

EDUCATION COUNCIL

MINUTES OF THE MEETING HELD ON

Tuesday, March 18, 2014

13:00 Room C408

Membership:

Amir Alavi	Charlotte French*	Julie Longo (a)
Jade Arignon	Elliott Grubner (a)	Bradley O'Hara
Sarah Bowers	Kathy Hanson	Christine Peterson*
Diane Bradley	Margaret Heldman	Lyndon Salas
Lynn Carter (Vice-Chair)	Ian Humphreys	Tomo Tanaka
Patricia Cia	Darrell Kean	Lane Trotter*
Kevin Craib (a)	Gerda Krause (Chair)	Gayleen Wren
Julia Denholm (a)	Erika Li	

Minutes: Susan Smith*

Guests: Clayton Munro, Maggie Ross, Kelly Sveinson

Regrets: K Craib, J Denholm, E Grubner, J Longo

*non-voting

1. CALL TO ORDER/WELCOME

The meeting was called to order at 1300 hours upon declaration of quorum. G Krause introduced new student members Erika Li and Elliott Grubner (absent); roundtable introductions followed.

2. APPROVAL OF AGENDA

The agenda was approved by consensus with the addition of

6. Save the Date

3. APPROVAL OF MINUTES

The minutes of the Education Council meeting held February 18, 2014 were approved by consensus.

4. POLICY REVISION

a. E1003: Student Code of Conduct

- i) Response Procedures
- ii) Appeal Procedures

G Krause introduced guests Clayton Munro and Maggie Ross, who presented the policy and procedures documents. M Ross explained that this policy is derived from the existing Code of Conduct, and will provide Langara with policy specifically related to students, with prohibited conduct clearly defined. The purpose of the policy is *"To provide a safe and peaceful educational environment characterized by civility, individual integrity, social responsibility and respect for diversity"*. Related response and appeal procedures are intended to emphasize a restorative approach. It was noted that final approval for this policy would be sought from Langara Council for recommendation to the President.

IT WAS MOVED by B O'Hara, seconded by D Kean that the Policy E1003 Student Code of Conduct, and related Response Procedures and Appeal Procedures be endorsed by Education Council.

MOTION CARRIED

5. CURRICULUM

A) FILM ARTS

a. Program Change

i) Film Arts Program

The proposal would update the English requirement to include ENGL 1100 as an option, in addition to ENGL 1127 or ENGL 1128, for credit in the Film Arts Certificate (Acting, Writing, Directing).

IT WAS MOVED by T Tanaka, seconded by L Carter that the updated English requirement for the Film Arts Certificate be approved by Education Council.

MOTION CARRIED

B) LANGARA SCHOOL OF MANAGEMENT

a. Course Changes

i) MARK 1115 – Introduction to Marketing

The proposed revision in the course description will more accurately describe the content of the course.

IT WAS MOVED by D Kean, seconded by S Bowers that the calendar description revision for *MARK 1115 – Introduction to Marketing* be approved by Education Council.

MOTION CARRIED

ii) MARK 2100 – Marketing Research

Many students struggle in this course because of its strong statistical component. The department therefore proposes that the prerequisites be revised to include “*STAT 1123 or 1124 or 1181 with ‘C’ or higher*” to ensure that students have the background they need to succeed in MARK 2100.

IT WAS MOVED by D Kean, seconded by L Carter that the revised prerequisites for *MARK 2100 – Marketing Research* be approved by Education Council.

MOTION CARRIED

iii) MARK 2200 – Marketing Communications Design

It was noted that technology is constantly changing, and the software and course assignments in this course need to change accordingly. Therefore this proposal would remove references to specific software and create a more generic course description that does not need to be frequently updated. The proposal would also replace the English prerequisites with “*...CMNS 1118 with a ‘C’ or higher...*” A minimum grade of “*C*” is specified for the existing prerequisite MARK 1115, and a note added to recommend that students also take MARK 2400.

IT WAS MOVED by D Kean, seconded by B O’Hara that the calendar and prerequisite changes in *MARK 2200 – Marketing Communications Design* be approved by Education Council.

MOTION CARRIED

iv) MARK 2400 – Advertising

A new course title and description are proposed to better represent the current terminology and integrated nature of marketing communications. The proposed course title is *Integrated Marketing Communications*.

IT WAS MOVED by D Kean, seconded by G Wren that the revised calendar description and new course title “*Integrated Marketing Communications*” be approved by Education Council.

MOTION CARRIED

v) MARK 2430 – Marketing Planning

The proposal would change the title and course description to better reflect the strategic focus of this course and the program. The prerequisites are revised to remove the existing English proficiency requirements and to add CMNS 1118 with a minimum of “C” or higher. The course title would be changed to “*Marketing Strategy*”.

