Items approved by Education Council
April 2, 2009

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Business and Commercial Aviation Programs
Business Administration

BUAD 210 – 3 – 3 Introduction to Marketing Research
New Course
Course Calendar Description:
This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation. Students with credit for BUAD 268 cannot take BUAD 210 for further credit. (3,0,0)
Prerequisite:

	Proposed
Prerequisite(s)	A minimum grade of 60% in BUAD 116

Rationale:
Business diploma graduates with the marketing option are expected to have a basic understanding of the marketing research process when they leave the program. This includes being able to assist with marketing research projects and being able to understand the findings and implications of marketing research results. Applying marketing research, on the other hand, requires implementing a data collection process and a statistical analysis of the results.

To better separate these two distinct levels of competency it is proposed that the current marketing research course be replaced by two new courses. BUAD 210 Introduction to Marketing Research and BUAD 344 Applied Marketing Research.

BUAD 210 Introduction to Marketing Research course will be an overview course applicable to diploma students. BUAD 344 Applied Marketing Research will focus on the implementation of the marketing research process and analysis of quantitative and qualitative data.

BUAD 210 has been created by modifying BUAD 268 to reduce contact hours from 3 lecture hours and 1 lab hour per week to 3 lecture hours per week (no lab). The prerequisite "Minimum grade of 60% in BUAD 116" remains unchanged. The corequisite STAT 124 has been removed. The content has been revised to remove applied research.

The change to remove the STAT 124 as a corequisite is consistent with the requirements for all other Okanagan School of Business diploma options and other selected Business diploma-granting institutions in B.C. that do not require diploma students to complete statistics.
Proposed date of implementation: September 2009
Costs: No proposed one-time or ongoing costs. A budget development is not necessary for this course.

BUAD 344 – 3 – 3 Applied Marketing Research
New Course
Course Calendar Description:
This course provides students the skills and knowledge to conduct primary marketing research. The focus is on acquiring information, assembling the information into a usable database, conducting data analysis, and accurately reporting findings. Students engage in experiential learning by completing a research project supported by theory and practice from both industry and academic sources. (3,0,0)
Prerequisite:

	Proposed
Prerequisite(s)	BUAD 210
Corequisite(s)	STAT 124 or STAT 121

Rationale:
Business diploma graduates with the marketing option are expected to have a basic understanding of the marketing research process when they leave the program. This includes being able to assist with marketing research projects and being able to understand the findings and implications of marketing research results. Applying marketing research, on the other hand, requires implementing a data collection process and a statistical analysis of the results. To better separate these two distinct levels of competency it is proposed that the current marketing research course be modified to become an overview course applicable to diploma students and a new course be added that is applied and that focuses on the implementation of the marketing research process and analysis of quantitative and qualitative data.

The existing BUAD 268 will be deleted and a new course BUAD 210 Introduction to Marketing Research will replace it. The contact hours would be reduced from 3 lecture hours and 1 lab hour per week to 3 lecture hours per week (no lab). The prerequisite "Minimum grade of 60% in BUAD 116" would remain unchanged. The corequisite STAT 124 would be removed. The content would be revised to remove applied research.

This is consistent with all other Okanagan School of Business diploma options and other selected Business diploma granting institutions in B.C. that do not require diploma students to complete statistics.

It is proposed a new course BUAD 344 Applied Marketing Research be added with three lecture hours per week but be taught in a computer lab. In Applied Marketing Research the students would be required to complete a research project using software such as SPSS designed to facilitate quantitative analysis and/or software such as ATLAS.ti designed to facilitate qualitative analysis (the Research Ethics Board will be consulted as required). The prerequisite would be BUAD 210 and there would be a corequisite of STAT 124 or STAT 121.

This is consistent with other Business degree granting institutions in B.C. that require both a statistics course and a third or fourth year market research course. In addition, the requirement for Business degree students with a marketing specialty to have a statistics course and two marketing research courses with one course being an applied marketing research course would provide graduates with more knowledge and applied job skills in marketing research relative to students graduating with degrees from comparable institutions in B.C.

This would be a lecture-based course but be conducted in a computer lab to allow access to analytical software. This course is proposed at the 300 level as it is a project-based course that will require the students to complete marketing research projects in the community.
Proposed date of implementation: September 2009
Costs: No proposed one-time or ongoing costs. A budget development is not necessary for this course.

