

**REPORT TO THE FACULTY OF BUSINESS FROM THE
UNDERGRADUATE CURRICULUM AND POLICY COMMITTEE
FOR THE 2021-2022 ACADEMIC CALENDAR**

NOVEMBER 2020

Summary of Proposed Changes

**FACULTY OF BUSINESS
REPORT TO SENATE
SUMMARY OF MAJOR CURRICULUM CHANGES FOR 2021-2022
ACADEMIC CALENDAR**

NOVEMBER 2020

This report highlights substantive changes being proposed to the Undergraduate curriculum. This submission was approved at the DSB Faculty meeting November 5, 2020. For a complete review of all changes, please refer to the Faculty of Business Curriculum Report for Changes to the 2021-2022 Undergraduate Calendar, located electronically at: <http://ug.degroote.mcmaster.ca/curriculum-report/>

New Programs

Program Closures

Major Revisions

**FACULTY OF BUSINESS
REPORT TO UNDERGRADUATE COUNCIL
SUMMARY OF CURRICULUM CHANGES FOR 2021-2022 ACADEMIC
CALENDAR**

NOVEMBER 2020

This report highlights substantive changes being proposed to the Undergraduate curriculum. For a complete review of all changes, please refer to the Faculty of Business Curriculum Report for Changes to the 2021-2022 Undergraduate Calendar, located electronically at: <http://ug.degroote.mcmaster.ca/curriculum-report/>

Below is a summary of the proposed changes for approval by the Faculty of Business. Full proposals and course outlines can be found in the appendices beginning on page 12.

REVISIONS TO ADMISSION REQUIREMENTS

- None

REVISIONS TO MCMASTER GENERAL ACADEMIC REGULATIONS

- None

REVISIONS TO DEGROOTE SCHOOL OF BUSINESS (FACULTY OF BUSINESS) – ACADEMIC REGULATIONS

- None

REVISIONS TO EXISTING MINORS

- Minor in Accounting and Financial Management Services
 - Removing a deleted course
 - Note on updated admission process.
- Minor in Finance
 - Note on updated admission process.
- Minor in Information Systems
 - Note on updated admission process.
 - Update to reflect course code change from Economics
- Specialized Minor in Commerce for Students Completing a Single Honours B.A. in Humanities
 - Include reference to Media Arts (name change from Multimedia) in Faculty Note 2.

REVISIONS TO EXISTING CERTIFICATES

- None

NEW COURSES

- Commerce 3FM3 – The History of Finance

REVISIONS TO EXISTING COURSES

- **IBH 1AB3** – Perspectives on Canadian Business
 - Update anti-requisite.
- **IBH 1BA3** – Leadership Coaching 1
 - Remove reference to Commerce 4BN3 from anti-requisite.
- **IBH 4BA3** – Leadership Effectiveness: Building Personal and Organizational Success
 - Update prerequisite and anti-requisite.
- **COMMERCE 2OC3** – Operations Management
 - Updated prerequisite.
- **COMMERCE 3MC3** – Applied Marketing Management
 - Updated course description and remove IBH 2AA3 prerequisite
- **COMMERCE 3MD3** – Introduction to Contemporary Applied Marketing
 - Remove “relevant minor” from pre-requisite. Only open to students outside DSB.
- **COMMERCE 4BE3** – Strategic Compensation / Reward Systems
 - Add Labour Studies program to pre-requisite.
- **COMMERCE 4BI3** – Training and Development
 - Add Labour Studies program to pre-requisite.
- **COMMERCE 4BM3** – Strategic Human Resource Planning
 - Add Labour Studies program to pre-requisite.
- **COMMERCE 4BN3** – Leadership Development
 - Update prerequisite and anti-requisite.
- **COMMERCE 4MA3** – Advertising and Integrated Marketing Communication
 - Update pre-requisite.
- **COMMERCE 4ME3** – Sales Management
 - Update pre-requisite.
- **COMMERCE 4MH3** – Electronic Marketing
 - Update pre-requisite.

COURSE DELETION

- None

REVISIONS TO EXISTING MINORS

Minor in Accounting and Financial Management Services

The School of Business will admit a maximum of 30 students to the Minor in Accounting and Financial Management Services each year. Admission decisions are made on behalf of the Undergraduate Recruitment, Admissions, and Student Affairs Committee of the DeGroote School of Business.

Notes

- ~~1. For admission, students must complete an application for admission to the Minor by using the Service Request function in the Student Centre in Mosaic before April 30th.~~
To apply for admission into the minor, students must email their interest to the Business Faculty Office at buscom@mcmaster.ca before April 30th each year.
2. Students seeking the Minor must have completed ECON 1B03 and 1BB3 with an average of at least 7.0.
3. The Minor is not open to students registered in any Commerce or Engineering and Management program.

Requirements

30 units total

6 units

- ECON 1B03 - Introductory Microeconomics
- ECON 1BB3 - Introductory Macroeconomics

12 units

- COMMERCE 1AA3 - Introductory Financial Accounting
- COMMERCE 2AB3 - Managerial Accounting I
- COMMERCE 3AB3 - Intermediate Financial Accounting I
- COMMERCE 3AC3 - Intermediate Financial Accounting II

12 units

from

- COMMERCE 4AA3 - Managerial Accounting II
- COMMERCE 4AC3 - Advanced Financial Accounting
- COMMERCE 4AD3 - Introduction to Auditing
- COMMERCE 4AF3 - Accounting Theory
- ~~COMMERCE 4AX3 - Special Topics in Accounting~~
- COMMERCE 4SB3 - Introduction to Canadian Taxation
- COMMERCE 4SC3 - Advanced Canadian Taxation

Minor in Finance

The School of Business will admit a maximum of 30 students to the Minor in Finance each year. Admission decisions are made on behalf of the Undergraduate Recruitment, Admissions, and Student Affairs Committee of the DeGroote School of Business.

Notes

1. The Minor is not open to students registered in any Commerce or Engineering and Management program.
- ~~2. For admission, students must complete an application for admission to the Minor by using the Service Request function in the Student Centre in Mosaic before April 30th.~~
3. To apply for admission into the minor, students must email their interest to the Business Faculty Office at buscom@mcmaster.ca before April 30th each year. Students seeking the Minor must have completed ECON 1B03 and 1BB3 with an average of at least 7.0.

