



FOR APPROVAL

PUBLIC

OPEN SESSION

TO: UTSC Academic Affairs Committee

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DATE: March 20, 2019 for March 27, 2019

AGENDA ITEM: 10

ITEM IDENTIFICATION:

Minor Undergraduate Modifications- Department of Management

JURISDICTIONAL INFORMATION:

University of Toronto Scarborough Academic Affairs Committee (AAC) “is concerned with matters affecting the teaching, learning and research functions of the Campus” (*AAC Terms of Reference, Section 4*). Under section 5.6 of its terms of reference, the Committee is responsible for approval of “Major and minor modifications to existing degree programs.” The AAC has responsibility for the approval of Major and Minor modifications to existing programs as defined by the University of Toronto Quality Assurance Process (*UTQAP, Section 3.1*).

GOVERNANCE PATH:

1. UTSC Academic Affairs Committee [For Approval] (March 27, 2019)

PREVIOUS ACTION TAKEN:

No previous action in governance has been taken on this item.

HIGHLIGHTS:

This package includes minor modifications to undergraduate curriculum, submitted by the Department of Management, which require governance approval. Minor

modifications to curriculum are understood as those that do not have a significant impact on program or course learning outcomes. They require governance approval when they modestly change the nature of a program or course.

- The Department of Management (Report: Department of Management)
 - 1 program change
 - Specialist in Management and Information Technology
 - 3 new courses
 - MGMD20H3
 - MGMD21H3
 - MGSC35H3

FINANCIAL IMPLICATIONS:

There are no net financial implications to the campus operating budget.

RECOMMENDATION:

Be It Resolved,

THAT the minor modifications to undergraduate programs, submitted by UTSC undergraduate Department of Management, as described in Undergraduate Minor Curriculum Modifications for Approval, Report: Department of Management dated March 12, 2019, and recommended by the Vice-Principal Academic and Dean, Professor William Gough, be approved to be effective as of Fall 2019 for the academic year 2019-20.

DOCUMENTATION PROVIDED:

1. 2019-20 Curriculum Cycle: Undergraduate Minor Curriculum Modifications for Approval Report: Department of Management, dated March 12, 2019.



2019-20 Curriculum Cycle Undergraduate Minor Curriculum Modifications for Approval Report: Department of Management

March 12, 2019

Management (UTSC), Department of

1 Minor Program Modification:

SPECIALIST PROGRAM IN MANAGEMENT AND INFORMATION TECHNOLOGY (BACHELOR OF BUSINESS ADMINISTRATION)

Completion Requirements:

Program Requirements

The Program requires the completion of ~~15.5~~ ~~+8.5~~ to ~~16.5~~ ~~+9.5~~ credits as part of a twenty-credit B.B.A. degree.

Notes ~~Note~~:

1. Students who have taken STAB52H3 and STAB57H3 and then transfer to any other BBA program must also take MGE12H3 to fulfill the program requirements.
2. A single course may only be used once to fulfill one of the following requirements:

1. (7.0 to 8.0 credits, depending on the combination of courses completed):

MGMA01H3/(MGTB04H3) Principles of Marketing
MGTA05H3 Foundations of Business Management or [MGTA01H3/(MGTA03H3) and MGTA02H3/(MGTA04H3)]
[MGTA35H3 Management Communications for non-Co-op or MGTA36H3 Management Communications for Co-op or
(MGTC36H3)]
MGAB01H3/(MGTB05H3) Introductory Financial Accounting I
MGAB02H3/(MGTB06H3) Introductory Financial Accounting II
MGAB03H3/(MGTB03H3) Introductory Management Accounting
MGFB10H3/(MGTB09H3) Principles of Finance
[MGHB02H3 Managing People and Groups in Organizations or [(MGTB23H3) and (MGTB29H3)] or (MGTB27Y3)]
MGHB12H3/(MGTC22H3) Human Resource Management
MGMB01H3/(MGTC05H3) Marketing Management
MGFC10H3/(MGTC09H3) Intermediate Finance
MGHC02H3/(MGTC90H3) Management Skills
MGOC10H3/(MGTC74H3) Analysis for Decision Making
MGOC20H3/(MGTC75H3) Operations Management: A Mathematical Approach