BUAD 470 – 3 – 4 Customer Relationship Management
Course Revision:
Changes:

- Prerequisite(s)

Prerequisite(s)/Corequisite(s)

	Current	**Proposed**
Prerequisite(s)	BUAD 268	**BUAD 210or BUAD 268**
Corequisite(s)	BUAD 336	BUAD 336

Course Calendar Description:
No change to calendar description except prerequisite.
Rationale:
BUAD 268 Marketing Research is being replaced by BUAD 210 Introduction to Marketing Research and BUAD 344 Applied Marketing Research. BUAD 268 was a prerequisite to BUAD 470**.**
Proposed date of implementation: September 2009
Costs: None

Business Administration Diploma – Marketing Option
Program Revision
Change:

- Addition of BUAD 210
- Graduation requirements

Program Calendar Description:
Marketing Option
BUAD 176 Professional Selling
*BUAD 210 Introduction to Marketing Research
Plus two of:
BUAD 266, 278, 290, 291, 292, 293, 294, 297, 298

* *Students with credit for BUAD 268 Marketing Research are not required to complete BUAD 210 Introduction to Marketing Research*

Graduation Requirements:
The change is the replacement of BUAD 210 Introduction to Marketing Research for BUAD 268 Marketing Research for the Marketing Option of the Business Administration Diploma.
Rationale:
Business diploma graduates with the marketing option are expected to have a basic understanding of the marketing research process when they leave the program. This includes being able to assist with marketing research projects and being able to understand the findings and implications of marketing research results. Applying marketing research, on the other hand, requires implementing a data collection process and a statistical analysis of the results.

To better separate these two distinct levels of competency it is proposed that the current marketing research course be replaced with a new Introductory course which will be an overview course applicable to diploma students and a new upper-level course that is applied

and that focuses on the implementation of the marketing research process and analysis of quantitative and qualitative data.

This new upper-level course is proposed to be added as a required course for the BBA marketing specialty option with the introduction to market research course a prerequisite and statistics as a corequisite. The offering of an upper-level market research course is consistent with other Business degree-granting institutions in B.C. that require both a statistics course and a third- or fourth-year market research course. The requirement for Okanagan College Business degree students with a marketing specialty to have a statistics course and two marketing research courses with one course being an applied marketing research course would provide graduates with more knowledge and applied job skills in marketing research relative to students graduating with degrees from comparable institutions in B.C.
Proposed date of implementation: September 2009
Costs: none

Bachelor of Business Administration - Marketing Specialty
Program Revision
Change:

- Addition of BUAD 344 and BUAD 210
- Graduation requirements for the Marketing Specialty

Program Calendar Description:
Marketing Specialty

Required courses:
BUAD 176 Professional Selling
BUAD 266 Advertising & Sales Promotion
*****BUAD 210 Introduction to Marketing Research
*****BUAD 344 Applied Marketing Research
Plus four of:
BUAD 278 Marketing Management
BUAD 297 Retailing
BUAD 333 Internet Marketing
BUAD 334 Sports and Event Marketing
BUAD 335 E-Commerce
BUAD 336 Services Marketing
BUAD 338 Selected Topics: Marketing
BUAD 345 Consumer Behaviour
BUAD 470 Customer Relationship Management
***** *Students with credit for BUAD 268 Marketing Research are not required to complete BUAD 210 and BUAD 344 and must complete five marketing electives listed above instead of four. Students with credit for BUAD 268 must complete five marketing electives, one of which may be BUAD 344.*

Graduation Requirements:
The change is the replacement of BUAD 210 Introduction to Marketing Research for BUAD 268 Marketing Research, and the addition of BUAD 344 Applied Marketing Research as a requirement for the Marketing Specialty Bachelor of Business Administration plus a reduction in the number of required electives from five to four.
Rationale:
Business diploma graduates with the marketing option are expected to have a basic understanding of the marketing research process when they leave the program. This includes being able to assist with marketing research projects and being able to understand the findings and implications of marketing research results. Applying marketing research, on the other hand, requires implementing a data collection process and a statistical analysis of the results.

To better separate these two distinct levels of competency it is proposed that the current marketing research course be replaced with a new Introductory course which will be an overview course applicable to diploma students and a new upper-level course that is applied

and that focuses on the implementation of the marketing research process and analysis of quantitative and qualitative data.

This new upper-level course is proposed to be added as a required course for the BBA marketing specialty option with the introduction to market research course a prerequisite and statistics as a corequisite. The offering of an upper-level market research course is consistent with other Business degree-granting institutions in B.C. that require both a statistics course and a third- or fourth-year market research course. The requirement for Okanagan College Business degree students with a marketing specialty to have a statistics course and two marketing research courses with one course being an applied marketing research course would provide graduates with more knowledge and applied job skills in marketing research relative to students graduating with degrees from comparable institutions in B.C.
Proposed date of implementation: September 2009
Costs: none

Course Deletion
BUAD 268 – 3 – 3 Marketing Research
Rationale:
This course has been replaced by BUAD 210 and 344.
Proposed Date of Implementation: September 2009