4. Students seeking to obtain the Minor must
complete both ECON 2B03 and 2H03 before undertaking any Level III or Level IV Finance courses.
5. For the purposes of this Minor, all courses listed as anti-requisite for COMMERCE 2QA3 in the Course Listings section of the Undergraduate Calendar will be accepted as a substitute for ECON 2B03.
6. For those taking COMMERCE 2FA3 ~~and/or 3FA3~~, it is strongly recommended that MATH 1M03 be completed.

Requirements

30 units total

6 units

- ECON 1B03 - Introductory Microeconomics
- ECON 1BB3 - Introductory Macroeconomics

6 units

- ECON 2B03 - Analysis of Economic Data
- ECON 2H03 - Intermediate Macroeconomics I
(See *Notes 4* and *5* above)

9 units

from

- COMMERCE 1AA3 - Introductory Financial Accounting
- COMMERCE 2FA3 - Introduction to Finance (or ECON 2I03)
- COMMERCE 2FB3 - Managerial Finance (or 3FA3)

9 units

- Levels III, IV Finance courses

Minor in Information Systems

The School of Business will admit a maximum of 30 students to the Minor in Information Systems each year. Admission decisions are made on behalf of the Undergraduate Recruitment, Admissions, and Student Affairs Committee of the DeGroote School of Business.

Notes

1. The Minor is not open to students registered in Commerce or Engineering and Management.
2. ~~For admission, students must complete an application for admission to the Minor by using the Service Request function in the Student Centre in Mosaic before April 30th.~~
To apply for admission into the minor, students must email their interest to the Business Faculty Office at buscom@mcmaster.ca before April 30th each year.
3. Students seeking the Minor must have completed, with a minimum grade of B-, one of COMPSCI 1BA3, 1MA3, 1JC3, 1TA3, ECON 1B03 or ECON 1BB3.

Requirements

24 - 25 units total

3-4 units

from

- COMPSCI 1JC3 - Introduction to Computational Thinking
- COMPSCI 1MA3
- COMPSCI 1TA3 - Elementary Computing and Computer Use
- ENGINEER 1D04 - Engineering Computation

3 units

from

- ECON 1BB3 - Introductory Macroeconomics

• ~~ECON 1BX3~~
for Business Students

~~Introductory Microeconomics~~

• ECON 1B03 (or 1BX3) – Introductory Microeconomics

3 units

- COMMERCE 2KA3 - Information Systems in Business

6 units

from

- COMMERCE 3KA3 - System Analysis and Design
- COMMERCE 3KD3 - Database Design Management and Applications
- COMMERCE 3KE3 - Management of Enterprise Data Analytics

9 units

from

- COMMERCE 4KF3 - Project Management
- COMMERCE 4KH3 - Strategies for Electronic and Mobile Business
- COMMERCE 4KI3 - Business Process Management
- COMMERCE 4KX3 - Special Topics in Information Systems

Specialized Minor in Commerce for Students Completing a Single Honours B.A. in Humanities

The Specialized Minor in Commerce for Humanities students is administered by the DeGroote School of Business. A maximum of 30 students will be admitted each year to this Specialized Minor.

Notes

1. For admission, Humanities students (Level 1) must complete an application for admission to the Minor by using the Service Request function in the Student Centre in Mosaic during the Program/Plan Selection process in April.
2. Students must also be admitted to a Single Honours B.A. in one of the following programs: Art History, Classics, Cognitive Science of Language, Communication Studies, English and Cultural Studies, French, History, Justice, Political Philosophy and Law, Linguistics, Multimedia, Media Arts, Philosophy, or Theatre & Film Studies.
3. Students seeking the Specialized Minor in Commerce for Humanities must have completed ECON 1B03, and one of MATH 1M03 or ECON 1BB3.
4. Students must have a Grade Point Average of at least 6.0 to be considered for entry into the Minor.
5. Students planning to apply to the accelerated MBA program at McMaster are strongly encouraged to consult with MBA Admissions at the Ron Joyce Centre regarding admission requirements. In addition to meeting all other admission criteria students must complete, with a minimum grade of B-, the following courses:
 - all three of ECON 1B03, 1BB3, and MATH 1M03;
 - all level 1 and 2 Commerce courses listed below with the exception of COMMERCE 2DA3;
 - COMMERCE 3MC3

Requirements

33 units total

6 units

- COMMERCE 1AA3 - Introductory Financial Accounting
- COMMERCE 1BA3 - Organizational Behaviour
- COMMERCE 1DA3 - Business Data Analytics
- COMMERCE 1MA3 - Introduction to Marketing

18 units

from

- COMMERCE 2AB3 - Managerial Accounting I
- COMMERCE 2BC3 - Human Resource Management and Labour Relations
- COMMERCE 2DA3 - Decision Making with Analytics
- COMMERCE 2FA3 - Introduction to Finance
- COMMERCE 2FB3 - Managerial Finance

- COMMERCE 2KA3 - Business
- COMMERCE 2OC3 - Operations Management
- COMMERCE 3MC3 - Applied Marketing Management
- COMMERCE 3S03 - Management Skills Development

3 units
from

- HUMAN 3LM3 - Foundations of Leadership
- or
- HUMAN 3CM3 - Leadership: Cross-Cultural Mentoring Lab

6 units

- Level III or IV Commerce courses

Rationale: To align with the program name change from the Department of Communication Studies and Multimedia.

NEW COURSES

COMMERCE 3FM3 – The History of Finance

3 unit(s)

This course explores the emergence, evolution, and future of the tools and organizations that make modern finance possible. By studying the history of payments, debt, banking, corporations, markets, derivatives, pensions, insurance companies and investment funds, students will learn why such institutions are organized as they are today and how we might design better versions to tackle the challenges of the twenty-first century. This course will be of particular interest to students interested in fintech as it explores the core functions of financial institutions and their modern innovations.

Prerequisite(s): COMMERCE 2FA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see *Faculty Note 2*.)

Rationale: This is a new course which covers substantial material otherwise untaught in the program.

To help catalyze innovation in the design of financial institutions, this course explores the core functions of various organizations and tools used for the re-allocation of capital. A historical perspective is used to help students frame the problems these tools/organizations were created to alleviate and to showcase how they have evolved to suit society's changing needs over the past 5,000 years. A global perspective is used to enhance students' appreciation of how core financial functions are adapted to local needs and to highlight the universality of resource allocation problems.

The main topics include: institutions and specialization, payments, debt, banking, central banking, companies, markets, derivatives, insurance, trusts, pensions, and the state.

