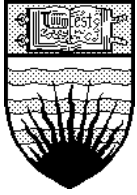


THE UNIVERSITY OF BRITISH COLUMBIA



September 4, 2008

CURRICULUM COMMITTEE
Vancouver Senate
2016 - 1874 East Mall
Vancouver, B.C. Canada V6T 1Z1

To: Vancouver Senate

From: Senate Curriculum Committee

Re: September Curriculum Proposals

The Senate Curriculum Committee has reviewed the material forwarded to it by the faculties, and encloses those proposals it deems as ready for approval. Pursuant to section 27(b) of the *Rules and Procedures of Senate*, the Committee has authorized faculties to offer the new courses outlined below in September 2008, subject to Senate's approval of this report.

As such, the following is recommended to Senate:

Motion: *"That the new and changed courses and programs brought forward by the Faculties of Education and Commerce and Business Administration be approved."*

Respectfully submitted,

Peter Marshall, Chair
Senate Curriculum Committee

THE UNIVERSITY OF BRITISH COLUMBIA



Enrolment Services
Senate and Curriculum Services
1874 – 2016 East Mall
Vancouver, BC V6T 1Z1
ginette.vallee@ubc.ca
T: 604-822-0140; F: 604-822-5945

9 September 2008

To: Vancouver Senate

From: Senate Curriculum Committee

Re: **CURRICULUM PROPOSAL FROM THE FACULTY OF EDUCATION**

Attached please find the submitted category 1 undergraduate curriculum proposal from the Faculty of Education.

The following new or changed programs:

- a) Alternative Degree Credit > UBC-Ritsumeikan Academic Exchange Program > Academic Program
- b) Bachelor of Education (Secondary) / Bachelor of Science (Physics or Math)

The following new courses:

- a) LLED 200 (3) Introduction to Writing in Academic and Professional Registers
- b) LLED 210 (3) Introduction to Analyzing Meanings of Images in Texts
- c) LLED 211 (3) Field Research in Social Processes of Inclusion and Exclusion: Discourse Perspectives
- d) LLED 212 (3) Introduction to Language Communities and Variation in Language Practices
- e) LLED 213 (3) Introduction to Intercultural Communication and Socialization in Multicultural Contexts
- f) LLED 220 (3) Introduction to Translating in a Globalized Society
- g) LLED 221 (3) Language Maintenance and the Integration of Immigrants in Canada - An Introduction
- h) LLED 222 (3) Introduction to Public and Private Language Practices in a Globalized Society
- i) LLED 223 (3) Introduction to the Nature of World Englishes
- j) LLED 421 (3) Gramlign: Learning and teaching grammar in text for the second language classroom
- k) LLED 455 (3) Supporting Language and Literacy for First Nations Learners (K-12)



UBC Curriculum Proposal Form Change to Program

Category: (1)

Faculty: EDUCATION Department: LLED Faculty Approval Date: Effective Session <u>Winter</u> Term <u>1</u> Year <u>2008/09</u> for Change	Date: January 17, 2008 Contact Person: Victoria Purcell-Gates Phone: 2-0105 Email: victoria.purcell-gates@ubc.ca
<p>Proposed Calendar Entry</p> <p>The Department of Language and Literacy Education offers a range of 3-credit courses as part of its contribution to the UBC-Ritsumeikan Academic Exchange Program. The courses are also open to visiting international students at UBC and are of particular relevance to students who are interested in exploring relationships between language use and social context. The courses are all introductory in nature and have no prerequisites.</p> <p>The UBC-Ritsumeikan Academic Exchange Program also offers 3-credit courses in the second term, in conjunction with the Faculty of Arts. Arts Studies (ASTU) 201 and 202 are available to both UBC and Ritsumeikan students. Both ASTU 201 (Intercultural Communication) and ASTU 202 (Pacific Rim Studies) were jointly developed by faculty members from both universities and are team-taught. ASTU 202 is cross-listed with Geography (GEOG) 281. The goal of the Arts Studies program is to provide students from both schools with an opportunity to interact in the classroom, to their mutual academic enrichment and benefit.</p> <p>UBC-Ritsumeikan Academic Exchange Program The University of British Columbia 333–6460 Agronomy Road Vancouver, BC, Canada, V6T 1W9 Tel: 604-822-8604 (Academic Director) Tel: 604-822-9511 (Program Manager) Fax: 604-822-9515 Information can also be obtained from the Ritslab website.</p>	<p>URL: http://www.students.ubc.ca/calendar/index.cfm?tree=4,228,550,741</p> <p>Present Calendar Entry: Alternative Degree Credit > UBC-Ritsumeikan Academic Exchange Program > Academic Program</p> <p>The UBC-Ritsumeikan Academic Exchange Program offers a number of 3-credit courses in the first and second term that are also open to UBC students. LLED 206A is an introduction to research in the social sciences. LLED 206B is an introduction to sociolinguistics. LLED 226A explores intercultural communication in a variety of settings. LLED 226B is an introduction to new media across the curriculum. The courses are of particular relevance to students who are interested in exploring issues related to language and society.</p> <p>The program offers 3-credit courses in the second term, in conjunction with the Faculty of Arts. Arts Studies (ASTU) 201 and 202 are available to both UBC and Ritsumeikan students. Both ASTU 201 (Intercultural Communication) and ASTU 202 (Pacific Rim Studies) were jointly developed by faculty members from both universities and are team-taught. ASTU 202 is cross-listed with Geography (GEOG) 281. The goal of the Arts Studies program is to provide students from both schools with an opportunity to interact in the classroom, to their mutual academic enrichment and benefit.</p> <p>UBC-Ritsumeikan Academic Exchange Program The University of British Columbia 333–6460 Agronomy Road Vancouver, BC, Canada, V6T 1W9 Tel: 604-822-8604 (Academic Director) Tel: 604-822-9511 (Program Manager) Fax: 604-822-9515 Information can also be obtained from the Ritslab website.</p> <p>Action: Change program content and description.</p>



	<p>Rationale: Changes are made in response to a program review of the Academic Exchange Program and a departmental review of its participation in the program. Changes provide a greater range of academic interest without increasing student or faculty load and also provide greater academic challenge for students entering higher levels of English proficiency.</p> <p>Supporting Document # LLED-01-08-0</p>
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Category: (1)

Faculty: EDUCATION Department/UNIT: TEO Faculty Approval Date: Effective Session <u>winter</u> Term <u>1</u> Year <u>2008 -2009</u> for change	Date: January 17, 2008 Contact Person: Sydney Craig Phone: 822-4568 Email: Sydney.craig@ubc.ca URL: http://www.students.ubc.ca/calendar/index.cfm?tree=12,202,320,155
Proposed Calendar Entry: Introduction <p>The Faculty of Education offers the Bachelor of Education to persons interested in a career in teaching. Qualified applicants who wish to prepare as elementary teachers may select either a 12-month or a two-year option. Those interested in preparing to teach students in the middle years or in secondary schools undertake studies over a 12-month period.</p> <p>In addition, the Faculty offers a five-year dual-degree program with the Faculty of Science leading to a combined Bachelor of Education (Secondary)/Bachelor of Science in either Physics or Math.</p>	Present Calendar Entry: Introduction <p>The Faculty of Education offers the Bachelor of Education to persons interested in a career in teaching. Qualified applicants who wish to prepare as elementary teachers may select either a 12-month or a two-year option. Those interested in preparing to teach students in the middle years or in secondary schools undertake studies over a 12-month period.</p> Type of Action: <p>Updating the description of the Bachelor of Education to include description of the dual degree program.</p> Rationale: <p>There is mounting evidence indicating that pre-service teachers engage with pedagogical and curricular issues in more substantive ways if they are taking courses in their disciplinary specializations alongside courses in education.</p> <p>The proposed dual degree program is an appealing program that will draw more Science students into education and help alleviate the chronic shortage of secondary school teachers with backgrounds in specific Science disciplines. Initially this program will be restricted to students pursuing a major in Math or a major in Physics, but additional disciplines will be considered in the future.</p> <p>Within the proposed program the students will complete the same requirements for a B.Sc. degree majoring in Math or Physics and a Bachelor of Education degree as students who are pursuing these degrees sequentially. However, by permitting concurrent admission to and completion of both degree programs students are able to reflect on the selection of electives so as to maximize synergy and relevance to both programs.</p>

Category: (1)

<p>Faculty: EDUCATION Department/UNIT: TEO Faculty Approval Date:</p> <p>Effective Session <u>winter</u> Term <u>1</u> Year <u>2008 -2009</u> for change</p>	<p>Date: January 17, 2008 Contact Person: Sydney Craig Phone: 822-4568 Email: Sydney.craig@ubc.ca URL: http://www.students.ubc.ca/calendar/index.cfm?tree=12,202,320,156</p>
<p>Proposed Calendar Entry:</p> <p><i>Pre-Admission Advising</i></p> <p>Advising on pre-admission requirements available through the Teacher Education Office. Before sending inquiries or making appointments, please review your transcript in relation to the admission requirements for the program option of your choice and complete self-assessment forms and worksheets. For detailed admission requirements please visit our website. Please contact the Teacher Education Office by email if you wish to meet with an advisor.</p> <p>Application for admission to the dual degree program is made through the Science Information & Advising Centre (see www.escience.ubc.ca/academic/advising) in the Fall of second year after gaining admission to the appropriate major program in Science and must receive approval from the Faculties of Science and Education .</p>	<p>Present Calendar Entry:</p> <p><i>Academic Advising</i></p> <p>Group advising sessions on pre-admission requirements are available through the Teacher Education Office... .. Please contact the Teacher Education Office by email to register for advising sessions.</p> <p>Type of Action:</p> <ol style="list-style-type: none">1. Change of heading for paragraph to more accurately describe what is in the paragraph2. Updating the information on pre-admission advising to include the dual degree program. <p>Rationale:</p> <p>Both the Faculty of Education and the Faculty of Science will be involved in the approval of potential students for the dual degree program.</p>

Category: (1)

<p>Faculty: EDUCATION Department/UNIT: TEO Faculty Approval Date:</p> <p>Effective Session <u>winter</u> Term <u>1</u> Year <u>2008 -2009</u> for change</p>	<p>Date: January 17, 2008 Contact Person: Sydney Craig Phone: 822-4568 Email: Sydney.craig@ubc.ca URL: http://www.students.ubc.ca/calendar/index.cfm?tree=12,202,320,157</p>
<p>Proposed Calendar Entry:</p> <p>Secondary Teacher Education</p> <p>Applicants must have completed a four-year bachelor's degree (or equivalent), normally in subject fields within Arts...</p> <p>... In addition, applicants must have volunteer or other experience in working with young people, preferably at the age range they are proposing to teach.</p> <p>Application for admission to the program is made through the Science Information & Advising Centre (see www.escience.ubc.ca/academic/advising) in the Fall of second year after gaining admission to the appropriate major program in Science and must receive approval from the Faculties of Science and Education. All students will initially be accepted on a provisional basis and given access to Faculty of Education courses beginning in term two of second year. Admission will be confirmed only after successful completion of year two of the Science major and successful completion of the in-school practicum in May following second year.</p> <p>Dual Degree</p> <p>For detailed descriptions of program requirements consult the Mathematics [LINK to http://www.students.ubc.ca/calendar/index.cfm?tree=12,215,410,429] or Physics [LINK to http://www.students.ubc.ca/calendar/index.cfm?tree=12,215,410,434] program listings. The Dual Degree program is not open to students with a previous degree.</p>	<p>Present Calendar Entry:</p> <p>Secondary Teacher Education</p> <p>Applicants must have completed a four-year bachelor's degree (or equivalent), normally in subject fields within Arts...</p> <p>... In addition, applicants must have volunteer or other experience in working with young people, preferably at the age range they are proposing to teach.</p> <p>Type of Action:</p> <p>Updating information on admission requirements for the dual degree program.</p> <p>Rationale:</p> <p>Admitting students formally at the end of the second year in the B.Sc. program will allow the Faculty of Education to assess their academic performance on first and second year course work in science as well as their suitability for the Faculty of Education.</p>

Category: (1)

