

The following proposals, received on DAP between July 16-31, 2011, have been approved.
For more information on the DAP process, see the Academic Handbook at www.uwo.ca/univsec/handbook.

RICHARD IVEY SCHOOL OF BUSINESS

BUSINESS ADMINISTRATION

Effective September 1, 2011, the following courses will be introduced:

Business Administration 4543A/B - Technology, Innovation and Action

This course is targeted to students who are interested in building businesses with new technology. We will look at how to identify technology innovation capability for use within existing businesses or new startups. 3 lecture hours, 0.5 course.

Business Administration 4544A/B - Managing in Public & NFP Sectors

This course is to build on management theory and learning from first year in the context of unique and complex environments in the public and not-for-profit sectors. We will explore the special considerations, challenges and opportunities in these sectors and the critical skills needed for effective and efficient management.

3 lecture hours, 0.5 course.

Business Administration 4545A/B - Sports and Entertainment Analytics

You will learn how data and models can be used to improve decision making in the "glamour" industries namely: sports and entertainment. The concepts learned in this course can be easily extended to other industries.

3 lecture hours, 0.5 course.

Business Administration 4547A/B - Health Sector Leadership and Innovation

This course is for students who have an interest, or wish to pursue careers, in the health sector. It will be of interest, also, to those seeking insight into challenges that require leadership and innovation, as well as students interested in leveraging their interests in the life sciences.

3 lecture hours, 0.5 course.

Business Administration 4548A/B - Consumer Insights

You will have the opportunity to delve into the psychology that underlies customer behavior. We will explore a variety of tools and techniques both in class and in team projects. However, the course will fundamentally focus on increasing your ability to translate customer insights into winning marketing strategy.

3 lecture hours, 0.5 course.

Business Administration 4550A/B - Sustainability in Action

This course provides a comprehensive foundation to the practical challenges to and opportunities of doing sustainability work. It is designed as an action-oriented course for future leaders of for-profit, non-profit and governmental organizations interested in championing and implementing positive social change

3 lecture hours, 0.5 course.

Business Administration 4551A/B - Leaders Under Fire

Students will learn in a hands-on manner to develop, experience, and work through complex issues that could impact them during their careers. This course is intended to support the development of skills to identify individual reactions and stressors that could influence leaders and practice the mechanisms and approaches to deal with situations.

3 lecture hours, 0.5 course.

FACULTY OF SOCIAL SCIENCE

ECONOMICS

Effective September 1, 2011, the following course will be introduced:

Economics 3362F/G - Empirical Industrial Organization

This course introduces students to current research and methods used in the study of empirical questions in Industrial Organization. Answering these questions involves combining theory from microeconomics and tools from econometrics with real data. Topics covered include: demand estimation, methods for measuring market power, price discrimination, and production function analysis.

Antirequisite(s): Economics 4496F/G (if taken in 2010-2011 Academic Year).

Prerequisite(s): Economics 2221A/B, 2223A/B, and 2261A/B

3 lecture hours, 0.5 course.

SOCIOLOGY

Effective **September 1, 2011**, the following course will be revised:

Sociology 2139A/B -Social Inequality and Financial Security

Explore the nature and cause of financial security and insecurity; public, private and employer programs and products to reduce financial insecurity. For example, social security, individual insurance and employee pensions will be examined from both an actuarial and sociological perspective.

Antirequisite(s): Actuarial Science 1021A/B and the former Actuarial Science 2421A/B.

Prerequisite(s): **Must be enrolled in: Specialization in Sociology, Major in Sociology, Minor in Criminology or Sociology on main campus.**

3 lecture hours, 0.5 course.

FACULTY OF SCIENCE**APPLIED MATHEMATICS**

Effective **September 1, 2011**, the following courses will be revised:

Applied Mathematics 1201A/B - Calculus and Probability with Biological Applications

Applications of integration, integration using mathematical software packages. Scaling and allometry. Basic probability theory. Fundamentals of linear algebra: vectors, matrices, matrix algebra. Difference and differential equations. Each topic will be illustrated by examples and applications from the biological sciences, such as population growth, predator-prey dynamics, age-structured populations.

Antirequisite(s): The former Mathematics 030, the former Calculus 1201A/B.

Prerequisite(s): One or more of Calculus 1000A/B, 1100A/B, **1500A/B** or Mathematics 1225A/B.

3 lecture hours, 1 tutorial hour, 0.5 course.

Applied Mathematics 1413 - Applied Mathematics for Engineers I

The calculus of functions of one and more variables with emphasis on applications in Engineering.

Antirequisite(s): , Calculus 1000A/B 1100A/B, **1500A/B**, 1501A/B, Mathematics 1225A/B, or the former Mathematics 030.

Prerequisite(s): One or more of Ontario Secondary School MHF4U, MCV4U, the former Ontario Secondary School MCB4U or Mathematics 0110A/B.

3 lecture hours, 1 tutorial hour, 1.0 course.

Applied Mathematics 1413 is a suitable prerequisite for any course which lists Calculus 1000A/B or 1500A/B plus Calculus 1501A/B.

For students in Engineering only.