REVISIONS TO EXISTING COURSES

IBH 1AB3 - Perspectives on Canadian Business

3 unit(s)

This course will examine how the business environment can affect Canadian organizations and their stakeholders. Functional areas of business will be introduced in order to understand the basics of management. The course will introduce students to business principles, techniques, and terms within both the Canadian and global context. This will include a discussion on the business environment, management theory, and the introduction of functional areas of business. The overall objective is that upon completion, students will have a foundation for future business courses.

Prerequisite(s): Registration in Level 1 of the Integrated Business and Humanities Program
Lectures (three hours)

Antirequisite(s): ~~Not open to students with credit or enrolment in LINGUIST 1ZZ3 or 2S03-~~ COMMERCE 1E03.

Rationale: Remove reference of IBH 1AC3 anti-req and add antireq of commerce 1E03 as antireq since these

courses are equivalent.

IBH 1BA3 - Leadership Coaching 1

3 unit(s)

Description: This course provides the foundations for building the critical competencies in Managing (Doing things Right) to Leading (Doing the Right Things). Through in-class group coaching, students will develop and practice the successful thinking and associated behaviours required to grow Emotional Intelligence in the four primary

components of Self-Awareness, Self- Management, Social Awareness, Social Management. The coaching model of What? (Understanding the critical theoretical foundations), So What? (Specific meaning/impacts for individual students), Now What? (action steps for application to self and other), provides the format for teaching and learning. Lectures (three hours)

Prerequisite(s): Registration in Level 1 of the Integrated Business and Humanities Program

Antirequisite(s): Not open to students with credit or enrolment in COMMERCE 1BA3, ~~or 4BN3~~

Rationale: Remove reference to Commerce 4BN3 from anti-requisite.

IBH 4BA3 - Leadership Effectiveness: Building Personal and Organizational Success

3 unit(s)

The objective of this course is to prepare students to take on increasingly higher levels of leadership in their organizations, creating career paths for personal success, organizational effectiveness and contribution to society at large

Lectures (three hours)

Prerequisite(s): IBH 1BA3 and IBH 3AA3; and registration ~~Registration~~ in Level IV of the Integrated Business and Humanities Program

Antirequisite(s): COMMERCE 4BN3.

Rationale: Add IBH 1BA3 and IBH 3AA3 to pre-requisite, as students take these courses in order. Add Commerce 4BN3 to anti-requisite as these courses are equivalent.

COMMERCE 20C3 - Operations Management

3 unit(s)

The course will cover both manufacturing and service operations topics at the strategic, tactical and operational levels. Topics include capacity planning, layout of facilities, forecasting, aggregate planning, scheduling, inventory control, purchasing, supply chains and quality control. Emphasis will also be placed on process improvement and project management. The course will look at supply chain issues related to globalization and sustainability including environmental and social issues.

Lectures (three hours), tutorial (one hour)

Prerequisite(s): One of ARTSSCI 2R03, COMMERCE 1DA3 (or 2QA3) ~~2QA3~~, ECON 2B03, ELECENG 3TQ4, ENGPYHS 3W04, HTHSCI 1F03, 2A03, NURSING 2R03, SOCSCI 2J03, STATS 1CC3, 2B03, 2MB3, 3J04, 3N03, 3Y03; and registration in any four or five level program or applicable minor (see *Faculty Note 2.*)

Antirequisite(s): COMMERCE 4QA3, IBH 2BC3 (or 3BE3), MECHENG 4C03

This course is not open to students in any Engineering and Management program.

Rationale: Updated with Commerce 1DA3 to reflect new class brought through Curriculum last year.

COMMERCE 3MC3 - Applied Marketing Management

3 unit(s)

Builds upon material in COMMERCE 1MA3 (or 2MA3) but is more applied in nature and covers the 4-P's marketing mix in greater depth. It also has a heavier industrial and service sector component, and relies more on practical, real world cases. A major field project (for example, student teams working with companies) is a critical part of the course.

Lectures (three hours)

Prerequisite(s): COMMERCE 1MA3 (or 2MA3) ~~or IBH 2AA3~~; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see *Faculty Note 2.*)

Antirequisite(s): IBH 3AB3

Rationale: The new description is more accurate and better reflects the course content. It also offers more

flexibility to design the learning

experience of the field project

component. Remove IBH 2AA3 from prerequisite at IBH students cannot take this class.

COMMERCE 3MD3 - Introduction to Contemporary Applied Marketing

3 unit(s)

This course will introduce students to key marketing principles and concepts and explore their practical applications in business situations. Case studies are used to give practice in analyzing opportunities, solving marketing issues, and preparing implementation plans. This course is taught through a combination of lectures, case discussions,

readings, assignments and a field project.

Lectures (three hours)

Prerequisite(s): Registration in Level III or above ~~or relevant minor (see Faculty Note 2.)~~

Antirequisite(s): COMMERCE 1MA3 (or 2MA3), 3MC3, IBH 2AA3. Not open to students registered in any Commerce, or Engineering & Management program

Rationale: Remove “relevant minor” from pre-requisite. Only open to students outside DSB.

COMMERCE 4BB3 - Recruitment and Selection

3 unit(s)

This course exposes students to staffing issues in the Canadian context. Topics include job analysis, methods of recruitment and selection, human rights legislation and decision making strategies.

Lectures (three hours)

Prerequisite(s): COMMERCE 2BC3 or IBH 2AC3; and registration in any Bachelor of Commerce, Labour Studies or Engineering and Management program or relevant minor (see Faculty Note 2.)

Rationale: Add Labour Studies program to pre-requisite.

COMMERCE 4BE3 - Strategic Compensation/Reward Systems

3 unit(s)

Key issues in designing effective pay systems are discussed. Topics include: job evaluation, market pay surveys, pay structures, performance incentives, knowledge pay and employee benefits.

Lectures (three hours)

Prerequisite(s): COMMERCE 2BC3 or IBH 2AC3; and registration in any Bachelor of Commerce, Labour Studies or Engineering and Management program or relevant minor (see Faculty Note 2.)

Rationale: Add Labour Studies program to pre-requisite.

COMMERCE 4BI3 - Training and Development

3 unit(s)

This course provides a framework for establishing, revising and examining training programs in organizations. Topics include: needs assessment, development of training objectives, planning and delivery of instruction, learning principles and evaluation of training.

Lectures (three hours)

Prerequisite(s): COMMERCE 2BC3 or IBH 2AC3; and registration in any Bachelor of Commerce, Labour Studies or Engineering and Management program or relevant minor (see Faculty Note 2.)

Rationale: Add Labour Studies program to pre-requisite.

