

# OFFICE OF THE FACULTY COUNCIL CHANGE TO EXISTING DEGREE or CERTIFICATE PROPOSAL FORM

## Faculty-level Curriculum Committee Submission Deadlines & Details

### Fall Winter 2018-19, Summer 2019 Academic Sessions

June 1, 2017 Complete proposal package for all proposal types

October 15, 2017 Complete proposal package for New Course proposals and Changes to Existing Courses

Early submissions are welcome and appreciated. Incomplete and late proposals may not be processed in time for the requested academic session.

Proposal packages include the proposal form, a library statement, and consultation form (if applicable).

**New:** Submit your proposal using the new [online submission form](#).

**NOTE:** A Change to Existing Degree/Certificate proposal is required if a new course is to be coded as a program requirement in the course repository and included in as a Degree Requirement in the official undergraduate Academic Calendar.

Prior to completing this form, proponents are asked to consult Kathryn Doyle, Faculty Curriculum Manager, [doyleka@yorku.ca](mailto:doyleka@yorku.ca), for definitions of major versus minor modifications.

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Completed Submission Deadline: 11/30/2017

**Department:**  **Contact:**

**Degree/Certificate Title:**

**Stream (if applicable):**

**Effective Session for Change:** **Term:** (e.g., Fall; Winter; Summer)  **Year:**

**Minor Change Description: (e.g. what is the change requested, what does this change mean for the degree, certificate, etc.):**

To add AP/ADMS 2310 3.0 Business Statistics Through Applications to the list of required courses (or compulsory credits)

The addition of ADMS 2310 will not change the total number of credits needed to complete the degree program, which will still remain as 30 credits in total.

The addition of ADMS 2310 will increase the number of required courses from 6 to 7 and reduce the number of elective courses from 4 to 3. The newly proposed structure (i.e., 7 required courses and 3 elective courses) is very much in line with the program structure of other Business-related Honours Minors offered at York. For example, the Business Honours Minor consists of 7 required courses and 3 elective courses (<http://sas.laps.yorku.ca/minor-programs/business-honours-minor/>) and the BDEM Honours Minor in disaster and emergency management consists of 8 required course and 2 electives (<http://sas.laps.yorku.ca/bdem/honours-minor/>).

**Academic Rationale for Change:**

ADMS 2310 is currently listed as a prerequisite to one of the required courses in the Marketing Minor, namely ADMS 4260 Marketing Research I. A selected number of programs within York offer equivalent courses for ADMS 2310 (e.g., HH/KINE 2050 3.0, AP/ECON 2500 3.00, AP/POLS 3300 6.0) but the majority of York programs do not. Since the program was launched, we have received many expressions of interest from York students enrolled in majors that do not offer equivalency for ADMS 2310. For them, completing the Marketing Minor currently means effectively having to complete 33 credits (30 credits in the Marketing Minor and 3 credits for ADMS 2310 as a prerequisite for a mandatory course of the Marketing Minor). Sometimes, they are not able to use the additional 3 credits of ADMS 2310 for their Major. We know that some of these students eventually lose interest in the program due to the fact that they would need to take an extra course in order to complete the Marketing Minor. Those students who nonetheless decide to enroll in the Minor feel and are at disadvantage compared to other York students whose programs offered equivalency for ADMS 2310. It seems therefore appropriate to add ADMS 2310 to the list of required courses to ensure equity and make the program more accessible to the broad community of York students while maintaining academic standards regarding statistical knowledge and skills required in the Minor.

We note that the Business Honours Minor also includes one introductory statistics course as a required course of the program.

*Please note: the Committee on Curriculum, Curricular Policy and Standards requires that degree or certificate requirements, as listed in the Undergraduate Calendar ([click here](#)), be included below in their entirety.*

*Please denote additions in **bold, blue, underlining**, and ~~strikethrough~~ for deletions.*

Existing Calendar Copy (Change From):	Proposed Calendar Copy (Change To):
<p>Example: <del>Delete</del> this text.</p> <p><b>Minor credits:</b> 30 credits including:</p> <p>(i) Compulsory credits:</p> <p><u>AP/ADMS 1000 3.00</u> Introduction to Business;  <u>AP/ADMS 2200 3.00</u> Introductory Marketing;  <u>AP/ADMS 3210 3.00</u> Consumer Behaviour;  <u>AP/ADMS 3220 3.00</u> Applied Marketing Management;  <u>AP/ADMS 4250 3.00</u> Marketing Strategy;  <u>AP/ADMS 4260 3.00</u> Marketing Research I.</p>	<p>Example: <u>Add</u> this text.</p> <p><b>Minor credits:</b> 30 credits including:</p> <p>(i) Compulsory credits:</p> <p><u>AP/ADMS 1000 3.00</u> Introduction to Business;  <u>AP/ADMS 2200 3.00</u> Introductory Marketing;  <u><b>AP/ADMS 2310 3.00 Business Statistics Through Applications or equivalent (*)</b></u>  <u>AP/ADMS 3210 3.00</u> Consumer Behaviour;  <u>AP/ADMS 3220 3.00</u> Applied Marketing Management;  <u>AP/ADMS 4250 3.00</u> Marketing Strategy;  <u>AP/ADMS 4260 3.00</u> Marketing Research I.</p>

