

The following proposals, received on DAP between August 1-15, 2013, have been approved.  
For more information on the DAP process, see the Academic Handbook at [www.uwo.ca/univse/handbook](http://www.uwo.ca/univse/handbook).

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## **RICHARD IVEY SCHOOL OF BUSINESS**

*Effective **September 1, 2013**, Business 2295F/G be revised to read as shown below.*

### **Business Administration 2295F/G – Business for Science Students**

The course is designed to provide students pursuing modules offered by the Faculty of Science or the Schulich School of Medicine and Dentistry with an understanding of how business operates and how the individual employee fits into the larger business organization. Students are introduced to the basics of finance, organizational behavior, ~~ur, marketing, innovation~~ and intellectual property.

Antirequisite(s): Business Administration 1220E, 2257 (unless 2295F/G taken first), Business Administration 2299E.

Prerequisite(s): Registration in a Major, Specialization or Honors Specialization in the Faculty of Science or the Schulich School of Medicine and Dentistry. Interested students in Health Science may take this course with special permission by contacting the Business 2295F office.

3 hours, 0.5 course.

Restricted to students in Years 3 and 4.

*Effective **September 1, 2013**, the course description of Business 2299E be revised to read as shown below.*

### **Business Administration 2299E – Business for Engineers**

The course is designed to introduce students to ~~engineering economics and managerial decision-making~~. The case method is used to present selected problems in ~~accounting and finance,~~ engineering economics, marketing, organizational behavior and general management.

Antirequisite(s): The former Business Administration 2299, Business Administration 1220E, the former Business Administration 1220, Business Administration 2295F/G.

Prerequisite(s): Successful completion of third year Engineering.

3 lecture hours, 1.0 course.

Limited to Engineering students.

*Effective **September 1, 2013** the following courses be introduced.*

### **Business Administration 4571A/B - Leadership Under Fire - Developing Character**

The course will be conducted off-site at a Canadian Forces base. Some classroom instruction at the front end, followed by a number of days of field work and then culminating with a day of "lessons learned" and presentations on leadership by individuals in Canadian society for their leadership ability.

3.0 hours, 0.5 course

### **Business Administration 4572A/B - Retailing**

This course provides an overview of designing and managing retailing in the current fast moving business environment. Modern day retailing is increasingly buffeted by ever increasing customer demands and expectations on one hand, and intense competition on the other.

3.0 hours, 0.5 course

### **Business Administration 4573A/B - Measurable Marketing**

The course will cover measuring marketing effectiveness. Students will understand how brands are valued, customer satisfaction assessed and loyalty measured. They will learn how to talk to financial decision makers through analyzing the profitability of customers and the contribution of marketing to a firm's value.

3.0 hours, 0.5 course

### **Business Administration 4574A/B - Mergers and Acquisitions**

This course provides an overview of corporate takeovers and restructurings, including the strategic rationale,

the process, valuation techniques, deal structuring and negotiation, and financing. It also highlights the regulatory and corporate governance issues.

3.0 hours, 0.5 course

**Business Administration 4575A/B - Legal Environment of the Multinational Enterprise (MNE)**

This course will leverage class discussion, case studies, and assigned readings to develop students' abilities to analyze and address legal issues facing the multinational enterprise. Issues that arise in the popular press may be brought into class discussion to emphasize the volatility of the legal environment.

3.0 hours, 0.5 course

**Business Administration 4578Q/R/S/T - End User Database Management**

The aim of this course is to provide a hands-on introduction to database design and use, specifically tailored to potential users of database systems. This course would be useful to a wide range of graduates including those who will work in consulting, business analysis, and new ventures.

2.0 hours, 0.25 course

**Business Administration 4579A/B - Dark Side of Capitalism**

The course is designed for individuals seeking to understand the underlying dynamics of capitalism's evolution by looking at the broader picture: How do industries emerge, grow, die or get reshaped by powerful organizations which do not always follow the traditional rules of the game?

3.0 hours, 0.5 course

**Business Administration 4582A/B - LNC: Business and Public Policy**

The objectives of the course are to give students a) insights into the public policy world and the role that business plays in that arena, and b) conceptual frameworks for developing strategies for engagement on public policy issues to best serve the interests of the firm and society.

3.0 hours, 0.5 course

*Effective **September 1, 2013**, the following courses be introduced.*

**Business Administration 4580A/B - Reputation Management**

This course is designed to provide students with opportunities to apply strategic communication skills to analyze current business communication challenges. Recent economic turmoil has caused public trust in companies to decline. Research shows that companies who invest in communications are more profitable.

3.0 hours, 0.5 course

**Business Administration 4581A/B - Business Ethics**

This course is designed to enable students to develop greater ethical awareness, sound ethical reasoning abilities, and effective ethical decision-making as business managers and leaders. We will accomplish this by exploring key ethical theories and principles through select readings and class discussions, and practicing ethical reasoning and decision-making through case studies.

3.0 hours, 0.5 course

*Effective **September 1, 2013**, the following courses be withdrawn.*

**Business Administration 4562Q/R/S/T - Reputation Management**

**Business Administration 4438Q/R/S/T - Business Ethics**

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**DAP UPDATE: MINOR CHANGES**

**FACULTY OF ARTS AND HUMANITIES**

*Effective **September 1, 2013**, the Minor in English Language and Literature be revised to correct a typo.*

**MINOR IN ENGLISH LANGUAGE AND LITERATURE**

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1.0 course in Post-1800 Literature from: English 2308E, 2309E, 2310E, 3444E, 3446F/G, 3445F/G, 3554E, 3557F/G, 3667F/G, 3777F/G, 3882F/G.

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*Effective **September 1, 2013**, the extra information be updated for French 2805A/B and 2806A/B.*

**French 2805A/B - General Linguistics in French: Sound Patterns**

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3 lecture/tutorial hours, 0.5 course.

**French 2806A/B - General Linguistics in French: from Sound to Meaning**

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3 lecture/tutorial hours, 0.5 course.