COMMERCE 4BM3 - Strategic Human Resource Planning

3 unit(s)

This course provides an understanding of the essential elements of Human Resource Planning processes in organizations. Students will acquire knowledge in analyzing, assessing and programming for human resource requirements of the organizational business plans and strategies.

Lectures (three hours)

Prerequisite(s): COMMERCE 2BC3 or IBH 2AC3; and registration in any Bachelor of Commerce, Labour Studies or Engineering and Management program or relevant minor (see Faculty Note 2.)

Rationale: Add Labour Studies program to pre-requisite.

COMMERCE 4BN3 -

Leadership Development

3 unit(s)

This highly participative learning portfolio-based course on Leadership focuses on the potential for personal and professional growth of the student. The course provides an initial understanding of the fundamentals and theories of leadership, and then moves to an appreciation of students own leadership styles, behaviors, and experiences as well as an understanding of other individuals leadership styles, behaviors, and experiences. A major objective of the course is to encourage the student to become more reflective and self-aware.

Lectures (three hours)

Prerequisite(s): COMMERCE 3S03 or ~~IBH 3AA3~~; and registration in Level IV or above in any Bachelor of

Commerce or Engineering and Management program or relevant minor (see Faculty Note 2.)

Antirequisite(s): IBH 4BA3

Rationale: Remove IBH 3AA3 from pre-requisite because the class is not available to IBH students.. Add IBH 4BA3 to anti-requisite as this has an IBH equivalent.

COMMERCE 4MA3 - Advertising and Integrated Marketing Communication

3 unit(s)

The course introduces learners to the strategic role of advertising and its various forms print, radio, television, social, experiential, events, viral and consumer generated content in effective marketing. Students understand how to develop communications objectives, formulate a creative strategy, compare and select various forms of media to deliver on brand goals. It offers opportunity to practice the process of analyzing an opportunity, formulating strategy, developing creative and implementing an IMC plan.

Lectures (three hours)

Prerequisite(s): ~~COMMERCE 2MA3~~ IMA3 (or 2MA3) or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see Faculty Note 2.)

Rationale: COMMERCE 2MA3 is now offered as COMMERCE IMA3.

COMMERCE 4ME3 - Sales Management

3 unit(s)

Cases, presentations, field work, library research, role playing and group exercises help to understand customers, the selling process, sales presentations, negotiation, legal and ethical responsibilities, self and team management.

Lectures (three hours)

Prerequisite(s): ~~COMMERCE 2MA3~~ IMA3 (or 2MA3) or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see Faculty Note 2.)

Antirequisite(s): Not open to students with credit or registration in COMMERCE 4MX3, if the topic was Sales Management.

Rationale: COMMERCE 2MA3 is now offered as COMMERCE IMA3.

COMMERCE 4MH3 - Electronic Marketing

3 unit(s)

The purpose of this course is to explore cutting edge marketing strategies in a dynamic e-commerce environment. Students will cover a wide range of issues including online consumer behaviours, website analytics, search engine marketing, online CRM, online channel and pricing strategies, social media marketing, and mobile marketing. This course is taught primarily through the case method and lectures but also includes readings, videos, workshops, guest speakers and assignments.

Lectures (three hours)

Prerequisite(s): ~~COMMERCE 2MA3~~ IMA3 (or 2MA3) or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see Faculty Note 2.)

Rationale: COMMERCE 2MA3 is now offered as COMMERCE IMA3.

APPENDIX



**RECOMMENDATION FOR CHANGE IN
UNDERGRADUATE CURRICULUM FOR 2021-2022
Course and Calendar Change Proposal Form**

**DeGroote School of Business
McMaster University**

1. All sections of this form must be completed.
2. This form must be completed for all course changes.
3. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Greg Rombough, Manager – Undergraduate Academics**
Extension: **x 27213**

4. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
- ☐ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☐ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☒ Student Experience Office

☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
- ☐ Change in delivery (blended/online/etc)
- ☐ Change in prerequisites /
- ☐ Change in course title
- ☐ Change in credit value: from credits to credits
- ☒ Change in Academic Calendar Text
- ☐ Other:

Current Course Description

Course Title: **Minor in Finance, Minor in Accounting and
Minor in Information Systems**

Rationale: Explain briefly the reasons behind the recommendation for change.

Updating faculty note to include reference to updated admission procedure for specialized Commerce minors.

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

Notes

1. The Minor is not open to students registered in Commerce or Engineering and Management.
2. ~~For admission, students must complete an application for admission to the Minor by using the Service Request function in the Student Centre in Mosaic before April 30th.~~
To apply for admission into the minor, students must email their interest to the Business Faculty Office at buscom@mcmaster.ca before April 30th each year.



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 New Course Proposal

**DeGroote School of Business
McMaster University**

5. All sections of this form must be completed.
6. This form must be completed for all course changes.
7. If the committee has any questions regarding this proposal, who should be contacted?

Instructor or Chair Name: **INS: William Huggins; CHAIR: Trevor Chamberlain**
Extension: **INS: hugginsw@mcmaster.ca; CHAIR: chambert@mcmaster.ca**

8. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

Strategic Management
Marketing
Health Policy and Management
Accounting and Financial Management Services
Finance and Business Economics
Human Resources and Management
Information Systems
Operations Management
Joint Areas (please specify):

Proposed Course Details:

Course Title: **The History of Finance**
Instructor(s): **William Huggins**
Prerequisites: **2FA3**

Course Code: **3FM3**
Credit Value: **3.0**

Rationale: Explain briefly the reasons behind the recommendation. If the course is being re-named, give the old and new titles, and old and new course numbers. If the course is to be cancelled, state the rationale.

This is a new course which covers substantial material otherwise untaught in the program.

To help catalyze innovation in the design of financial institutions, this course explores the core functions of various organizations and tools used for the re-allocation of capital. A historical perspective is used to help students frame the problems these tools/organizations were created to alleviate and to showcase how they have evolved to suit society's changing needs over the past 5,000 years. A global perspective is used to enhance students' appreciation of how core financial functions are adapted to local needs and to highlight the universality of resource allocation problems.

The main topics include: institutions and specialization, payments, debt, banking, central banking, companies, markets, derivatives, insurance, trusts, pensions, and the state

The principal text supporting the course is William Goetzmann's "Money Changes Everything: How Finance Made Civilization Possible" (Princeton U Press, 2016). HBS/Ivey/Darden cases are also used in support.

Course Description: Provide a brief description to be included in the Undergraduate Calendar (max. 6 lines).