(ii) ~~twelve~~ additional credits chosen from:

AP/ADMS 4200 3.00 Personal Selling and Sales Management;  
AP/ADMS 4210 3.00 International Marketing;  
AP/ADMS 4211 3.00 Live-Client Learning Marketing;  
AP/ADMS 4215 3.00 Business to Business Marketing;  
AP/ADMS 4225 3.00 Retailing Marketing;  
AP/ADMS 4230 3.00 Marketing Channels;  
AP/ADMS 4235 3.00 New Product Management;  
AP/ADMS 4240 3.00 Advertising and Communications;  
AP/ADMS 4245 3.00 Digital Marketing;  
AP/ADMS 4255 3.00 Customer Relationship Management;  
AP/ADMS 4265 3.00 Marketing Research II;  
AP/ADMS 4275 3.00 Services Marketing;  
AP/ADMS 4280 3.00 Non-Profit Marketing;  
AP/ADMS 4285 3.00 Brand Management;  
AP/ADMS 4286 3.00 Advanced Brand Management;  
AP/ADMS 4421 3.00 Qualitative Methods.

In order to enroll in AP/ADMS 4260 3.00, a required course in the Marketing Minor, students must have completed an introductory course in Statistics.

(ii) nine additional credits chosen from:

AP/ADMS 4200 3.00 Personal Selling and Sales Management;  
AP/ADMS 4210 3.00 International Marketing;  
AP/ADMS 4211 3.00 Live-Client Learning Marketing;  
AP/ADMS 4215 3.00 Business to Business Marketing;  
AP/ADMS 4225 3.00 Retailing Marketing;  
AP/ADMS 4230 3.00 Marketing Channels;  
AP/ADMS 4235 3.00 New Product Management;  
AP/ADMS 4240 3.00 Advertising and Communications;  
AP/ADMS 4245 3.00 Digital Marketing;  
AP/ADMS 4255 3.00 Customer Relationship Management;  
AP/ADMS 4265 3.00 Marketing Research II;  
AP/ADMS 4275 3.00 Services Marketing;  
AP/ADMS 4280 3.00 Non-Profit Marketing;  
AP/ADMS 4285 3.00 Brand Management;  
AP/ADMS 4286 3.00 Advanced Brand Management;  
AP/ADMS 4421 3.00 Qualitative Methods.

**(\*) Note: Students who have completed a course listed under Course Credit Exclusions of AP/ADMS 2310 3.0 have to replace AP/ADMS 2310 3.0 with an additional 3.0 credits from the list of elective courses**

**Program Learning Outcomes:**

**Addition/ Removal of Courses**

**Please describe how each course being added or removed will contribute to the program learning outcomes. *Please note: Proponents are asked to specifically make reference to the Degree-Level Expectations for the program/degree when completing this section.***

Course Number and Title	Add or Remove the course from the program?	Is the course <u>Required</u> or <u>Optional</u> ?	How will this course contribute to the program learning outcomes?
ADMS 2310	<b>Add</b>	Required	As a first applied statistics course for students, the course immerses students in developing their analytical competency by learning to collect and analyze data in hands-on exercises and assignments, often guided by real-life examples. The course prepares students for AP/ADMS 4260 3.0 Marketing Research I for which it is a prerequisite.
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**Confirmation of Consultation/Approval:**

The Committee on Curriculum, Curricular Policy and Standards will not consider proposals that have not been approved by the Department/School responsible for offering the course.

Please ensure that all fields are filled below, and that appropriate consultation/approval documentation is attached.

**Has consultation been completed?** (please check)       **Yes**                       **Not applicable**

**Is evidence of consultation attached?** (please check)       **Yes**                       **Not applicable**

**Departmental Curriculum Approval:**

Pilar Carbonell	<b>Area Coordinator - Marketing</b>	October 2, 2017
Name	Position	Date
Gary Spraakman	<b>Chair – Curriculum and Coordinators Meeting October 2017</b>	October 10, 2017
Name	Position	Date
Marcela Porporato	<b>Undergraduate Program Director – Member of the School Meeting October 2017</b>	October 26, 2017
Name	Position	Date

Notes: Approved at SAS Curriculum and Coordinators Meeting on October 10<sup>th</sup>, 2017

Approved at School of Administrative Studies (SAS) Meeting on October 26<sup>th</sup>, 2017

Submitted by Marcela Porporato, UPD:

