC funding) and offer advice.
- i. When feasible, review research proposals directed to external funders as requested and offer advice.
  - ii. Meet with faculty who have ideas for scholarly research or creative activity and offer guidance, support, and/or further information.
- e. Recommendations: Make recommendations to appropriate School committees and School Council in areas related to scholarly research and creative activities. These may include: SRC strategic directions, research program focus and related implications for hiring and curriculum planning; resources that would facilitate research.

iii. **International Committee**

1. Mandate:

- a. Liaise with the Office of International Affairs (OIA). Identify, monitor and respond to potential international projects and partnerships.
- b. Advocate for the internationalization of our curriculum.

- c. Maintain a database and provide information about past and current international exchanges, projects and placements for both students and faculty.
2. The following shall be members of the International Committee: (See 8b&c for voting members)
  - a. Faculty
  - b. Students
  - c. A Chair will be elected from among the members of the committee.

iv. **Communications Committee**

1. Mandate:
  - a. To foster a positive learning environment for ECE students, faculty and administration.
  - b. To provide a forum for addressing issues pertaining to school policies and practices.
  - c. To facilitate communication among the different constituents within the school.
2. The following shall be members of the Communications Committee: (See 8b&c for voting members)
  - a. Faculty
  - b. Director
  - c. Associate director
  - d. A member of the administrative staff
  - e. Students
  - f. Student advocate from the Course Union (non-voting)
  - g. A Chair will be elected from among the members of the committee.

9. **Dispute Resolution:** See Senate Policy No. 45, Constitutional provisions for Department/School Councils

10. **General Information:** See Senate policy No. 45, Provisions for Department/ School Councils

## REPORT OF ACADEMIC STANDARDS COMMITTEE

### Report #F2008–1; November 2008

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

#### Faculty of Arts:

- Curriculum changes in the *Criminal Justice* program.

#### Faculty of Community Services:

- Curriculum changes in the *Midwifery* program.
- A new *Midwifery* 2-year stream for health professionals.

#### Faculty of Engineering, Architecture and Science:

- Changes to admission requirements for the *Biology, Chemistry, Contemporary Science, Mathematics and Its Applications* and *Medical Physics* programs.
- Revisions to the *Mathematics Minor*.

#### Ted Rogers School of Management:

- Curriculum changes in the *Entrepreneurship Major, Management Major, Marketing Management Major* and the *Marketing Minor*.
- A new *Law and Business Major*.
- Revisions to the *Finance Minor*.
- A new interdisciplinary *Sales Management and Service Quality Minor*.
- Curriculum changes in the *Retail Management* program.
- A new *Retail and Services Management Minor*.

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

## 1. Criminal Justice

The *Criminal Justice* program, together with the other social science programs in *Politics and Governance, Psychology* and *Sociology*, builds on a two-year common social science platform followed by program-specific study in the final two years.

The current *Criminal Justice* program was launched in Fall 2005 and will graduate its first class at the end of the current academic year. As this milestone approaches, the Department of Criminal Justice and Criminology decided to assess the program and its curriculum. As a result of this review, the Department has identified two areas for improvement: (i) currency of Professional (P) program courses, and (ii) providing greater choice to students.



**Proposed Curriculum Changes:** The proposed curriculum changes are in the final two years of the program and do not alter the two-year common social science platform. To maintain the currency of program courses, the Department will introduce two new P-required courses: *Ethics in Criminal Justice* and *Security “Threats”*. Required courses to be replaced by these two new courses will continue to be available to program students as P-electives. The Department will also enhance its P-course offerings by developing new courses and amending its P-electives table. The proposed curriculum changes would increase the number of P-electives in the final two years of the program from 4 to 5 while decreasing the number of P-required courses from 9 to 8.

Appendix A1 provides the details of the proposed curriculum changes. If approved, the proposed curriculum changes will be implemented in the 2009/2010 academic year.

## Recommendation

Having satisfied itself of the academic merit of these proposals, ASC recommends:

*That Senate approve the proposed curriculum changes in the Criminal Justice program.*

## 2. Midwifery

### 2.1 Curriculum Changes

The *Bachelor of Health Science (Midwifery)* degree program functions as a consortium, which includes Ryerson, McMaster and Laurentian universities. The consortium partners maintain common academic regulations for CGPA and academic standing, including minimum grade requirements for some courses. Students are eligible to apply for registration as midwives upon graduation.

The current proposal is based on the changes approved in principle by ASC in November 2006 to support expansion of the Ontario Midwifery Education Program (MEP) consortium. The implementation of these changes was delayed pending expansion funding, which was announced in August of 2007.

#### Proposed Curriculum Changes:

- **MWF 220 Midwifery Care II:** Revised course hours from (Lecture: 3 hrs/week and Lab: 12 hrs/week) to (Lecture: 0 hrs/week and Lab: 9 hrs/week). MWF 220 is a placement course graded on a pass/fail basis. The proposal moves some material from MWF 220 into a separate “intensive” course (MWF 344) which will be graded.
- **MWF 344 Advanced Clinical Skills I:** New course with (Lecture: 0 hrs/week and Lab: 3 hrs/week) added to the 5th semester curriculum. MWF 344 will be a graded course and will also be included in the list of courses for which the Midwifery

Academic Standing Variations will apply (i.e. a grade less than B- will result in Probationary standing).