This course explores the emergence, evolution, and future of the tools and organizations that make modern finance possible. By studying the history of payments, debt, banking, corporations, markets, derivatives, pensions, insurance companies and investment funds, students will learn why such institutions are organized as they are today and how we might design better versions to tackle the challenges of the twenty-first century. This course will be of particular interest to students interested in fintech as it explores the core functions of financial institutions and their modern innovations.

Statement of purpose (How does the course fit into the Faculty's programme?):

**To put modern finance into historical and cultural perspective
To deepen students' understanding of the role of finance in society
To emphasize the role of governance and system design in resource allocation
To highlight ethical issues arising from the design choices in our financial system
To draw students into the innovation process**

Class size (please provide context if below standard class-size:

50 students

Method of presentation of course material:

Under traditional delivery, the course involves weekly two hour lectures followed by an hour of in-depth discussion (seminar style) related to recent development, stakeholder considerations, and other design related issues. The discussion components are essential for students to explore the complex and (sometimes) competing objectives of the institutions in question.

Under online delivery, the lectures will be replaced with asynchronous video content while the related seminars will be conducted synchronously each week to fortify student engagement with both the content and their peers.

Method of evaluation (exams, essays, assignments, group projects, class participation, etc.):

30% - Three case studies (HBS) worth 10% each (completed either in groups or solo)

30% - Group project on recent innovations related to a tool of their choice (payments, banking, central banks, companies, markets, derivatives, insurance, trusts, or pensions)

40% - Two individual tests worth 20% each (midterm and final)

To prevent overlap, is a similar course being offered elsewhere on campus? If so, please attach any relevant correspondence with the other area(s) or department(s)? **Not offered elsewhere**

If the proposed course is to be **cross-listed** in another department/faculty, please attach relevant correspondence with the department/faculty. **Not cross-listed elsewhere**

If this course is intended primarily for students **outside the DeGroote School of Business**, have you the support of the department concerned? **Not intended for students outside the faculty (other than as an elective).**

A **draft course outline** is attached to this form. **Yes, it is included.**

Configuration for Mosaic Course Catalog

Class Component(s) required for Scheduling:

*Check all that apply to a maximum of 3. All components used in the catalog **must be scheduled** or students won't be able to enrol in the course. For example, if a course is approved with lecture and tutorial components and the tutorial is not scheduled, students will not be able to enrol into the course.*

The components configured in Mosaic should also match the calendar description (i.e. if the phrase "Three hours (lectures, tutorials); one term" is used, then lectures and tutorials should be used in Mosaic.)

☒ **Lecture** ☐ Tutorial ☐ Lab ☐ Seminar ☐ Field Study ☐ Independent Study ☐ Placement

☐ Project ☐ Thesis ☐ Work Experience

Default section size:

(For the primary component, how many seats per section would an average offering of this course have? This can be adjusted later.)

50

Note regarding Personal Interest Courses (PIC):	
All undergraduate courses will be eligible for PIC unless they use a field study, independent study, placement or thesis component. Additionally, students are not eligible to use the PIC option for required (program) courses.	
Is a Registrar-scheduled exam required?	<input type="checkbox"/> Yes X No
What is the grading basis for the course?	X Standard (A+ to F) <input type="checkbox"/> Pass/Fail <input type="checkbox"/> Other (specify):
Is this course repeatable for credit?	X <input type="checkbox"/> No <input type="checkbox"/> Yes, to a maximum of units.
Is permission required to enrol in the course?	X <input type="checkbox"/> No <input type="checkbox"/> Yes; department permission <input type="checkbox"/> Yes; instructor permission
Is this a multi-term (A/B) course?	<input type="checkbox"/> Yes X <input type="checkbox"/> No

Commerce 4FX3
The History of Finance
Winter 2021 Course Outline

Finance and Business Economics Area
DeGroote School of Business
McMaster University

COURSE OBJECTIVE

This course explores the emergence, evolution, and future of the tools and organizations that make modern finance possible. Through the study of the history of payments, debt, banking, corporations, markets, derivatives, pensions, insurance companies, and investment funds students will learn why such institutions are organized as they are today. Class discussions and the consideration of related case studies will provide students with modern perspectives and insights regarding how better versions might be designed to tackle the challenges of the 21st century. This course will be of particular interest to students interested in world history, fintech, and financial innovation in general.

INSTRUCTOR AND CONTACT INFORMATION

William Huggins
Instructor
hugginsw@mcmaster.ca
Office: RJC XXX
Office Hours: after class
Tel: (647) 289-9240

Class Location: TBA

Student TA

TA

TAsMACID@mcmaster.ca

Office: DSB 218

Office Hours: Mon 1-4pm

Tel: (905) 525-9140 x27438

Course website: Avenue to Learn

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT skills:	No	Global view:	Yes
A2L:	Yes	Ethics:	No	Numeracy:	Yes	Written skills:	No
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	No	Final Exam:	No	Guest speaker(s):	Yes

COURSE DESCRIPTION

This course provides an introduction to one of humanity's "killer apps" – financial intermediation. Be it a bank, pension plan, insurance company, or investment fund, these organizations are all means by which the world's savings are used to fund the world's investments. Each of the tools and organizations studied were invented to overcome the challenges of intermediation. Studying them in historical context tells us about how cultural, geographic, and demographic constraints or endowments have affected their current design and what they might look like in the future.

In each session, a new financial "technology" will be introduced and we will spend some time considering the history its related institutions, how they have changed over time, and what their current incarnations look like today. In doing so, students will be required to think about how design choices impact the stakeholders of various institutions, the path dependent nature of today's structures, and how these organizations and tools can be adapted to better suit society's needs in the future.

LEARNING OUTCOMES

Upon successful completion of this course, students will be able to complete the following tasks:

- Explain the core functions of financial institutions in plain language
- Understand variations in institutional design with reference to local challenges and cultures
- Identify the key roles and processes required to complete those functions

- Analyze the priorities and concerns of various stakeholder groups
- Evaluate how existing institutions and their processes meet the needs of their stakeholders
- Synthesize best practices to improve processes and organizational design at financial firms

COURSE MATERIALS AND READINGS

REQUIRED:

1. “Money Changes Everything: How Finance Made Civilization Possible”, William Goetzmann (2016) Princeton University Press. ISBN: 978-0691143781
2. HBS Case pack ([LINK](#))

COURSE OVERVIEW AND ASSESSMENT

You will be evaluated based on three core components according to the weights indicated below. The instructor reserves the right to modify the weightings to adjust for more or less material covered during the semester.

