

## Items approved by Education Council April 6, 2017

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x BUAD 121 CA, CGA, CMA, CIB, PMAC credit together with BUAD 111

- x BUAD 365 CPA credit with BUAD 466
- x BUAD 369 CPA credit with BUAD 208
- x BUAD 462 CPA credit
- x BUAD 463 CPA credit with BUAD 363
- x BUAD 466 CPA credit with BUAD 365

Implementation date: September 2017

Costs: n/a

BUAD 176 – 3 – 3 Professional Selling

Course revision:

- x Description
- x Title – new course title – **Professional Sales**

Rationale:

The Business Administration Marketing and Management specialty areas subcommittees have conducted a full review of the course name, description, and learning outcomes. There was a concern that the name of this course was no longer relevant or providing competitive advantage to the Okanagan School of Business. During the investigation period, research was conducted to determine what other programs were calling courses in their sales programs, and what potential names for this course could be. The decision was made to change the name, update the course description and the learning outcomes.

Calendar description:

Current:

This course teaches students the sales process as it applies to the selling of both goods and services. Through role playing and lectures, students acquire basic selling skills and an appreciation for the analytical, interpersonal, and professional skills needed to ensure successful client/seller relationships.

Proposed:

Students study the sales process as it applies to the successful selling of both goods and services to organizations. Students explore and practice each step in the sales process through hands-on, interactive activities. The focus of this course is on building long-term, mutually beneficial relationships established through trust and ethical decision making. (3,0,0)

Implementation date: September 2017

Costs: n/a

BUAD 264 – 3 – 3 Management Accounting

Course revision:

- x Prerequisites

Rationale:

The Business Administration Accounting subcommittee conducted a review of student success issues for this course. Some students struggle with using spreadsheets and mathematic skills. In the past, students normally completed BUAD 111, MATH 114 and BUAD 128 prior to taking this course however, this is no longer the case and it is now necessary to specifically require these courses as prerequisites. We are also removing the BUAD 131 prerequisite as this course has not been offered in over ten years.

Prerequisites:

Prerequisites	Current	Proposed
	BUAD 111 or BUAD 131	BUAD 111, BUAD 128 and MATH 114 or BUAD 111 and admission to the Business Administration Post-Baccalaureate Diploma in Accounting.

Implementation date: September 2017

Costs: n/a

BUAD 266 – 3 – 3 Advertising and Sales Promotion

Course revision:

- x Description
- x Title – new title – **Advertising and Marketing Communications**

**Rationale:**

The Business Administration Marketing subcommittee conducted a full review of the course name, description, and learning outcomes. They were concerned that the name of the course was no longer relevant and not providing a competitive advantage to the Okanagan School of Business. During the investigation period, research was conducted to determine what other programs were calling courses in their sales programs, and what the potential names for this course could be. The decision was made to change the name, update the course description and the learning outcomes.

**Calendar description:**

**Current:**

This course examines marketing communication. The interaction of media, advertisers, advertising professionals and the consumer to develop a basic understanding of the role of advertising in planning and executing a marketing con peCurre8r pe

BUAD 335 – 3 – 3      Electronic Commerce

Course revision:

x Prerequisites

Rationale:

The Business Administration Marketing subcommittee conducted a full review of the marketing specializations. A new course BUAD 200 Digital Marketing has been added to the program as part of a realignment of the materials covered. This course needs to be a prerequisite to BUAD 335. BUAD 200 is a required course in the marketing option so students will not be disadvantaged by adding this as a prerequisite to BUAD 335.

Prerequisites

Prerequisites	Current	Proposed
	BUAD 128 or COSC 119 and third-year standing	BUAD 128, BUAD 200 and third-year standing or COSC 119, BUAD 200 and third-year standing

Implementation date:

be removed from the diploma. The past addition of BUAD 200 Digital Marketing provides the needed diversity of electives.

Program description:

No changes except to remove BUAD 336 Services Marketing from the list of courses in the marketing option under the heading "Plus two of:"

Program outline:

Current Marketing option portion of program outline	Proposed Marketing option portion of program outline
Marketing Option Offered at all campuses BUAD 176 Professional <b>Selling</b> BUAD 210 Introduction to Marketing Research Plus two of: BUAD 200 Digital Marketing BUAD 266 <b>Advertising and Sales Promotion</b> BUAD 278 Marketing Management BUAD 290 Introduction to Merchandising BUAD 291 Designing the Retail Environment BUAD 292 Merchandise Display Strategy BUAD 293 Entrepreneurship BUAD 297 Retailing BUAD 298 Small Business Management <b>BUAD 336 Services Marketing</b>	Marketing Option Offered at all campuses BUAD 176 Professional <b>Sales</b> BUAD 210 Introduction to Marketing Research Plus two of: BUAD 200 Digital Marketing BUAD 266 Advertising and <b>Marketing Communications</b> BUAD 278 Marketing Management BUAD 290 Introduction to Merchandising BUAD 291 Designing the Retail Environment BUAD 292 Merchandise Display Strategy BUAD 293 Entrepreneurship BUAD 297 Retailing BUAD 298 Small Business Management