2. (1.0 credit):

[MATA32H3 and MATA33H3], strongly recommended or
[MATA30H3/A31H3 and MATA35H3/A36H/A37H3]

3. (3.0 ~~5.0~~ credits):

CSCA08H3 Introduction to Computer Science I
CSCA48H3 Introduction to Computer Science II
~~CSCA67H3 Discrete Mathematics~~
CSCB07H3 Software Design
CSCB09H3 Software Tools and Systems Software
CSCB20H3 Introduction to Databases and Web Applications
~~CSCB36H3 Introduction to the Theory of Computation~~
CSCC01H3 Introduction to Software Engineering
~~MATA22H3 Linear Algebra I for Mathematical Sciences~~
~~MATB24H3 Linear Algebra II~~

4. (3.5 ~~4.0~~ credits):

MGEA02H3/(ECMA04H3) Introduction to Microeconomics: A Mathematical Approach
MGEA06H3/(ECMA06H3) Introduction to Macroeconomics: A Mathematical Approach
MGEB02H3/(ECMB02H3) Price Theory: A Mathematical Approach
MGEB06H3/(ECMB06H3) Macroeconomic Theory and Policy: A Mathematical Approach
[[MGEB11H3/(ECMB11H3) Quantitative Methods in Economics I and
MGEB12H3/(ECMB12H3) Quantitative Methods in Economics II] or [STAB52H3 Statistics I and STAB57H3 Statistics II]]
and

0.5 ~~full~~ credit ~~of~~ C-level Economics course selected from the following list:
MGEC40H3/(ECMC40H3) - Economics of Organization and ~~for~~ Management
MGEC41H3 ~~Studies courses [excluding MGEC91H3/(ECMC41H3 ~~ECMC91H3~~) - Industrial Organization~~
MGEC51H3; ~~MGEC92H3/(ECMC51H3 ~~ECMC92H3~~) - Labour Economics I~~
MGEC58H3; ~~MGEC93H3/(ECMC58H3 ~~ECMC93H3~~) - Economics of Human Resource Management~~
MGEC61H3/(ECMC61H3) - International Economics: Finance
MGEC71H3/(ECMC48H3) - Money and Banking

5. (0.5 credit):

MGSD15H3 Managing in the [~~CSCD03H3 Social Impact of Information Economy Technology or~~
~~MGSCI4H3/(MGTC59H3) Management Ethics~~]

6. 0.5 credit ~~1.0 credits~~ at the D-level in Management, Economics or CSC courses.

Note: In selecting options and electives, students should refer to the guidelines for program breadth and depth found in section [6A.2 \(Degree Requirements\)](#) of this *Calendar* .

Description of Proposed Changes:

- 1) Total credits to complete the program has been reduced by 3.0 credits from [18.5 to 19.5] to [15.5 to 16.5].
- 2) Following note has been added to program requirement: Students who have taken STAB52H3 and STAB57H3 and then transfer to any other B.B.A. program must additionally take MGEB12H3 to fulfill the program requirement.
- 3) The following courses have been removed as requirements from component 3, thus reducing this component by 2.0 credits from 5.0 to 3.0: CSCA67H3, CSCB36H3, MATA22H3 and MATB24H3.
- 4) In component 4: (1) students may now compete [STAB52H3 and STAB57H3] rather than [MGEB11H3 and MGEB12H3]; (2) 1.0 C-level Economics courses has been reduced to 0.5. - thus reducing this component by 0.5 credit from 4.0 to 3.5, and the exclusionary course list has been replaced with a specific list of C-level economics courses that students can choose from.
- 6) In component 5 of the program requirements: [CSCD03H3 or MGSCI4H3/(MGTC59H3)] has been removed and replaced by MGSD15H3 as a required course.
- 7) Requirement 6: 1.0 credit in D-level in Management, Economics or CSC courses has been reduced to 0.5 credit

Rationale:

1. The current program structure is highly demanding, resulting in attrition. Reducing the total credits required in the program will make the program more attractive to students, and make it more likely they will be able to complete it and successfully graduate from the program in a timely manner. The changes are designed to eliminate courses that do not directly support the program's learning outcomes.