Missed tests/exams will receive a grade of zero unless the student has submitted and been approved for a Notification of Absence or MSAF. Late assignments will be penalized 10% for each day they are late. Your final grade will be calculated as follows:

Components and Weights

Case Studies	3 cases (group or solo), 10% each	30%
Group Project		30%
Writing Assignments	2 individual “take home” exams, 20% each	40%
Total		100%

Asynchronous Content

To facilitate on-line learning, weekly video series are recorded to support this course. You should watch each week’s videos on your own time BEFORE our synchronous sessions, read the class notes in detail, and explore some of the related links provided in the slides.

Synchronous Content

Each week the class will “meet” using Zoom for (roughly) an hour to discuss philosophical issues, innovations, and case studies related to that week’s primary topic. On weeks when a case study report is due, we will discuss it in detail. Office hours will also be held over Zoom at a time TBA

COURSE DELIVERABLES

Case Studies (3 x 10% = 30%)

All case studies must be purchased through HBS at the link provided above (roughly \$15). Final reports are to be submitted to electronic drop boxes set up on Avenue (only one submission per group is required) by 11:59pm EST on the dates listed below. Because the cases will be discussed in class the next day, late submissions cannot be accepted. **You should make every attempt to form a group within the first two weeks of class so you can begin working together by mid-January.**

Group Project (30%)

This project requires collaborative effort with your selected group to apply the lessons from class to complete a detailed analysis of one of the types of institutions discussed in the course. Your report should identify the major players in Canada and how they are carrying out their allocation objectives to address the objectives and concerns of their major stakeholder groups. Most importantly, your report should address modern challenges and opportunities for these organizations, particularly related to how improvements in technology are affecting their markets, business models, and stakeholder relationships. Your final report should be approximately 3000-4000 words excluding figures, sources, and appendices. More details will be released via Avenue to Learn in the first week of the second half of the course.

Writing Assignments (2 x 20% = 40%)

These individual assignments will cover material from the text book, readings, lectures and class discussion and are in effect, **open-book take-home tests**. Each will address the content covered in the course before their due dates. The final writing assignment is NOT cumulative. Both may require students to conduct (limited) external research to support their answers. Submissions have no minimum length but should be less than 2000 words each.

COMMUNICATION AND FEEDBACK

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All

students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar “Requests for Relief for Missed Academic Term Work” and the link below;

<http://ug.degrootemcmaster.ca/forms-and-resources/missed-course-work-policy/>

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the "Code"). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or

behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students' access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University's [Academic Accommodation of Students with Disabilities](#) policy.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office ***normally within 10 working days*** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors. The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 4FX3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

4FX3 **The History of Finance** **Winter 2021 Course Schedule**

Wee k	Topics	Deliverable s
1	Course Introduction: why study history, institutions, institutional design	
2	Payment Systems: gifts, barter, ledgers, currency, fiat currency, digital money	
3	Debt: risks and safeguards, debt as money, bonds, peer-to-peer lending	Case #1 (10%)
4	Banking: risks, governance, history, credit unions, offshore, microfinance	
5	Central Banking: liquidity, monetary policy, independence, network centrals	
6	Companies pt 1: financing, monitoring, bankruptcy, family firms	Case #2 (10%)
7	Companies pt 2: public equity, operations at distance, governance, SOEs	
8	Stock Markets: economics of markets, margin trading, bubbles, regulation	Midterm (20%)

9	Derivatives: conditional payoffs, forwards, futures, options, quant finance	
10	Insurance: estimating risk, multi-line, actuarial science, specialty lines, failure	Case #3 (10%)
11	Trusts: endowments, sovereign wealth funds, mutual funds, hedge funds	
12	Pensions: annuities, sponsors, funding, design principles, the Canada model	
13	The State: political economy, market shaping, the welfare state, demographics	Group Project (30%)

READING LIST (BY TOPIC)

The book is best read in full, in order but in this course we explore the material by “tool” rather than chronologically. The page by page breakdown facilitates focused reading but the narrative is weakened by this approach.

You should try to read the entire book, in order as written, within the first 6 weeks of the course.

INTRODUCTION: 1-14, 137-141, 194-202, 398-404, 519-521

PAYMENTS SYSTEMS: 15-30, 92-102, 127-136, 143-151, 180-189, 191-193

DEBT: 31-40, 46-53, 57-58, 65-68, 161-166, 174-179, 227-237, 249-254, 417-422, 448-451

BANKING: 40-45, 81-87, 110-118, 207-220, 289-293

CENTRAL BANKING: 42-43, 103-109, 152-161, 189-191, 351-354, 386-388, 460-463, 465-466

COMPANIES: 53-55, 59-64, 87-91, 119-127, 238-248, 289-319, 430-434, 470-474

STOCK MARKETS: 284-288, 316-381, 405-415, 438-446, 467-470, 482-492

DERIVATIVES: 68-72, 185-186, 276-288

INSURANCE: 77-81, 363-375

INVESTMENT TRUSTS: 382-386, 416-417, 463-465, 477-482, 499-516

PENSIONS: 55-57, 254-275, 493-499, 516-518

THE STATE: 31-34, 73-76, 103-202, 221-237, 423-442, 454-460



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

- 9. All sections of this form must be completed.
- 10. This form must be completed for all course changes.
- 11. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Greg Rombough**
Extension: **x 27213**

- 12. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
- ☐ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☒ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☐ Student Experience Office
- ☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
- ☐ Change in delivery (blended/online/etc)

- ☒ Change in prerequisites / corequisites
☐ Change in course title
☐ Change in credit value: from credits to credits
☐ Change in Academic Calendar Text
☐ Other:

Current Course Description

Course Title: **Perspectives on Canadian Business**

Course Code: **IBH 1AB3**

Rationale: Explain briefly the reasons behind the recommendation for change.

IBH 1AB3 lists the antireqs for IBH 1AC3, which was a previous mistake in the Calendar that is being fixed for this year. We would like to update 1AB3 to Not open to students with credit or enrolment in Commerce 1E03. 1E03 lists IBH 1AB3 as antireq. It's the same course, just delivered differently between the two programs.

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

IBH 1AB3 - Perspectives on Canadian Business

3 unit(s)

This course will examine how the business environment can affect Canadian organizations and their stakeholders. Functional areas of business will be introduced in order to understand the basics of management. The course will introduce students to business principles, techniques, and terms within both the Canadian and global context. This will include a discussion on the business environment, management theory, and the introduction of functional areas of business. The overall objective is that upon completion, students will have a foundation for future business courses.