Implementation date: September 2017

Costs: n/a

Bachelor of Business Administration – Marketing Specialty

Program revision:

x Program outline

Rationale:

The marketing subcommittee in the Business Administration department is working on a full review of the marketing specialization. Some new courses have been added to the program and others have been revised. This proposal updates the required and elective course listings in the program outline. The subcommittee determined that BUAD 210 Introduction to Marketing Research provides sufficient knowledge in the marketing research area and that students can take BUAD 344 Marketing Analytics and Data Analysis as an elective if they wish to specialize in the marketing research

BUAD 176 Professional Selling BUAD 210 Introduction to Marketing Research* BUAD 266 Advertising and Sales Promotion* BU 344 Marketing Analytics and Data Analysis	BUAD 176 Professional Sales BUAD 210 Introduction to Marketing Research* BUAD 266 Advertising and Marketing Communicatio BUAD 200 Digital Marketing
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Plus four of:

BUAD 200 Digital Marketing BUAD 278 Marketing  
 Management BUAD 297 Retailing  
 BUAD 305 Logistics and Supply Chain Managem  
 BUAD 333 Internet Marketing  
 BUAD 334 Events Management and Marketing B  
 335 Electronic Commerce  
 BUAD 336 Services Marketing



## Human Resources Management Specialty

While satisfying all the requirements outlined above for the Bachelor of Business Administration degree, students must include the following courses in their Business elective choices to specialize in Human Resource Management:

[BUAD 201 Conflict Resolution and Negotiation](#) [BUAD 202](#)

[BUAD 246 Recruitment and Selection](#)

[BUAD 247 Training and Development](#) [BUAD 248](#)

[Occupational Health and Safety](#)

[BUAD 375 Strategic Human Resource Planning](#)

[BUAD 376 Compensation and Benefits](#)

Plus two courses from the following list, with at least one at the 400 level.

[BUAD 279 Industrial Relations](#) [BUAD 374](#)

[Employment Law](#)

[BUAD 379 Selected Topics: Human Resources](#)

[BUAD 410 Organization Change and Development](#)

[BUAD 412 Strategic Performance Management](#)

## Human Resources Management Specialty

While satisfying all the requirements outlined above for Bachelor of Business Administration degree, students include the following courses in their Business elective

Tech, as this mix of theory and professional communication skills better serves this group of students. Currently, CMNS 123 is required for students in Animation. Down the road, CMNS 201 may be on offer for other groups of students with a similar need for this type of mixed content.

Calendar description:

In this course students further develop their critical reading, writing, and presentation skills as these relate to theoretical and professional communication. Particular attention will be paid to career correspondence, self-promotion and branding, and collaborative communication skills. (3,0,0)

Prerequisites: 3 credits of 1st-year Communications.

Implementation date: January 2019

Costs: n/a

## Science Technology and Health Programs

Animation Diploma

Program revision:

- x Addition of courses
- x Deletion of courses

Rationale:

Current communication courses are being replaced with two new hybrid communication courses specific to Animation.

Course additions/deletions:

- x CMNS 113 – Technical Communication for Information is being replaced with CMNS 101 – Communication Fundamentals.-
- x CMNS 123 – Analysis and Reporting for Information Technology will be replaced with CMNS 201 – Career Communications and Strategy.

Program outline:

Animation Diploma – Program table

Current	Proposed
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Year One		Year One	
ANIM 111	Life Drawing I	ANIM 111	Life Drawing I
ANIM 112	Animation Principles I	ANIM 112	Animation Principles I
ANIM 114	Layout and Design I	ANIM 114	Layout and Design I
ANIM 116	Character Design I	ANIM 116	Character Design I
ANIM 120	Animation History	ANIM 120	Animation History
CMNS 113	Technical Communications	CMNS 101	Communication Fundamentals
ANIM 121	Life Drawing II	ANIM 121	Life Drawing II
ANIM 122	Animation Principles II	ANIM 122	Animation Principles II
ANIM 124	Layout and Design II	ANIM 124	Layout and Design II
ANIM 126	Character Design II	ANIM 126	Character Design II
ANIM 127	Storyboarding I	ANIM 127	Storyboarding I

Year Two		Year Two	
ANIM 221	Life Drawing III	ANIM 211	Life Drawing III
ANIM 212	Animation Principles III	ANIM 212	Animation Principles III
ANIM 214	Layout and Design III	ANIM 214	Layout and Design III
ANIM 216	Character Design III	ANIM 216	Character Design III
ANIM 217	Storyboarding II	ANIM 217	Storyboarding II
ANIM 221	Life Drawing IV	ANIM 221	Life Drawing IV
ANIM 222	Animation Principles IV	ANIM 222	Animation Principles IV

ANIM 230	Demo Reel Production	ANIM 230	Demo Reel Production
CMNS 123	Analysis and Reporting	CMNS 201	Career Communication and Strategy

Implementation date: September 2017

Costs: n/a

COSC 436 – 3 – 5      Data Warehousing

New course

Rationale:

STAT 121 – 3 – 4 Elementary Statistics

Course revision:

x Description

Rationale:

Previously there were three accounting designations in Canada. Chartered Accountant (CA), Certified General Accountant (CGA), and Certified Management Accountant (CMA). These three bodies have merged and become a single designation Chartered Professional Accountant (CPA). This bulk proposal is to update references in multiple course descriptions to use the new designation in the references to credits: "CPA credit".