- **MWF 345 Advanced Clinical Skills II:** New course with (Lecture: 0 hrs/week and Lab: 3 hrs/week) added to the 6<sup>th</sup> semester curriculum. MWF 345 will also be a graded course to which Midwifery Academic Standing Variations will apply.
- **Electives:** Expanded “Required Group 1–Women’s Studies”, “PR–Electives” and “Required Group 1–Semester 3” electives. Appendix A2.1 presents the amended elective tables.

If approved, these changes will be implemented in the 2009/2010 academic year.

## Recommendation

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

*That Senate approve the proposed curriculum changes in the Midwifery Program.*

## 2.2 Midwifery Two-Year Stream for Health Professionals

As part of the expansion funding from the Ministry of Health and Long-Term Care (MOHLTC), the *Midwifery* program agreed to offer a 2-year stream for qualified candidates with previous health professional degrees. The main target groups are nurses and physicians with previous baccalaureate degrees or equivalent and experience in maternity care.

The first semester of the proposed 2-year stream will consist of academic courses only. The remaining semesters will include a mix of academic and clinical courses. In the final year, students in the 2-year stream will complete their courses together with the students in the 4-year program; however their clinical placements will proceed in an alternate sequence which will allow participation in tutorials while providing adequate time for clinical placements. Appendix A2.2 presents the curriculum of the proposed 2-year stream which consists of 15 courses<sup>1</sup> taken over 6 semesters. Admission to the 2-year stream will be limited to five students at Ryerson University and five students at Laurentian University.

## Recommendation

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

*That Senate approve the proposed Midwifery 2-year stream for health care professionals.*

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<sup>1</sup> Based on their prior studies and professional experience students in the 2-year stream may receive credit for a maximum of 3 courses (MWF 113, MWF 114, MWF xxz).

### 3. Changes to Admission Requirements for Science Programs

Since the inception of the new science programs, admission requirements to the *Biology*, *Chemistry*, *Contemporary Science*, *Mathematics and Its Applications* and *Medical Physics* programs have included the completion of Biology (SBI4U) and Chemistry (SCH4U) courses with a minimum of 60 percent or higher. The Science Working Group within the Faculty of Engineering, Architecture and Science proposes to amend these admission requirements as follows.

1. Admission requirements for the *Biology*, *Chemistry*, *Contemporary Science*, and *Medical Physics* programs will continue to include two Grade 12 U/M experimental science courses, but chosen from among Biology (SBI4U), Chemistry (SCH4U) and Physics (SPH4U). The revised admission requirements will also be applicable to students who apply for admission to science programs under the “*Undeclared Science*” plan.
2. Students applying to the *Mathematics and Its Applications* program will require only one experimental science course and one additional Grade 12 U/M mathematics course, either Calculus and Vectors (MCV4U) or Statistics and Data Management (MDM4U).

The proposed changes aim to increase the applicant pool to science programs, which will in turn allow Ryerson to admit better qualified students to these programs. The proposed changes are compatible with the admission requirements to science programs at other Ontario universities. Appendix A3 presents the proposed admission requirements for the science programs.

The revised admission requirements for the *Biology*, *Chemistry*, *Contemporary Science*, and *Medical Physics* programs will be effective for the Fall 2009 admission cycle. The revised admission requirements for the *Mathematics and Its Applications* program however, will be effective for the Fall 2010 admission cycle as the revised requirements are more restrictive.

#### Recommendation

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

*That Senate approve the proposed changes to admission requirements for the Biology, Chemistry, Contemporary Science, Mathematics and Its Applications, and Medical Physics programs.*

### 4. Revisions to the Mathematics Minor

The *Mathematics Minor* at Ryerson has been offered for many years, yet there have been no substantive changes introduced either to the structure or to the content of the *Minor*

for more than ten years. Despite the fact that over this time period Ryerson has introduced several new programs, *Computer Science* is the only undergraduate program whose students may have a realistic chance to earn the *Minor*.

The proposed structural and curriculum changes will allow students enrolled in the *Biology, Chemistry, Computer Science, Contemporary Science, Medical Physics* and all engineering (except *Chemical Engineering*) programs to pursue the *Mathematics Minor*. Students in engineering programs will have to take additional courses over and above their program requirements to earn the *Minor*.

### Revised Curriculum:

Students must complete 6 courses from the following course of study:

#### Required courses:

One of the following: MTH 110, MTH 314

One of the following: MTH 312, MTH 330, MTH 340

#### Select 4 courses from:

MTH 203	MTH 410	MTH 503	MTH 603	MTH 712	MTH 817
MTH 210	MTH 430	MTH 510	MTH 607	MTH 714	MTH 820
MTH 309	MTH 480	MTH 514	MTH 609	MTH 718	
MTH 314	MTH 500	MTH 540	MTH 640	MTH 814	
MTH 404	MTH 501	MTH 601	MTH 710	MTH 816	

#### Notes:

- Students cannot receive credit for both MTH 309 and MTH 312 toward the *Minor*.
- Students cannot receive credit for both MTH 110 and MTH 314 toward the *Minor*.

### Recommendation

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

*That Senate approve the proposed revisions to the Mathematics Minor.*

## 5. Business Management

The Business Management (BM) program in the Ted Rogers School of Management (TRSM) offers Majors (i.e., “Options” using more standard Ryerson terminology) in *Accounting, Economics and Management Science, Entrepreneurship, Finance, Human Resources Management, Management, and Marketing Management*. The BM program consists of 42 courses including a first semester orientation course and six Liberal Studies (LS) courses. The curriculum in the first two semesters and 7 out of 10 courses in Year-2 are common to all Majors. Starting in Year-3 there is increasing differentiation among

the curricula of various Majors. A total of 23 courses (including the 6 LS courses) are common to all BM Majors. There is significant sharing of courses, both required and elective, among all the Majors, as well as a common PR-Electives (PRE) table

## 5.1 Entrepreneurship Major

The *Entrepreneurship Major* is a relatively new option within the BM program. The Department of Entrepreneurship and Strategy, which administers and delivers the *Entrepreneurship Major*, has now taught all 4 years of the program and assessed the effectiveness of the curriculum. The proposed changes are relatively minor and aim to strengthen introductory level entrepreneurship courses and improve the flow of courses throughout the curriculum. As a result of the proposed changes, the distribution of the nineteen Major-specific courses in Years 2–4 of the revised curriculum will become: P-required: 7 courses (up by 1), P-elective: 2 (down by 2), PR-required: 2 (up by 1) and PR-elective: 8 (unchanged).

If approved the proposed changes will be implemented in the 2009/2010 academic year. Appendix A5.1 presents the revised curriculum.

### Recommendation

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

*That Senate approve the proposed revisions to the Entrepreneurship Major.*

## 5.2 Management Major

The Department of Global Management Studies (GMS) delivers several curriculum modules: the *Management Major*, the *Economics and Management Science Major* (jointly with the Department of Economics) and the *International Business Minor*. The *Management Major* is the largest option within the BM program and functions as the “default” option for many BM students.

The proposed curriculum changes aim to: (1) improve students’ cross-cultural communication skills, (2) develop students’ ability to work effectively in teams, (3) develop students’ analytical, decision-making and strategic planning skills, (4) develop ability for ethical reasoning and sense of global social responsibility, (5) provide the skills to assess the social, economic, cultural, legal and political context, and (6) develop creativity, critical thinking and problem solving skills.

A key element of the proposal is renaming the Major as the *Global Management Major*, a reflection of the emphasis the curriculum places on globally oriented management education. Highlights of the proposed curriculum restructuring include: (1) the requirement that students complete a major integrative project on a topic which will be of interest to an internationally oriented company; (2) that 3rd-year students choose a P-

elective that will provide regional knowledge base, e.g. North America, Asia, Europe, etc.; and (3) the strengthening of the required professional core of the curriculum.

If approved the proposed changes will be implemented in the 2009/2010 academic year. Appendix A5.2 presents the revised curriculum.

### **Recommendation**

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

*That Senate approve the proposed revisions to the Global Management Major.*

### **5.3 Marketing Management Major and Marketing Minor**

**Marketing Management Major:** The proposal submitted by the Department of Marketing represents the first significant curriculum revisions to the *Marketing Management Major* for a long time. The proposed curriculum restructuring aims to: (1) enhance the delivery of numeric skills essential for evidence-based decision making; (2) include marketing metrics and information technology into the curriculum; (3) address major gaps in the curriculum metrics, IT and case analysis skill development; and (4) offer a more flexible curriculum structure. The key elements of the proposal are:

- The new MKT 300 Marketing Metrics and Analysis course will replace MKT 200. The new course focuses on the development of problem-solving skills by emphasizing marketing metrics and the case method.
- MKT 300 becomes an additional required course for marketing courses in the *Marketing Management Major*. This structural change will deliver an adequate foundation for advanced level courses.
- The distribution of nineteen Major-specific courses in Years 2–4 of the revised curriculum will become: P-required: 8 courses (up by 1), P-elective: 0–4 (down by 2–6), PR-required: 0 (unchanged) and PR-elective: 7–11 (up by 0–4).

If approved, the proposed changes will be implemented in the 2009/2010 academic year. Appendix A5.3 presents the revised curriculum.

**Marketing Minor:** The proposed restructuring of the marketing curriculum introduces the new course MKT 300 as a pre-requisite for several upper level marketing courses, which are also part of the *Marketing Minor*. Therefore, the proposed changes also include a revised curriculum for the *Marketing Minor* as follows:

**Required courses:**

MKT 100, MKT 300, MKT 600

**Elective courses:**

Select 3 courses from: MKT 400, MKT 500, MKT 510, MKT 700

## Recommendation

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

*That Senate approve the proposed revisions to the Marketing Management Major and the Marketing Minor.*

## 5.4 Law and Business Major

The proposal for a new *Law and Business Major* is based on the recognition that the study of law is an integral part of a business program as law is not only one of the most significant reflections of a modern society's social, political and economic developments, but also one of the main forces shaping these developments.

The *Law and Business Major* aims to move beyond the study of legal rules and the tools to analyze them. It will encourage students to examine the underlying dynamics of law in society—particularly in the business environment—including a deep understanding of the nature of law, its agents, institutions, and power structures. Objectives of the new *Major* are: (1) to provide students with the extensive legal knowledge that is crucial for the successful management of businesses; (2) to advance a broad, integrative approach to business education through the study of law, and (3) to affirm the intellectual importance of the study of law for a career in management.

The curriculum of the new *Major* is based on the common BM platform with a total of 42 courses, of which 19 are specific to the *Major*. The Major-specific courses include 9 P-required courses, 2 PR-required courses, 3 PR-electives from a Major-specific list and 5 PR-electives from the PR electives Table common to BM Majors. Appendix A5.4 presents the complete curriculum.

If approved, the proposed new Major will be implemented in the 2009/2010 academic year. It is expected that approximately 45 BM students will pursue the new *Law and Business Major*.

## ASC Evaluation

The new *Law and Business Major* emphasizes areas of significance for business management including *corporate social responsibility, corporate governance and legal and ethical obligations*. The new *Major* will be of potential interest to students who want a strong grounding in management principles together with a thorough understanding of the legal and ethical perspectives that govern the modern business environment.

The proposed curriculum includes all the currently offered professional courses (courses with a LAW prefix) and the relevant PR courses (e.g. ECN 321 Introduction to Law and Economics, PPA 629 Administrative Law, OHS 208 Occupational Health and Safety Law, etc.) in the law subject area. While these P and PR course investigate law subjects

from different perspectives, there is some topical overlap in their coverage. This is not entirely unexpected as many of these courses have originally been developed as PR courses for other BM Majors. Therefore, *ASC recommends that the Department of Law and Business rigorously monitor content in all Major-specific courses to eliminate duplication of topics for a more streamlined curriculum.*

## Recommendation

Having satisfied itself of the academic merit of these proposals, ASC recommends:

*That Senate approve the proposed Law and Business Major.*

## 5.5 Finance Minor

The Department of Finance in the TRSM has recently introduced the new course FIN 562 Personal Finance. The new course covers topics similar to those in the existing course FIN 502 Personal Financial Planning, but is delivered at a level suitable for students who do not major in Finance. As FIN 502 is one of the four required courses in the *Finance Minor*, the Department proposes to include FIN 562 in the *Minor* such that students will be able to use either FIN 502 **or** FIN 562 towards the *Minor*.

### Revised Curriculum:

Students must complete 6 courses from the following course of study:

#### Required courses:

FIN 300      FIN 401      FIN 501      FIN 502 or FIN 562

#### Elective courses: Select 2 courses from:

ECN 506	FIN 521	FIN 612	FIN 800	IBS 621
ECN 606	FIN 601	FIN 701	FIN 801	INP 915
FIN 510	FIN 610	FIN 710	FIN 810	PPA 600
FIN 512	FIN 611	FIN 711	FIN 812	

## Recommendation

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

*That Senate approve the proposed revisions to the Finance Minor.*

## 5.6 Sales Management and Service Quality Minor

Sales and service industries represent two of the most important sources of employment for Ontario and Canada. Longitudinal data provided by Statistics Canada clearly points



out the significant employment increases observed in these industries. The significance of sales and service industries is also reflected in the popularity of the marketing courses in these subject areas.

The proposed interdisciplinary *Sales Management and Service Quality Minor* reflects the outcome of collaborative efforts of several departments/schools within the TRSM (Department of Marketing, School of ITM, School of HTM, School of Retail Management, Department of Human Resources Management and Organizational Behaviour) and the Department of Professional Communications in the Faculty of Communication & Design.

The proposed *Minor* will enable students to understand the fundamentals of the sales process, as well as the quantitative and qualitative tools necessary to manage customer relationships. Students will also study the new media tools that dominate sales communication today. The curriculum of the proposed *Minor* will include courses delivered by six departments/schools and will have the following structure:

**Required course**

MKT504 Effective Persuasion

**Elective courses: Select 5 courses from:**

CMN 288 Communication in the New Media

HTH 102 Service and Professionalism

ITM 279 Data Warehousing Methods

MHR 523 Human Resources Management

MHR 640 Leadership

MKT 723 Marketing in the Service Industry

RMG 907 Relationship Marketing

**Recommendation**

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

*That Senate approve the proposed Sales Management and Service Quality Minor.*

## **6. Retail Management**

### **6.1 Retail Management Program: Curriculum Revisions**

The Ted Rogers School of Retail Management has recently undertaken a study of the Retail Management program. This study conducted as part of the School's on-going periodic program review process has identified the need for curriculum revisions, which would address the following objectives:

1. To provide the breadth and depth of an industry focused program through clearly defined learning goals and learning streams based on industry needs;
2. To address issues of student retention and engagement;
3. To broaden the offering of retail courses to a greater number of students;
4. To ensure currency in all program courses.

The School has developed a revised curriculum, which is expected to meet the above objectives through the following changes:

1. Creation of three learning streams: *Demand Chain*, *Consumer Insight*, and *Service Quality Management & Leadership*.
2. Improved student retention and engagement through (a) multiple “Academic and Career Preparedness” courses to be delivered at different times in the 4-year curriculum, and (b) the delivery of a *modern* curriculum which exhibits topical *currency* while balancing theory and experiential learning.