Prerequisite(s): Registration in Level 1 of the Integrated Business and Humanities Program

Lectures (three hours)

Antirequisite(s): ~~Not open to students with credit or enrolment in LINGUIST 1ZZ3 or 2S03~~ **COMMERCE 1E03.**

Rationale: *Remove reference of IBH 1AC3 anti-req and add antireq of commerce 1E03 as antireq since these courses are equivalent.*



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

- 13. All sections of this form must be completed.
- 14. This form must be completed for all course changes.
- 15. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Catherine Connelly**
Extension: **x 23954**

- 16. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
- ☐ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☒ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☐ Student Experience Office
- ☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
- ☐ Change in delivery (blended/online/etc)

- ☒ Change in prerequisites / corequisites
☐ Change in course title
☐ Change in credit value: from credits to credits
☐ Change in Academic Calendar Text
☐ Other:

Current Course Description

Course Title: **Leadership Coaching 1**

Course Code: **IBH 1BA3**

Rationale: Explain briefly the reasons behind the recommendation for change.

Remove reference to Commerce 4BN3 from antireqs

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

IBH 1BA3 - Leadership Coaching 1

3 unit(s)

Description: This course provides the foundations for building the critical competencies in Managing (Doing things Right) to Leading (Doing the Right Things). Through in-class group coaching, students will develop and practice the successful thinking and associated behaviours required to grow Emotional Intelligence in the four primary components of Self-Awareness, Self- Management, Social Awareness, Social Management. The coaching model of What? (Understanding the critical theoretical foundations), So What? (Specific meaning/impacts for individual students), Now What? (action steps for application to self and other), provides the format for teaching and learning. Lectures (three hours)

Prerequisite(s): Registration in Level 1 of the Integrated Business and Humanities Program

Antirequisite(s): Not open to students with credit or enrolment in COMMERCE 1BA3, ~~or 4BN3~~



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

- 17. All sections of this form must be completed.
- 18. This form must be completed for all course changes.
- 19. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Catherine Connelly**
Extension: **x 23954**

- 20. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
- ☐ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☒ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☐ Student Experience Office
- ☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation

- ☐ Change in delivery (blended/online/etc)
- ☒ Change in prerequisites / corequisites
- ☐ Change in course title
- ☐ Change in credit value: from credits to credits
- ☐ Change in Academic Calendar Text
- ☐ Other:

Current Course Description

Course Title: **Leadership Effectiveness: Building Personal and Organizational Success** Course Code: **IBH 4BA3**

Rationale: Explain briefly the reasons behind the recommendation for change.

Updating to align proper sequence of courses. Add IBH 1BA3 to prereq. Add Commerce 4BN3 to antireq.

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

IBH 4BA3 - Leadership Effectiveness: Building Personal and Organizational Success

3 unit(s)

The objective of this course is to prepare students to take on increasingly higher levels of leadership in their organizations, creating career paths for personal success, organizational effectiveness and contribution to society at large

Lectures (three hours)

Prerequisite(s): IBH 1BA3 and IBH 3AA3; and registration ~~Registration~~ in Level IV of the Integrated Business and Humanities Program

Antirequisite(s): COMMERCE 4BN3.



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

- 21. All sections of this form must be completed.
- 22. This form must be completed for all course changes.
- 23. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Greg Rombough**
Extension: **x 27213**

- 24. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
- ☐ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☐ Human Resources and Management
- ☐ Information Systems
- ☒ Operations Management
- ☐ Student Experience Office
- ☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
- ☐ Change in delivery (blended/online/etc)
- ☒ Change in prerequisites / corequisites
- ☐ Change in course title
- ☐ Change in credit value: from credits to credits
- ☐ Change in Academic Calendar Text
- ☐ Other:

Current Course Description

Course Title: **Operations Management**

Course Code: **COMMERCE
2OC3**

Rationale: Explain briefly the reasons behind the recommendation for change.

Updated with Commerce 1DA3 to reflect new class brought through Curriculum last year

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

COMMERCE 2OC3 - Operations Management

3 unit(s)

The course will cover both manufacturing and service operations topics at the strategic, tactical and operational levels. Topics include capacity planning, layout of facilities, forecasting, aggregate planning, scheduling, inventory control, purchasing, supply chains and quality control. Emphasis will also be placed on process improvement and project management. The course will look at supply chain issues related to globalization and sustainability including environmental and social issues.

Lectures (three hours), tutorial (one hour)

Prerequisite(s): One of ARTSSCI 2R03, COMMERCE 1DA3 (or 2QA3) ~~2QA3~~, ECON 2B03, ELECENG 3TQ4, ENGPYHS 3W04, HTHSCI 1F03, 2A03, NURSING 2R03, SOCSCI 2J03, STATS 1CC3, 2B03, 2MB3, 3J04, 3N03, 3Y03; and registration in any four or five level program or applicable minor (see *Faculty Note 2.*)

Antirequisite(s): COMMERCE 4QA3, IBH 2BC3 (or 3BE3), MECHENG 4C03

This course is not open to students in any Engineering and Management program.



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

25. All sections of this form must be completed.
26. This form must be completed for all course changes.
27. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Sourav Ray (as Chair, Marketing)**
Extension: x 22370

28. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
☒ Marketing
☐ Health Policy and Management
☐ Accounting and Financial Management Services
☐ Finance and Business Economics
☐ Human Resources and Management
☐ Information Systems
☐ Operations Management
☐ Student Experience Office
☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
☐ Change in delivery (blended/online/etc)
☐ Change in prerequisites / corequisites
☐ Change in course title
☐ Change in credit value: from credits to credits

- ☐ Change in Academic Calendar Text
☐ Other: **Change in Description**

Current Course Description

Course Title: **Applied Marketing Management**

Course Code: **COM 3MC3**

Rationale: Explain briefly the reasons behind the recommendation for change.

The new description is more accurate and better reflects the course content. It also offers more flexibility to design the learning experience of the field project component.

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

Current Description:

Builds upon material in COMMERCE 2MA3 but is more applied in nature and covers the 4 P's in greater depth. It also has a heavier industrial and service sector component, and relies more on practical, real world cases. A major field project (student teams working with companies) is a critical part of the course.

Lectures (three hours)

Proposed:

Builds upon material in COMMERCE **1MA3 or 2MA3** but is more applied in nature and covers the **4 P's marketing mix** in greater depth. It ~~also has a heavier industrial and service sector component, and~~ relies more on practical, real world cases. A major field project (**for example**, student teams working with companies) is a critical part of the course.