IT WAS MOVED by D Kean, seconded by L Carter that the proposed revisions for prerequisite, course description and course title be approved by Education Council.

MOTION CARRIED

vi) BUSM 3500 – Business Competitions

The prerequisites are revised to provide an opportunity for more students to participate in the course. The new statement will read “*Completion of a minimum of 30 credits including six credits of university-transferable English or Communications with a minimum “C” grade; and one of FMGT 1116, FMGT 2293 or FMGT 1215; and MARK 1115*”. The course description is also updated.

IT WAS MOVED by D Kean, seconded by J Arignon that the prerequisite and description changes be approved by Education Council.

MOTION CARRIED

b. New Course Proposals

i) MARK 3150 – Social Media Strategy

LSM graduate surveys consistently indicate a need for knowledge in social media management for entry level jobs. This new course will provide students with the fundamental principles and techniques for designing and developing effective social media goals, objectives and strategies for all types of organizations.

IT WAS MOVED by D Kean, seconded by S Bowers that the new course *MARK 3150 – Social Media Strategy* be approved by Education Council.

MOTION CARRIED

ii) MARK 4195 – Special Topics in Marketing

A special topics course will allow the LSM to offer students the opportunity to take electives in current topics. It will also allow the LSM to use the knowledge and expertise of faculty and business partners, as well as to pilot potential new Marketing courses without needing to create a new course each time. Students will be provided with a greater breadth of information related to new and emerging areas of business. Prerequisite is 54 credits including MARK 1115 with a ‘C’ or higher.

IT WAS MOVED by D Kean, seconded by B O’Hara that the new course *MARK 4195 – Special Topics in Marketing* be approved by Education Council.

MOTION CARRIED

c. Program Changes

i) Accounting Diploma

ii) Business Management Diploma

iii) Financial Management Diploma

iv) Marketing Management Diploma

Proposed revisions for each credential will change admission requirements so that students can now apply directly

to the diploma program and do not need to apply to the BBA if they are interested only in achieving the diploma. Also, when entrance requirements were changed for the BBA program in Fall 2013, the entrance requirements were also changed by default for all diploma programs as well. This created a situation where diploma students with 24 credits of post-secondary studies needed a higher CGPA to enter the program (2.33) than they needed to graduate from the program. As the minimum CGPA to graduate from the diploma is 2.00, the proposal would change the admission requirement to match.

IT WAS MOVED by D Kean, seconded by M Heldman that the proposed admission changes for the *Accounting Diploma, Business Management Diploma, Financial Management Diploma and Marketing Management Diploma* be approved by Education Council.

MOTION CARRIED

v) Bachelor of Business Administration (Bridging)

The proposal would increase the number of required lower division marketing courses for students continuing on to a BBA with a Marketing concentration in order to provide a more solid foundation for students in marketing as they bridge into upper division courses. MARK 2100, 2400 and 2430 are added to the required bridging courses for 3rd year entry and to the curriculum in year 1 and 2. The change would be applied to students entering the program in Fall 2014.

IT WAS MOVED by D Kean, seconded by L Carter that the revision for the *Bachelor of Business Administration (Bridging)* program be approved by Education Council.

MOTION CARRIED

vi) Bachelor of Business Administration (Marketing)

The revision would add the new courses MARK 3150 and MARK 4195 to the curriculum.

IT WAS MOVED by D Kean, seconded by A Alavi that the curriculum revision in the *Bachelor of Business Administration (Marketing)* program be approved by Education Council.

MOTION CARRIED

d. Evaluation Criteria Change

i) BUSM 2450 – Business Planning

After reviewing the course with current and past instructors, the LSM has decided that the course is better suited as a non-examinable course. It was noted that the course does not involve a lot of theory which makes assessment difficult using a final exam; practical application of the concepts through the use of assignments are a better means to evaluate a student's understanding of the material.

IT WAS MOVED by D Kean, seconded by D Bradley that the proposed change of evaluation criteria for the course *BUSM 2450 – Business Planning* be approved by Education Council.

MOTION CARRIED

C) ENGINEERING TRANSFER

a. New Course Proposals

- i) APSC 1000 – Introduction to Engineering
- ii) APSC 1100 – Introduction to Engineering

These seminar/shell courses would be restricted to students in the Engineering Transfer program and are designed to encourage team-building and a sense of community within the cohort, and to encourage student participation in the greater college. Each course would consist of 6 seminars each semester, presented by engineering academics and guest speakers. Students will be required to keep a journal on which they will be graded.

IT WAS MOVED by M Heldman, seconded by L Carter that the new courses *APSC 1000 and APSC 1100* be approved by Education Council.