The number of courses in the revised curriculum will increase from 41 to 44, whereas the total program hours will increase by only 3 hrs. The revised curriculum will include two additional “Academic and Career Preparedness” (ACP) courses: *RMG 101A Academic and Career Preparedness I* and *RMG 101B Academic and Career Preparedness II*. Together with the revised course *RMG 801 Retail Management Preparedness*, this group of courses will introduce students to the University, program and the profession at three different points in their curriculum (RMG 101A: Semester 1, RMG 101B: Semester 2, RMG 801: Semester 7). All three ACP courses will have 1 hr/week contact hours and will be graded on a Pass/Fail basis. Under the revised curriculum the distribution of program courses among various categories will be: P-required: 16 courses (up by 5)—including the ACP courses, P-elective: 4 (unchanged), PR-required: 14 (down by 2) and PR-elective: 4 (unchanged).

If approved, the proposed changes will be implemented in the 2009/2010 academic year. Appendix A6 presents the revised curriculum.

## **Recommendation**

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

*That Senate approve the proposed curriculum revisions in the Retail Management program.*

## **6.2 Retail and Services Management Minor**

This proposed *Retail and Services Management Minor* will deliver the fundamentals necessary for understanding the core elements of the retail business. It will target non-business students and business students who pursue functional careers within the retail sector. The proposed *Minor* will consist of 6 courses structured as follows:

**Required:**

RMG 200 Introduction to Retail and Services Management

**Select 2–3 courses:**

RMG 400 Introduction to Retail Buying Processes

RMG 3xx Retail Consumer Insight

RMG 3yy Service Quality Management

RMG 452 Visual Merchandising and Planning

RMG 90x Retail Logistics

**Select 3–2 courses:**

RMG 902 Franchising

RMG 905 Design, Commerce and Culture

RMG 906 International Retail Markets

RMG 907 Relationship Marketing

RMG 909 Advanced Buying Processes II

RMG 910 Multi-Channel Retailing

**Recommendation**

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

*That Senate approve the proposed Retail and Services Management Minor.*

Respectfully submitted by

Alan Shepard,  
for the 2008/2009 Academic Standards Committee

K. Alnwick (Registrar; ex-officio)  
D. Androustos (Electrical & Computer Engg.)  
A. Ball (Image Arts)  
J. Dianda (Philosophy)  
E. Evans (Retail Management)  
D. Glynn (Continuing Education)  
D. Granfield (Library)  
P. Hadian (Student, Sociology)  
G. Hunt (Business Management)

R. Keeble (Urban & Regional Planning)  
L. McCarthy (Chemistry and Biology)  
D. Schulman (Secretary of Senate; ex-officio)  
J. Smith (Journalism)  
R. Stagg (History)  
J. Thorp (Student, Politics and Governance)  
J. Waddell (Nursing)  
M. Zeytinoglu (Electrical & Computer Engg.)

## Appendix A1: Criminal Justice: Revised Curriculum

The first two years of the program will remain unchanged and are therefore not presented.

YEAR 3	
Semester 5	Semester 6
Select <b>TWO</b> of: CRM 300 Policing in Canada CRM 306 Corrections in Canada CRM 308 Criminal Courts in Canada <i>Professional Elective:</i> One course from <b>Table II.</b> <i>PR Elective:</i> One course from <b>Table III/IV</b> <i>Liberal Studies Elective</i>	CRM 320 Criminal Justice and Social Inequality CRM 322 Ethics in Criminal Justice CRM 324 Security “Threats” <i>PR Elective:</i> One course from <b>Table III/IV</b> <i>Liberal Studies Elective</i>
YEAR 4	
Semester 7	Semester 8
CRM 400 Aboriginal Governance/Justice CRM 404 Criminal Justice Policy <i>Professional Elective:</i> One course from <b>Table II.</b> <i>Professional Elective:</i> One course from <b>Table II.</b> <i>Liberal Studies Elective</i>	CRM 406 Seminar in Criminal Justice <i>Professional Elective:</i> One course from <b>Table II.</b> <i>Professional Elective:</i> One course from <b>Table II.</b> <i>PR Elective:</i> One course from <b>Table III/IV</b> <i>PR Elective:</i> One course from <b>Table III/IV</b>

### TABLE II: Professional Electives

CRM 300 Policing in Canada	CRM 318 Communities and Crime (new course)
CRM 302 Criminological Theories	PHL 449 Philosophy of Punishment
CRM 304 Youth Justice	PSY 300 Psychology and Law
CRM 306 Corrections in Canada	
CRM 308 Criminal Courts in Canada	
CRM 310 Advanced Research Methods	
CRM 312 Representing Crime	
CRM 314 Criminal Justice and the Charter	
CRM 316 International Perspectives	

## Appendix A2

### A2.1 Midwifery Program: Amended Elective Course Tables

**Note:** New courses are shown in bold.

**Women's Studies Electives:** Select two courses

ENG 602	Women's Writing	<b>FNY 409</b>	<b>Gender and Food Security</b>
POL 501	Women, Power and Politics	<b>FRS 502</b>	<b>French Feminism</b>
SOC 608	Feminism and Society	<b>POG 442</b>	<b>Women and Politics</b>
SOC 609	Women and Human Rights	<b>SOC 595</b>	<b>Women and Aging</b>
<b>ENG 610</b>	<b>Language of Love, Sex and Gender</b>	<b>SOC 703</b>	<b>Women and Development</b>
<b>ENG 621</b>	<b>Reading /Writing Women I</b>	<b>SOC 885</b>	<b>Women and Islam</b>
<b>ENG 631</b>	<b>Reading /Writing Women III</b>	<b>SOC 904</b>	<b>Women and Popular Culture</b>
<b>FNF 400</b>	<b>Social Context of Human Sexuality</b>	<b>SOC 942</b>	<b>Women and Structural Change</b>