Lectures (three hours)



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

29. All sections of this form must be completed.
30. This form must be completed for all course changes.
31. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Greg Rombough**
Extension: **x 27213**

32. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
☒ Marketing
☐ Health Policy and Management
☐ Accounting and Financial Management Services
☐ Finance and Business Economics
☐ Human Resources and Management
☐ Information Systems
☐ Operations Management
☐ Student Experience Office
☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
☐ Change in delivery (blended/online/etc)
☒ Change in prerequisites / corequisites
☐ Change in course title
☐ Change in credit value: from credits to credits

- ☐ Change in Academic Calendar Text
☐ Other:

Current Course Description

Course Title: **Introduction to Contemporary Applied Marketing**

Course Code: **Commerce 3MD3**

Rationale: Explain briefly the reasons behind the recommendation for change.

Remove “relevant minor” from pre-requisite. Only open to students outside DSB.

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

COMMERCE 3MD3 - Introduction to Contemporary Applied Marketing

3 unit(s)

This course will introduce students to key marketing principles and concepts and explore their practical applications in business situations. Case studies are used to give practice in analyzing opportunities, solving marketing issues, and preparing implementation plans. This course is taught through a combination of lectures, case discussions, readings, assignments and a field project.

Lectures (three hours)

Prerequisite(s): Registration in Level III or above ~~or relevant minor (see Faculty Note 2.)~~

Antirequisite(s): COMMERCE 2MA3, 3MC3, IBH 2AA3. Not open to students registered in any Commerce, or Engineering & Management program



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

33. All sections of this form must be completed.
34. This form must be completed for all course changes.
35. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Catherine Connelly**
Extension: **x 23954**

36. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
☐ Marketing
☐ Health Policy and Management
☐ Accounting and Financial Management Services
☐ Finance and Business Economics
☒ Human Resources and Management
☐ Information Systems
☐ Operations Management
☐ Student Experience Office
☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
☐ Change in delivery (blended/online/etc)
☒ Change in prerequisites / corequisites
☐ Change in course title
☐ Change in credit value: from credits to credits

- ☐ Change in Academic Calendar Text
☐ Other:

Current Course Description

Course Title: **Leadership Development**

Course Code: **COMMERCE
4BN3**

Rationale: Explain briefly the reasons behind the recommendation for change.

Calendar wording cleanup and removing IBH 3AA3 prereq because this class is not open to IBH students. Remove IBH 3AA3 from prereq. Add IBH 4BA3 to antireq.

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

COMMERCE 4BN3 - Leadership Development

3 unit(s)

This highly participative learning portfolio-based course on Leadership focuses on the potential for personal and professional growth of the student. The course provides an initial understanding of the fundamentals and theories of leadership, and then moves to an appreciation of students own leadership styles, behaviors, and experiences as well as an understanding of other individuals leadership styles, behaviors, and experiences. A major objective of the course is to encourage the student to become more reflective and self-aware.

Lectures (three hours)

Prerequisite(s): COMMERCE 3S03 or ~~IBH 3AA3~~; and registration in Level IV or above in any Bachelor of Commerce or Engineering and Management program or relevant minor (see Faculty Note 2.)

Antirequisite(s): IBH 4BA3



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**DeGroote School of Business
McMaster University**

- 37. All sections of this form must be completed.
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- 39. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Sourav Ray (as Chair, Marketing)**
Extension: **x 22370**

- 40. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
- ☒ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☐ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☐ Student Experience Office
- ☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
- ☐ Change in delivery (blended/online/etc)
- ☒ Change in prerequisites / corequisites
- ☐ Change in course title
- ☐ Change in credit value: from credits to credits
- ☐ Change in Academic Calendar Text
- ☐ Other:

Current Course Description

Course Title: **Advertising and Integrated Marketing Communication**

Course Code: **4MA3**

Rationale: Explain briefly the reasons behind the recommendation for change.

2MA3 is now offered as 1MA3

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

Current Prerequisites:

Prerequisite(s): COMMERCE 2MA3 or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see Faculty Note 2.)

Proposed

Prerequisite(s): COMMERCE ~~2MA3~~-1MA3 (or 2MA3) or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see Faculty Note 2.)



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

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- 42. This form must be completed for all course changes.
- 43. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Sourav Ray (as Chair, Marketing)**
Extension: **x 22370**

- 44. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
- ☒ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☐ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☐ Student Experience Office

☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
- ☐ Change in delivery (blended/online/etc)
- ☒ Change in prerequisites / corequisites
- ☐ Change in course title
- ☐ Change in credit value: from credits to credits
- ☐ Change in Academic Calendar Text
- ☐ Other:

Current Course Description

Course Title: **Sales Management**

Course Code: **4ME3**

Rationale: Explain briefly the reasons behind the recommendation for change.

2MA3 is now offered as 1MA3

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Current Prerequisites:

Prerequisite(s): COMMERCE 2MA3 or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see *Faculty Note 2.*)

Proposed

Prerequisite(s): COMMERCE ~~2MA3~~ 1MA3 (or 2MA3) or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see *Faculty Note 2.*)



RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2021-2022 Course and Calendar Change Proposal Form

DeGroote School of Business McMaster University

- 45. All sections of this form must be completed.
- 46. This form must be completed for all course changes.
- 47. If the committee has any questions regarding this proposal, who should be contacted?

Instructor's Name: **Sourav Ray (as Chair, Marketing)**
Extension: **x 22370**

- 48. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

- ☐ Strategic Management
- ☒ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☐ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☐ Student Experience Office

☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Course cancellation
- ☐ Change in delivery (blended/online/etc)
- ☒ Change in prerequisites / corequisites
- ☐ Change in course title
- ☐ Change in credit value: from credits to credits
- ☐ Change in Academic Calendar Text
- ☐ Other:

Current Course Description

Course Title: **Electronic Marketing**

Course Code: **4MH3**

Rationale: Explain briefly the reasons behind the recommendation for change.

2MA3 is now offered as 1MA3

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Current Prerequisites:

Prerequisite(s): COMMERCE 2MA3 or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see *Faculty Note 2.*)

Proposed

Prerequisite(s): COMMERCE ~~2MA3~~ 1MA3 (or 2MA3) or IBH 2AA3; and registration in any Bachelor of Commerce or Engineering and Management program or relevant minor (see *Faculty Note 2.*)