2. The added program note informs students who are planing to transfer into the program of the additional course requirement that may be applicable to them.
3. The changes to component 3 of the program ensure that students are completing only the courses they need to achieve the program learning outcomes. Under the current structure, the additional courses make the program more difficult to complete, but they do not contribute to students' ability to achieve the program learning outcomes.
4. [STAB52H3 and STAB57H3] has been added as an option in component 4 since these courses are currently used as prerequisites for several other program courses and allowing students to use them here will make the program more flexible.
5. In component 4, adding a specific list of courses to choose from will provide students with better direction and structure.
6. In requirement 5: MGSD15H3 replaces [CSCD03H3 or MGSCI4H3/(MGTC59H3)] because it will ensure students are achieving the program learning outcomes.
7. By reducing the credit count by 0.5 credit in requirement 6, students will have more flexibility in completing this program.

Impact:

Current and prospective students would have fewer course requirements, and thus a greater opportunity to complete the program. This could encourage more students to select the program and successfully complete it. Students in the program now could continue with the current program if they wished or could switch to the new program. The only impact of switching would be to remove course requirements.

Consultation:

DCC approval: October 11, 2018.
 CMS consultation: September 27, 2018.

Resource Implications:

None.

3 New Courses:

MGMD20H3: Special Topics in Marketing I

Description:

This course focuses on current faculty research in areas like consumer behaviour and choice, pricing, promotions etc. and their importance to marketing and research methodology. Topics covered will include specific theoretical or functional areas in marketing. The particular content in any given year will depend on the faculty member.

Prerequisites:

[MGMA01H3 or MGIA01H3] and [MGMB01H3 or MGIB01H3]

Corequisites:

Exclusions:

Recommended Preparation: Some interest in or additional knowledge of different aspects of Marketing

Enrolment Limits: 20

Note:

Learning Outcomes:

Students will be exposed to current faculty research and learn skills beyond those covered in the standard courses. This brings the students' skill set much closer to cutting-edge research and theoretical models. The breadth provided to students through this course will enhance their skills as marketing practitioners and/or researchers. The course would strengthen the rigorous marketing theoretical underpinnings of the students, and help the students explore graduate studies in marketing as a potential future endeavour.

Topics Covered:

Examples of topics covered:

- The practice and applications of academic marketing research
- Time and emotion in consumer choice

<ul style="list-style-type: none"> • What does it take to make a good decision? When making decisions, a rational person should: Anticipate how much benefit each choice has and then choose the one that has the most to offer. In the real world, it turns out that human beings think differently when anticipating the future than they do when considering the present moment, and are poor judges of what will make them happy. • Exploring how preferences and decisions vary in accordance with the consumer's environment, expectations, focus of attention and feelings • Dimensions of Branding: Personality, Relationships, Equity, Extensions • Agency Theory and its impact on Distribution • Game theory in Marketing
<p>Methods of Assessment: The course will involve reading, critiquing and discussing substantive research in Marketing. In addition, students will use their knowledge to develop a novel research question and propose a research project to test their ideas. The course format and assessment will primarily be presentation and discussion of journal articles and book chapters. There will also be individual research components involving research proposals and literature reviews.</p>
<p>Mode of Delivery: In Class</p>
<p>Breadth Requirements: Social & Behavioural Sciences</p>
<p>Rationale: This course is designed for students in the Marketing Specialist programs and further builds on the current set of courses being offered. It will focus on the theoretical and conceptual aspects of marketing, ensuring that students spend more time thinking deeply and critically about a variety of marketing issues.</p>
<p>Consultation: DCC Approval: September 27, 2018 RO Course Code approval: Aug. 17, 2018</p>
<p>Resources: This course will be taught by full-time faculty members as a part of their regular teaching load. The course will require standard TA support which will be covered by the departments existing budget.</p>