**Professionally-Related Electives:** Select two courses

ENH 122	Introduction to Epidemiology	<b>ENT 500</b>	<b>New Venture Startup</b>
FNN 111	Nutrition for Nursing Practice	<b>FIN 562</b>	<b>Personal Finance</b>
INT 909	Participatory Development Comm.	<b>INP 901</b>	<b>Developing Effective Organizations</b>
SOC 104	Understanding Society	<b>OHS 208</b>	<b>Occupational Health and Safety Law</b>
<b>CLD101</b>	<b>Human Development 1</b>	<b>POG 110</b>	<b>Canadian Politics</b>
<b>CLD 231</b>	<b>Families in a Canadian Context</b>	<b>PPA 322</b>	<b>Canadian Public Administration</b>
<b>CMN 100</b>	<b>Comm. in the Health Sciences</b>		

**Social Science Electives:** Select two courses

HSM 301	The Healthcare Systems	PHL 302	Ethics and Health Care
INT 902	Disability Issues	SOC 502	Violence and the Family
INT 905	Conflict Resolution and Dispute Neg.	SOC 600	Globalization and Health
INT 907	Team Work for Community Services	SOC 605	Cdn Families: Myth & Legal Reality
INT 910	First Nations Issues	SOC 606	Work and Families in the 21st Century
INT 911	International Community Development	<b>MWF 325</b>	<b>Birth and Its Meaning</b>
INT 912	Community Development Int Field Exp	<b>POG 315</b>	<b>Equity and Human Rights</b>
MWF 204	Health, Science and Society	<b>PSY 605</b>	<b>Psychology of Health and Health Care</b>
MWF 210	Midwifery: Independent Study	<b>PSY 802</b>	<b>Death, Dying and Bereavement</b>
MWF 215	Midwifery: Special Topics	<b>PSY 805</b>	<b>Adjustment, Stress and Coping</b>
MWF 304	Principles and Methods of Research I	<b>SOC 801</b>	<b>Social Change: Intl. Perspectives</b>
MWF 306	Health Education & Health Promotion		



3. MWF 420 and MWF 410 normally include both a tutorial component and a clinical placement component delivered in one semester. For the 2-year stream these components are delivered over two semesters. In MWF 042A/B students enroll in the Fall semester and are graded in the Winter semester; in MWF 041A/B students enroll in the Winter semester and are graded in the Summer semester.

### **Academic Standing Variations**

In addition to the Midwifery Academic Standing Variations for the 4-year program, the following statement will be applicable to students registered in the Midwifery 2-year stream *“The Midwifery Program reserves the right to determine a student’s eligibility to participate in the clinical component of any course.”* This statement would allow the Program to prevent a student who has not passed the A component of 042A/B or 041A/B from moving into the clinical/placement B component.

## Appendix A3

**Note:** Changes to current admission requirements are shown in bold.

### A3.1 Biology, Chemistry, Contemporary Science, Medical Physics and Undeclared Science

**ADMISSION:** O.S.S.D. with six Grade 12 U/M courses, including Grade 12 U courses in: English, Advanced Functions (MHF4U), **two of Biology (SB14U) or Chemistry (SCH4U) or Physics (SPH4U)** with a minimum of 60 percent or higher in each of these courses.

**NOTES:**

1. ENG4U/EAE4U is the preferred English.
2. **Biology (SBI4U) is strongly recommended for Biology students, Chemistry (SCH4U) is strongly recommended for Chemistry students, and Physics (SPH4U) is recommended for all programs.**
3. Advanced Functions and Introductory Calculus (MCB4U) will be accepted in place of Advanced Functions (MHF4U) where presented and where applicable.
4. Ryerson will not accept the “out of school” component of Grade 12 U/M co-op courses for admission consideration.
5. Subject to competition, candidates may be required to present averages/grades above the minimum.

### A3.2 Mathematics and Its Applications

**ADMISSION:** O.S.S.D. with six Grade 12 U/M courses, including Grade 12 U courses in: English, Advanced Functions (MHF4U), **one of Calculus and Vectors (MCV4U) or Mathematics of Data Management (MDM4U), one of Biology (SB14U) or Chemistry (SCH4U) or Physics (SPH4U)** with a minimum of 60 percent or higher in each of these courses.

**NOTES:**

1. ENG4U/EAE4U is the preferred English.
2. Students are encouraged to include Grade 12 U Physics (SPH4U) in their secondary school studies.
3. Advanced Functions and Introductory Calculus (MCB4U) will be accepted in place of Advanced Functions (MHF4U) where presented and where applicable.
4. Ryerson will not accept the “out of school” component of Grade 12 U/M co-op courses for admission consideration.
5. Subject to competition, candidates may be required to present averages/grades above the minimum.



## Appendix A5

**Remark:** The curriculum in the first 2 semesters of all BM Majors is identical and remains unchanged; therefore, it is not presented.