<p>Faculty: EDUCATION Department/UNIT: TEO Faculty Approval Date:</p> <p>Effective Session <u>winter</u> Term <u>1</u> Year <u>2008 -2009</u> for change</p>	<p>Date: January 17, 2008 Contact Person: Sydney Craig Phone: 822-4568 Email: Sydney.craig@ubc.ca URL: http://www.students.ubc.ca/calendar/index.cfm?tree=12,202,320,158</p>
<p>Proposed Calendar Entry:</p> <p>Admission Selection Process</p> <p>Elementary, Middle Years and Secondary</p> <p>Applicants to the teacher education program are evaluated on both academic and other relevant criteria. If the number of qualified applicants exceeds the number of available places in the elementary or middle years option, or a teaching subject field for the secondary option, not every qualified applicant will be admitted... ... If there are more qualified applicants than there are spaces in an option(s) or a subject area(s) for the secondary option, not all applicants who have met our admission requirements will be offered admission to the program.</p> <p>Dual Degree</p> <p>For detailed descriptions of program requirements consult the Mathematics [LINK to http://www.students.ubc.ca/calendar/index.cfm?tree=12,215,410,429] or Physics [LINK to http://www.students.ubc.ca/calendar/index.cfm?tree=12,215,410,434] program listings. The Dual Degree program is not open to students with a previous degree.</p>	<p>Present Calendar Entry:</p> <p>Admission Selection Process</p> <p>Applicants to the teacher education program are evaluated on both academic and other relevant criteria. If the number of qualified applicants exceeds the number of available places in the elementary or middle years option, or a teaching subject field for the secondary option, not every qualified applicant will be admitted...</p> <p>...If there are more qualified applicants than there are spaces in an option(s) or a subject area(s) for the secondary option, not all applicants who have met our admission requirements will be offered admission to the program.</p> <p>Type of Action: Updating the information on Admission Selection Process to include process for the dual degree program.</p> <p>Rationale: Admitting students formally at the end of the second year in the B.Sc. program will allow the Faculty of Education to assess their academic performance on first and second year course work in science as well as their suitability for the Faculty of Education.</p>

Category: (1)

Faculty: EDUCATION Department/UNIT: TEO Faculty Approval Date: Effective Session <u>winter</u> Term <u>1</u> Year <u>2008 -2009</u> for change	Date: January 17, 2008 Contact Person: Sydney Craig Phone: 822-4568 Email: Sydney.craig@ubc.ca URL: http://www.students.ubc.ca/calendar/index.cfm?tree=12,202,320,160
Proposed Calendar Entry: Advancement Students who do not meet the expected standard in course work may be required to revise, or do supplemental work, or to repeat a course in order to meet expected standards (see also Supplemental Examinations)... The Faculty reserves the right to require a student to withdraw from the Faculty if the student is considered to be unsuited to proceed with the study or practice of teaching. Dual Degree Students in the dual degree program must meet all criteria for advancement set by the Faculty of Education and the Faculty of Science. Students must communicate with an advisor in the Science advising office and the Teacher Education Office annually after admission to the program to discuss their progress. Students must satisfy all of the degree and program requirements for both the major in the Bachelor of Science and the Bachelor of Education Secondary program in order to graduate. Some individual courses may be considered to satisfy requirements for both degrees. Students who have been admitted to the dual degree option, but who discontinue or are asked to discontinue during Years 2-4 may be eligible for the Bachelor of Science degree. Individuals who wish to consider this option must consult with an advisor in the Faculty of Science.	Present Calendar Entry: Advancement Students who do not meet the expected standard in course work may be required to revise, or do supplemental work, or to repeat a course in order to meet expected standards (see also Supplemental Examinations)... The Faculty reserves the right to require a student to withdraw from the Faculty if the student is considered to be unsuited to proceed with the study or practice of teaching. Type of Action: Updating the information on Advancement to include criteria for advancement in the dual degree program. Rationale In order to advance in the dual degree, students must meet all requirements of both faculties and are subject to the requirements of both faculties.



UBC Curriculum Proposal Form Change to Courses

Category: (1)

<p>Proposed Calendar Entry:</p> <p>LLED 200 (3) Introduction to Writing in Academic and Professional Registers Examination of sociolinguistic knowledge and skills that are central to the production of academic and professional texts. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: Designed with the specific needs of Ritsumeikan/UBC Academic Exchange Program students in mind, this course introduces the knowledge and skills that are central to the production of academic and professional texts.</p> <p>Supporting Document # LLED-01-08-1</p>
<p>Proposed Calendar Entry:</p> <p>LLED 210 (3) Introduction to Analyzing Meanings of Images in Texts Introduction to systematic ways of analyzing visual and verbal modalities in academic and professional registers through a 'grammar' designed for this purpose. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: By assisting students to describe, interpret and critique relations between visual and verbal meaning-making this course will also enable them to create innovative texts and explore the semiotic potential of different types of relationships between visual and verbal modalities.</p> <p>Supporting Document # LLED-01-08-2</p>



<p>Proposed Calendar Entry:</p> <p>LLED 211 (3) Field Research in Social Processes of Inclusion and Exclusion: Discourse Perspectives Introduction to the roles that social discourses of inclusion and exclusion play in intercultural integration. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: By applying principles and strategies of discourse analysis in ethnographies of communication through individual and small group projects in local ethnocultural communities, students will better understand how discourses of inclusion and exclusion are used in specific cultural communities to create certain effects. Supporting Document # LLED-01-08-3</p>
<p>Proposed Calendar Entry:</p> <p>LLED 212 (3) Introduction to Language Communities and Variation in Language Practices Exploration of language variation and its functions, in the processes of identity and community formation. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: Through the examination of key social factors linked to language variation--race, gender, class, amongst others--students will acquire a deeper understanding of the language involved in establishing, maintaining, and/or resisting various identities. Supporting Document # LLED-01-08-4</p>
<p>Proposed Calendar Entry:</p> <p>LLED 213 (3) Introduction to Intercultural Communication and Socialization in Multicultural Contexts Introduction to the processes by which individuals become competent members of society through the use of language. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: By examining how individuals become socialized into particular patterns of language use, students gain insights into the discursive basis of communication and miscommunication, thus heightening their sensitivity to different ways of meaning in multicultural settings. Supporting Document # LLED-01-08-5</p>



<p>Proposed Calendar Entry:</p> <p>LLED 220 (3) Introduction to Translating in a Globalized Society Examination of the basic tenets of translation as a methodology for increasing students' sociocultural understanding, intercultural communication, pragmatics, and written English. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: Through hands-on opportunities to translate and discuss texts, students will develop a greater sensitivity and critical awareness of meaning's relationship to context and extra-linguistic aspects of communication.</p> <p>Supporting Document # LLED-01-08-6</p>
<p>Proposed Calendar Entry:</p> <p>LLED 221 (3) Language Maintenance and the Integration of Immigrants in Canada - An Introduction Exploration of the concept of societal and individual bilingualism / multilingualism in a variety of settings, including Canada in particular. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: The examination of various dimensions of language loss and maintenance will enable students to study how different patterns of multilingual practices relate to the particular social contexts in which they arise, and to investigate what this can tell us about language and about questions of culture, community and identity.</p> <p>Supporting Document # LLED-01-08-7</p>
<p>Proposed Calendar Entry:</p> <p>LLED 222 (3) Introduction to Public and Private Language Practices in a Globalized Society Exploration of the interrelationships between language structure, usage and social context and the interpretive differences that may result from their interaction. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: By developing their interpretive skills and abilities to conduct individual sociolinguistic field research, students will improve their potential to achieve self-sufficiency in their own language learning endeavors.</p> <p>Supporting Document # LLED-01-08-8</p>



<p>Proposed Calendar Entry:</p> <p>LLED 223 (3) Introduction to the Nature of World Englishes Exploration of critical understandings of explicit and implicit impact of world Englishes in various domains. For Ritsumeikan and other visiting international students.</p>	<p>URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED</p> <p>Present Calendar Entry: N/A Type of Action: New course Rationale: By examining macro level factors linked to global languages and their relationships with language policies and planning, students will develop a critical understanding of the impact of world Englishes in a variety of domains.</p> <p>Supporting Document # LLED-01-08-9</p>
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UBC Curriculum Proposal Form Change to Course or Program