MGMD21H3: Special Topics in Marketing II

<p>Description: This course focuses on current faculty research in areas like consumer behaviour and choice, pricing, promotions, etc. and their importance to marketing and research methodology. Topics covered will include specific theoretical or functional areas in marketing. The particular content in any given year will depend on the faculty member.</p>
<p>Prerequisites: [MGMA01H3 or MGIA01H3] and [MGMB01H3 or MGIB01H3]</p>
<p>Corequisites:</p>
<p>Exclusions:</p>
<p>Recommended Preparation: Some interest in or additional knowledge of different aspects of Marketing</p>
<p>Enrolment Limits: 20</p>
<p>Note:</p>
<p>Learning Outcomes: Students will be exposed to current faculty research and learn skills beyond those covered in the standard courses. This brings the students' skill set much closer to cutting-edge research and theoretical models. The breadth provided to students through this course will enhance their skills as marketing practitioners and/or researchers. The course would strengthen the rigorous marketing theoretical underpinnings of the students, and help the students explore graduate studies in marketing as a potential future endeavour.</p>
<p>Topics Covered: Examples of topics covered:</p> <ul style="list-style-type: none"> • The practice and applications of academic marketing research • Time and emotion in consumer choice • What does it take to make a good decision? When making decisions, a rational person should: Anticipate how much benefit each choice has and then choose the one that has the most to offer. In the real world, it turns

out that human beings think differently when anticipating the future than they do when considering the present moment, and are poor judges of what will make them happy

- Exploring how preferences and decisions vary in accordance with the consumer's environment, expectations, focus of attention and feelings
- Dimensions of Branding: Personality, Relationships, Equity, Extensions
- Agency Theory and its impact on Distribution
- Game theory in Marketing

Methods of Assessment:

The course will involve reading, critiquing and discussing substantive research in Marketing. In addition, students will use their knowledge to develop a novel research question and propose a research project to test their ideas. The course format and assessment will primarily be presentation and discussion of journal articles and book chapters. There will also be individual research components involving research proposals and literature reviews.

Mode of Delivery: In Class

Breadth Requirements: Social & Behavioural Sciences

Rationale:

This course is designed for students in the Marketing Specialist programs and further builds on the current set of courses being offered. It will be more focused on the theoretical and conceptual aspects of marketing, ensuring that students spend more time thinking deeply and critically about a variety of marketing issues. This course will also focus on other aspects of marketing including more quantitative issues.

Consultation: DCC Approval: September 27, 2018.

RO Course Code Approval: August 17, 2018.

Resources: This course will be taught by full-time faculty members as a part of their regular teaching load. The course will require standard TA support that will be covered by the departments existing budget.

MGSC35H3: Innovation

Description:

This course introduces students to the nature and elements of innovation and explores the application of innovation to various stages of business evolution and to different business sectors. The course has a significant practical component, as student groups will be asked to provide an innovation plan for a real company.

Prerequisites: MGSB22H3

Corequisites:

Exclusions:

Recommended Preparation:

Enrolment Limits: 30

Note: Priority will be given to students enrolled in the Entrepreneurship Stream of the Specialist/Specialist Co-op programs in Strategic Management.

Learning Outcomes:

Students will explore the various dimensions of, and approaches to, innovation. This will prepare them to identify the need for innovation and ways to innovate in a number of settings including: processes, products, services and business models.

Topics Covered:

Models of Innovation
Opportunity Analysis: industry level
Opportunity Analysis: business level
Service Analysis and Design
Product Analysis and Design
Customer Engagement
Intellectual Property Capture and Monetization

Methods of Assessment:

Midterm Exam

Final Exam

The exams will test a combination of model details and their applications, pushing students to learn the language and structures of innovation and to apply these to practical problems.

Company Tour Analyses

The company tours will engage the students in the practical settings for business problems that require innovative thinking, planning and doing. The written analyses will push them to bring all relevant aspects to a solution in a way that is executable for the organization.

Group Project:

First Submission

Presentation

Final Submission

The group work will challenge the students to work effectively in a team toward a solution to a real problem facing an external organization.

Mode of Delivery: In Class

Breadth Requirements: Social & Behavioural Sciences

Rationale:

This course will fill a gap in the curriculum by providing students with strong innovation skills in order to identify opportunities to create successful, sustainable businesses that will be able to solve these and other problems in the future. This course will also allow students to gain the necessary academic rigour, and also be challenged to create fresh solutions to real problems.

Consultation: DCC Approval: October 11, 2018.

RO Course Code Approval: September 26, 2018

Resources: This course will be taught by existing faculty as part of their regular teaching load.

TA support of 1 hour per student is required which will be covered by the departments existing budget.