### A5.1 Entrepreneurship Major: Revised Curriculum

YEAR 2	
Semester 3	Semester 4
CMN 279 Int to Cont Bus Communications	ENT 601 Identifying Opportunities
ENT 526 Entrepreneurial Behaviour & Strategy	FIN 401 Managerial Finance II
FIN 300 Managerial Finance I	LAW 122 Business Law
GMS 401 Operations Management	<i>PR Elective:</i> One course from <b>PRE Table</b>
<i>Liberal Studies Elective</i>	<i>Liberal Studies Elective</i>

YEAR 3	
Semesters 5 and 6	
ENT 527 Studies in Entrepreneurship	<i>P-Elective:</i> One course from
ENT 726 Creating a Business Plan	ENT 501 Family Business in Canada
FIN 510 Entrepreneurial Finance	ENT xxx Corporate Governance
GMS 806 Project Management	MKT 730 The Management of New Products
	MKT 731 Industry Analysis
<i>PR Elective:</i> Three courses from <b>PRE Table</b>	<i>Liberal Studies Elective:</i> Two courses

YEAR 4	
Semesters 7 and 8	
BUS 800 Strategic Management	<i>P-Elective:</i> One course from
ENT 725 Management of Innovation	ENT 501 Family Business in Canada
ENT 730 Entrepreneurial Org. Appraisal I	ENT 727 App. Research in Entrepreneurship
ENT 830 Entrepreneurial Org. Appraisal II	ENT xxx Corporate Governance
	MKT 730 The Management of New Products
	MKT 731 Industry Analysis
<i>PR Elective:</i> Four courses from <b>PRE Table</b>	<i>Liberal Studies Elective</i>

### A5.2 Global Management Major: Revised Curriculum

YEAR 2	
Semester 3	Semester 4
CMN 279 Int to Cont Bus Communications	FIN 401 Managerial Finance II
FIN 300 Managerial Finance I	GMS 806 Project Management
GMS 401 Operations Management	HST 500 Understanding International Relations
GMS 402 Introduction to Managerial Economics	LAW 122 Business Law
<i>Liberal Studies Elective</i>	<i>Liberal Studies Elective</i>

**YEAR 3****Semesters 5 and 6**

GMS 522 International Marketing  
 GMS 802 Ethical Leadership in Intl Business  
 FIN 621 International Finance  
 LAW 724 Legal Aspects of Intl Business

Required–Group 1: Choose one course  
 GMS 690 North American Business Env  
 GMS 691 Asian Business Environment  
 GMS 692 European Business Environment  
 GMS 693 Latin Amer. & Carib. Business Env  
 GMS 694 Middle Eastern Business Env

*P-Elective:* Two courses from **Table I**  
*PR Elective:* One course from **PRE Table**  
*Liberal Studies Elective:* Two courses

**YEAR 4****Semesters 7 and 8**

BUS 800 Strategic Management  
 GMS 724 Management of Intl Enterprise  
 GMS 850 Global Management Strategy

*P-Elective:* Two courses from **Table I**  
*PR Elective:* Four courses from **PRE Table**  
*Liberal Studies Elective:* One course

**Table I: Professional Electives**

ECN 601 International Economics  
 ENT 526 Int to Entrepreneurial Behavior  
 ENT 527 Studies in Entrepreneurship  
 ENT 725 Management of Innovation  
 GMS 502 Management Control  
 GMS 528 Issues in Operations Management  
 GMS 550 Business-to-Business e-Commerce  
 GMS 701 Purchasing and Supply Mgmt I  
 GMS 723 International Trade  
 GMS 750 Consulting to Management  
 GMS 801 Purchasing and Supply Mgmt II

GMS 803 Principles of Transportation  
 GMS 804 Studies in Global Supply Chain Mgmt  
 GMS 805 Manufacturing Management  
 MHR 700 Cross Cultural Dimensions of Org Beh  
 QMS 402 Quality Management  
 QMS 621 Introduction to Quality Control  
 QMS 701 Decision Systems  
 QMS 751 Decision Models for Managers  
 QMS 641 Business Research

**A5.3 Marketing Management Major: Revised Curriculum****YEAR 2****Semester 3**

CMN 279 Int to Cont Bus Communications  
 FIN 300 Managerial Finance I  
 GMS 401 Operations Management  
 MKT 300 Marketing Metrics and Analysis  
*Liberal Studies Elective*

**Semester 4**

FIN 401 Managerial Finance II  
 LAW 122 Business Law  
 MKT 400 Underst. Consumers & the New Media  
*PR Elective:* One course from **PRE Table**  
*Liberal Studies Elective*

**YEAR 3****Semesters 5 and 6**

MKT 500 Marketing Research  
 MKT 510 Innovations in Marketing  
 MKT 600 Integrated Case Analysis

*P/PR-Elective:* A total of two courses from  
**Table I** (P courses) or from  
**PRE Table** (PR courses)  
*PR Elective:* Three courses from **PRE Table**  
*Liberal Studies Elective:* Two courses

**YEAR 4****Semesters 7 and 8**

BUS 800	Strategic Management
MKT 700	Bus. Intel. and Decision Modeling
MKT 702	Strategic Marketing
MKT 802	Marketing Planning