MOTION CARRIED

- iii) CHEM 1154 – Engineering Chemistry

This one-term comprehensive engineering chemistry course was developed specifically for the Engineering Transfer program and would replace the two terms of standard chemistry currently in the program. A majority of the larger transfer schools already offer this course. It is described as “*A survey of 1st year chemistry, including quantum mechanics with application to electronic structure, thermodynamics with application to electrochemistry and phase equilibria, and also topics in intermolecular forces, gas law, crystal structure, and aqueous equilibria*”.

IT WAS MOVED by M Heldman, seconded by T Tanaka that the new course *CHEM 1154 – Engineering Chemistry* be approved by Education Council.

MOTION CARRIED

- iv) CPSC 1490- Applications of Microcontrollers

This course was designed as part of the revised Engineering Transfer program, to be first offered in January 2015, and will explore the design of embedded microcontroller systems as solutions to a set of practical problems. A projects course of this nature is an expected component of most first year Engineering programs

IT WAS MOVED by M Heldman, seconded by D Kean that the new course *CPSC 1490 – Applications of Microcontrollers* be approved by Education Council.

MOTION CARRIED

b. Course Change

- i) CPSC 1090 – Engineering Graphics

The entrance pathway for this course is being modified to permit a wider selection of students to be eligible to enroll. Specifically, the “Limited Enrolment to Arts and Science (Engineering) certificate students only” restriction will be lifted and replaced by a list of prerequisite courses. As the course is required for Arts and Science (Engineering) certificate students, a major restriction will allow those students to have priority registration, but the remaining seats would be available to any student meeting the prerequisites.

IT WAS MOVED by M Heldman, seconded by L Carter that the revisions in *CPSC 1090 – Engineering Graphics* be approved by Education Council.

MOTION CARRIED

c. Program Change

- i) (Arts & Science) Engineering Transfer

A modernization of the program will better match offerings at receiving institutions, and will include incorporating the newly approved CPSC and CHEM courses (above) as well as the new *Introduction to Engineering* seminar courses, changing the program title to *Engineering Transfer* and reducing program credits to 40-43. It was noted

that the Chemistry and Physics grade requirement to enter engineering are changed to better match their grade 12 and diagnostic test grade requirements.

IT WAS MOVED by M Heldman, seconded by B O'Hara that the revisions in the *(Arts & Science) Engineering Transfer* program be approved by Education Council.

MOTION CARRIED

D) COMPUTING SCIENCE & INFORMATION SYSTEMS

a. Course Changes

- i) CPSC 1160 – Algorithms and Data Structures I
- ii) CPSC 2190 – Theoretical Foundations of Computer Science

In both courses, a basic Math prerequisite is added to ensure that all students have the required foundation for doing algorithm analysis, an important part of the course. Historically, students with weaker math skills have not performed well.

IT WAS MOVED by M Heldman, seconded by D Bradley that the prerequisite changes in *CPSC 1160 – Algorithms and Data Structures I* and *CPSC 2190 – Theoretical Foundations of Computer Science* be approved by Education Council.

MOTION CARRIED

b. Program Changes

- i) Diploma in Computer Studies

A modification to the admission requirements aligns the program's English admission requirements with the existing International Education's English language proficiency requirements for Arts and Science university transfer. This will enable international students to complete the English admission requirements before arriving in Canada. Domestic students will also benefit from the wider variety of ways to meet the English admission requirements. The program curriculum is also modified for clarification, with lower level courses now listed earlier in the program and more advanced courses later.

IT WAS MOVED by M Heldman, seconded by D Kean that the proposed revisions in the Diploma in Computer Studies program be approved by Education Council.

MOTION CARRIED

- ii) Diploma in Computer Studies Co-operative Education

The proposed revision is strictly for clarification. Lower level courses will be listed earlier in the program curriculum and more advanced courses later.

IT WAS MOVED by M Heldman, seconded by G Wren that the revision in the *Diploma in Computer Studies Co-operative Education* be approved by Education Council.

MOTION CARRIED

E) CO-OP EDUCATION & INTERNSHIP

c. Course Changes

- i) BUSM 3000 – Business Management Practicum

This course was developed as part of the Bachelor of Business Administration degree program and needs to be amended for work experience hours required, with the total number of practicum hours increased from 300 to 420. Registration is to be limited to BBA program students, with permission of the instructor. The course description will also be revised accordingly.

IT WAS MOVED by G Wren, seconded by D Kean that the revisions in *BUSM 3000 – Business Management Practicum* be approved by Education Council.

MOTION CARRIED

6. Save the Date

G Krause announced that the annual Education Council orientation event will be held from 1200 to 1500 hours on Tuesday, May 27, 2014, and will feature a guest speaker, lunch and other activities.

7. ADJOURNMENT

The meeting was adjourned at 1401 hours.