Category: 1

Faculty: Education Department: Language & Literacy Education Faculty Approval Date: Effective Session Winter Term 2 Year 2008 for Change	Date: April 14, 2008 Contact Person: Monique Bournot-Trites Phone: 822-4873 Email: monique.bournot-trites@ubc.ca
Proposed Calendar Entry: LLED 421 (3) Gramlign: Learning and teaching grammar in text for the second language classroom Taught in French.	Present Calendar Entry: N/A Type of Action: New course Rationale: A lack of qualified teachers to teach in French as a second language program has been shown in various research studies since 1996 (Day and Shapson, 1996; Grimmett and Echols, 2000, 2001; Macfarlane and Hart, 2002; Majhonovich, 1990; Veilleux and Bournot-Trites, 2005). In order to teach French as a second language with a communicative approach, teachers need to be both competent in French and to have knowledge of second language teaching methods. Bayliss and Vignola (2007) have found that teachers indicated a lack of vocabulary knowledge in the various domains of teaching, a need for a review of grammatical concepts and for writing practice, as well as knowledge about grammar pedagogy. The purpose of this course is to respond to those needs.



UBC Curriculum Proposal Form Change to Course or Program

Category: 1

Faculty: Education Department: Language & Literacy Education Faculty Approval Date: Effective Session Winter Term 1 Year 2008 for Change	Date: January 18, 2008 Contact Person: Victoria Purcell-Gates Phone: 822-0105 Email: victoria.purcell-gate@ubc.ca
Proposed Calendar Entry: LLED 455 (3) Supporting Language and Literacy for First Nations Learners (K-12)	URL: http://www.students.ubc.ca/calendar/courses.cfm?code=LLED Present Calendar Entry: N/A Type of Action: New course Rationale: There is a significant disparity in literacy achievement between Aboriginal and non-Aboriginal learners. In British Columbia, more than 40 percent of Aboriginal children fail the province wide reading tests. To better support Aboriginal learners achieve literacy success we need to train educators to provide culturally appropriate instruction that pays attention to the unique language and literacy experiences of Aboriginal learners. The course is intended for teacher education students and educators seeking continued professional development. The course will be offered as part of the Literacy Certificate proposed in the Department of Language and Literacy Education. Further, the course represents a commitment on the part of the Faculty of Education and the Association of BC Deans to advance Aboriginal education in the province by offering courses aligned with their goals.

THE UNIVERSITY OF BRITISH COLUMBIA



Enrolment Services
Senate and Curriculum Services
1874 – 2016 East Mall
Vancouver, BC V6T 1Z1
ginette.vallee@ubc.ca
T: 604-822-0140; F: 604-822-5945

9 September 2008

To: Vancouver Senate

From: Senate Curriculum Committee

Re: **CURRICULUM PROPOSAL FROM THE FACULTY OF COMMERCE AND
BUSINESS ADMINISTRATION**

Attached please find the submitted category 1 undergraduate curriculum proposal from the Faculty of Commerce and Business Administration.

The following new course:

- a) BAMA 514 (1.5) Brand Management



UBC Curriculum Proposal Form Change to Course or Program

Category: (1)

Faculty: Sauder School of Business Department: MBA Programs Office, Robert H. Lee Graduate School. Faculty Approval Date: Nov 1, 2007 Effective Session: 2007W Term 2 Year 2008 for Change	Date: 28 August 2007 Contact Person: Dale Griffin Phone: 2-0156 Email: dale.griffin@sauder.ubc.ca
Proposed Calendar Entry: <u>BAMA 514 (1.5) Brand Management</u> <ul style="list-style-type: none">This course is restricted to students in one of these programs: MBA -OR- in one of these programs: LLBMBA -OR- in one of these programs: MSCB -OR- in one of these programs: PHD with one of these specializations: *****BADM -OR- in one of these programs: MBAMAA -OR- in one of these programs: MM -OR- in one of these programs: IMBA	URL: N/A Present Calendar Entry: N/A Type of Action: new course Rationale: <u>BAMA 580B Topics in Marketing: Brand Management</u> was first offered in Winter Term 1, 2006 in response to student demand. This course was very popular with MBA students and instructor evaluations were excellent. 42 students are registered for BAMA 580B in Winter, Term 1, 2007. This course is an elective, but not a requirement, for the MBA Marketing specialization. The new course will formalise the Marketing course in Brand Management; re-naming it BAMA 514. No other departments or faculties will be affected by this proposal.