*P/PR-Elective:* A total of two courses from **Table I** (P courses) or from **PRE Table** (PR courses)  
*PR Elective:* Three courses from **PRE Table**  
*Liberal Studies Elective:* One course

**Table I: Professional Electives**

IBS 522	International Marketing	MKT 730	The Management of New Products
MKT 504	Effective Persuasion	MKT 731	Industry Analysis
MKT 723	Services Marketing	MKT 827	Sport Marketing

**A5.4 Law and Business Major: Curriculum****YEAR 2****Semester 3**

FIN 300	Managerial Finance I
GMS 401	Operations Management
LAW 122	Business Law
PHL 214	Critical Thinking
<i>Liberal Studies Elective</i>	

**Semester 4**

CMN 279	Int. to Contemporary Business Comm.
FIN 401	Managerial Finance II
LAW 534	Government Regulation of Business
LAW 603	Advanced Business Law
<i>Liberal Studies Elective</i>	

**YEAR 3****Semesters 5 and 6**

LAW 533	Corp Social Responsibility & the Law
<i>P-Elective:</i> Three courses from <b>Table I</b>	
<i>PR Elective:</i> Two courses from <b>Table II</b>	

*PR Elective:* Two courses from common **BM PRE Table**  
*Liberal Studies Elective:* Two courses

**YEAR 4****Semesters 7 and 8**

BUS 800	Strategic Management
LAW 722	Law and Canadian Business
<i>P-Elective:</i> Three courses from <b>Table I</b>	
<i>PR Elective:</i> One course from <b>Table II</b>	

*PR Elective:* Three courses from common **BM PRE Table**  
*Liberal Studies Elective:* One course

**Table I: Professional Electives**

IBS 800	Legal Aspects of Int Business
LAW 321	The Law of Hospitality & Tourism
LAW 525	The Law of the Marketplace
LAW 529	Labour Law
LAW 535	Environmental Law and Business
LAW 723	Issues in Information Tech. Law

**Table II: Professionally-Related Electives**

CMN 447	Communication and Law
CRM 200	Criminal Law
ECN 321	Introduction to Law and Economics
OHS 208	Occupational Health & Safety Law
PHL 612	Philosophy of Law
PPA 629	Administrative Law

## Appendix A6

### Retail Management: Revised Curriculum

YEAR 1	
Semester 1	Semester 2
CMN 201 Retail Management Communication GMS 200 Introduction to Management MHR 405 Org Behaviour & Interpersonal Skills RMG 100 Issues and Innovations in Retailing I RMG 101A Academic and Career Preparedness I QMS 102 Business Statistics I	ACC 100 Introductory Financial Accounting ECN 104 Introductory Microeconomics ITM 102 Business Information Systems I MKT 100 Marketing I RMG 101B Academic Preparedness II RMG 200 Intro to Retail and Services Mgmt
YEAR 2	
Semester 3	Semester 4
ACC 406 Introductory Management Accounting ENT 500 New Venture Start UP RMG 301 Retail Technology RMG 400 Buying Process I <i>Liberal Studies Elective</i>	ECN 204 Introductory Macroeconomics RMG 300 Retail Information Management RMG 302 Retail Consumer RMG 303 Service Quality Management <i>Liberal Studies Elective</i>
YEAR 3	
Semester 5	Semester 6
GEO 419 Retail GIS and Geodemographics LAW 122 Business Law RMG 434 Retail Logistics <i>P-Elective: One course from Table I</i> <i>PR Elective: One course from PRE Table</i> <i>Liberal Studies Elective</i>	FIN 300 Managerial Finance I RMG 452 Visual Merchandising and Space Plan. RMG 700 Applied Retail Research <i>P-Elective: One course from Table I</i> <i>Liberal Studies Elective</i>
YEAR 4	
Semester 7	Semester 8
RMG 500 Retail Strategy RMG 801 Retail Management Preparedness <i>P-Elective: One course from Table I</i> <i>PR Elective: Two courses from PRE Table</i> <i>Liberal Studies Elective</i>	RMG 908 Issues and Innovations in Retailing RMG 925 Service Quality Mgmt and Leadership <i>P-Elective: One course from Table I</i> <i>PR Elective: One course from PRE Table</i> <i>Liberal Studies Elective</i>

**Table I: Professional Electives**

#### Existing Courses

GEO 302	Location I
IRP 653	Store Design and Planning
RMG 800	Independent Project
RMG 902	Franchising
RMG 905	Design, Commerce and Culture
RMG 906	International Retail Markets

#### New Courses

RMG 911	Retail Sales Management
RMG 912	Sustainability in Retailing
RMG 913	Rotation of Fashion & Financial
RMG 914	Rotation of Grocery & Hardgoods
RMG 915	Retail Internationalization
RMG 916	Channel Management

RMG 907	Relationship Marketing	RMG 917	Exp. Learning–Asia Pacific Study Tour
RMG 909	Advanced Buying Process II	RMG 918	Retail IT - Case Study of Best Practices
RMG 910	Multi-Channel Retailing	RMG 919	Applied Demand Forecasting
		RMG 920	Service Leadership
		RMG 921	Real Estate Management for Retail
		RMG 922	Retailing 2.0: Social Media Marketing
		RMG 923	Retail Advertising and Communications
		RMG 924	Retail Branding

**Note:** Professional Electives will be offered on a rotational basis.