Calendar description:

Current:

This course is an introduction to descriptive and inferential statistics. Topics include but are not limited to descriptive statistics; elementary probability; the normal probability distribution; introduction to simple sampling strategies; introduction to randomized, controlled experiments; estimation of parameters; confidence intervals; hypothesis testing; and correlat





MECH 257 – 3 – 42 Solid Modeling Applications

Course revision:

x Title – new title – **Engineering Graphics IV**

Rationale:

A course revision proposal has been submitted which changes the names of four drafting courses in the Mechanical Engineering Technology program. The pre requisite course for MECH 257 has been renamed to MECH 237 Engineering Graphics III.

To maintain consistency in the naming sequence, MECH 257, Solid Modeling Applications, should be renamed to Engineering Graphics IV.

Implementation date: January 2019

Costs: n/a

## Arts and Foundational Programs

SOST 070 – 70 hours Social Studies 070

Course revision:

x Prerequisites

Rationale:

To support student success, English reading and comprehension skills need to be at an appropriate level.

Prerequisites:

	Current	Proposed
Prerequisites	None	A minimum grade of 60% in one of ABE ENGL 060 or ABE ENGL 061 and ABE ENGL 062 or a minimum ABE test score 56/80 and an Intermediate Level writing sample.

Implementation date: September 2017

Costs: n/a

SOST 011 – 80 hours Social Studies 011

Course revision:

x Prerequisites

Rationale:

To support student success, English reading and comprehension skills need to be at an appropriate level.

Prerequisites:

	Current	Proposed
Prerequisites	None	A minimum grade of 60% in one of ABE ENGL 060 or ABE ENGL 061 and ABE ENGL 062 or a minimum ABE test score 56/80 and an Intermediate Level writing sample.

Implementation date: September 2017

Costs: n/a

ESLE 020 – 160 hours Listening and Speaking Level 2

Course revision:

x Prerequisites

Rationale:

	Current	Proposed
Prerequisites	A minimum grade of 60 in ESLE 01 or a minimum OCELA score of 142	A minimum grade of 65 in ESLE 010 or a minimum OCELA score of 142

Implementation date: September 2017

Costs: n/a

ESLW 021 – 80 hours Writing Improvement

Course revision:

x Prerequisites

Rationale:

In 2013, we changed the prerequisites from 60% to 65% for all ESL department courses except this level. We are correcting that omission with this proposal.

Prerequisites:

	Current	Proposed
Prerequisites	OCELA Writing or a minimum grade of 60 in ESLW 011	OCELA Writing or a minimum grade of 65 in ESLW 011.

Implementation date: September 2017

Costs: n/a

ESLR 022 – 80 hours Reading Improvement

Course revision:

x Prerequisites

Rationale:

In 2013, we changed the prerequisites from 60% to 65% for all ESL department courses except this level. We are correcting that omission with this proposal.

Prerequisites:

	Current	Proposed
Prerequisites	A minimum grade of 60 in ESLR 01 or a minimum OCELA score of 31	A minimum grade of 65 in ESLR 012 or a minimum OCELA score of 31



translation studies, intercultural awareness, applied linguistics and second language acquisition. At a time of internationalization, providing learners with the support to learn about other cultures, languages and language study will broaden their overall educational experience which will, in turn, have a positive impact on their future roles as global citizens. Topics will provide opportunities for engagement with all members of the community through discussion, interactive and collaborative activities and guest speakers.

Calendar description:

Conducted in English, this course is an examination of selected topics in Modern Languages. Topics may

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Title

Students on academic notice will be advised of their academic status and provided with information about services for academic support.

#### Academic Probation

Students are placed on academic probation after earning a semester grade average below 55% in two consecutive semesters. Academic probation will be indicated on student transcripts. Students on academi



agree to develop and promote double degree cooperation at the bachelor level between the degree programmes: Bachelor of Business Administration – International Management Focus (BBA) and Bachelor of Arts Internat



## 9. Tuition and other fees

- Students will pay the tuition fees if any to their home institution, not to the host institution. Administrative fees may apply at host institution.
- Students will be responsible for their living and travel expenses, student association fees and the acquisition of their own study materials.
- Orientation, tutoring, a social programme and other services related to studies and living in the host country will be provided by the host institution.
- The host institution will assist with finding accommodation for the study period.
- UASW and OC do not have financial obligations to each other.

## 10. Timetable for the implementation of the Double Degree

The Double Degree Programme will be implemented at the beginning of the academic year 2016/2017.

## 11. Capacity

Both institutions agree that a maximum of 5 students per academic year will be admitted to the programme at this stage. The number of students admitted may be increased once the programme has been established. This will be discussed further and decided after the pilot phase.

## 12. Teaching and research

- Both parties agree to foster teaching staff exchange and cooperation in the field of research.
- The host institution will assist with

Place and date: \NOR\AS

Signatures:

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