CPRC – Science Technology and Health Programs
Health Programs

MATH 112 – 3 – 5 Calculus I
Course Revisions:

- Course Description
- Prerequisite(s) clarified

Current Course Calendar Description:
An introductory course in differential calculus for science and engineering students, beginning with a review of analytic geometry, functions and graphs. Further topics include limits; continuity; rate of change; the derivative; differentiation of algebraic, trigonometric, exponential, logarithmic and inverse trigonometric functions; mean value theorem; applications to graph-sketching, related rates, optimization and Newton's method. Introduction to antiderivatives. (4,1,0)
Proposed Course Calendar Description:
An introductory course in differential calculus for science and engineering students, beginning with a review of basic algebra, equations and inequalities, analytic geometry, functions and graphs. Further topics include limits; continuity; rate of change; the derivative; differentiation of algebraic, trigonometric, exponential, logarithmic and inverse trigonometric functions; local and global extrema; Mean Value theorem; graph-sketching; related rates; linear approximation; L'Hopital's Rule; optimization; Newton's method. (4,1,0)
Rationale:
To improve the accuracy of the calendar course description. Note that the course content will not change.
Also, note that the language describing the course prerequisite has been clarified.
Prerequisite(s):

	Current	Proposed
Prerequisites:	A minimum grade of C+ (67%) in Principles of Mathematics 12 or a minimum grade of 67% in an equivalent Adult Academic and Career Preparation Provincial Level Mathematics course or a passing grade in Okanagan College's MATH 120.	A minimum grade of 67% in Principles of Mathematics 12 or a minimum grade of 67% in an equivalent ABE Provincial Level Mathematics course or a passing grade in Okanagan College's MATH 120.

Proposed date of implementation: September 2009
Costs: None

MATH 122 – 3 – 5 Calculus II
Course Revision:

- Course Description

Current Course Calendar Description:
A continuation of MATH 112. Topics include the definite integral, the fundamental theorem, areas, techniques of integration, numerical integration, improper integrals, infinite sequences and series, and applications. Taylor series and Taylor polynomial approximation. (4,1,0)
Proposed Course Calendar Description:
This course is a continuation of MATH 112. Topics include antiderivatives; the definite integral; Fundamental Theorem of Calculus; applications of integration including area, volume, average value; techniques of integration; numerical integration; improper integrals; introduction to differential equations; direction fields; Euler's method; separable differential equations and applications; infinite sequences and series; convergence; power series; Taylor series and Taylor polynomial approximation. (4,1,0)
Rationale:
To improve the accuracy of the calendar course description. Note that the course content will not change.

Proposed date of implementation: September 2009
Costs: None

MATH 139 – 3 – 4 Mathematics for Information Technology
Course Revisions:

- Course Description
- Course Content

Current Course Calendar Description:
This course includes a review of algebra, logic, linear algebra with application to computer graphics, and introduction to set theory, counting and probability. (4,0,0)
Proposed Course Calendar Description:
This course includes a review of algebra including linear equations, logarithms, exponentials and complex numbers, basic logic, number type conversions from base 10 to binary, octal and hex, an introduction to recursion, an introduction to set theory and an introduction to graph theory. (4,0,0)
Course Content:

- Drop applications to computer graphics
- Drop linear programming
- Drop Gauss-Jordan elimination
- Drop combinatorics
- Drop probability theory
- Considerably more emphasis on basic algebra review
- Add unit on exponentials and logarithms
- Add unit on complex numbers
- Add unit on binary, octal and hexadecimal representation
- Retain all other course topics in their present form

Rationale:
In response to recommendations for changes in course content from client departments COSC and NTEN (meeting Thursday, Nov. 27, 2008 - Nolan Fretz, Rick Gee, Joe Hobart, Dave Murray).
Proposed date of implementation: September 2009
Costs: None

MATH 212 – 3 – 4 Calculus III
Course Revisions:

- Course Description
- Contact hours to change from (3,.5,.5) to (4,0,0)

Current Course Calendar Description:
The course begins with a review of vectors, coordinate geometry and matrix algebra. Further topics include scalar functions of several variables; partial derivatives; differentiability; gradients; directional derivatives; Taylor series; extrema problems with and without constraints; Lagrange multipliers; double and triple integrals; polar, cylindrical and spherical coordinates; and applications. (3,.5,.5)
Students will attend a bi-weekly one-hour lab and a bi-weekly one-hour seminar.
Proposed Course Calendar Description:
Topics include three-dimensional geometry; vectors; dot and cross products; lines and planes in 3-space; functions of several variables; limits and continuity; partial derivatives; the tangent plane; differentiability; multivariable Chain Rule; gradients; directional derivatives; Taylor series; extrema problems with and without constraints; Lagrange multipliers; multiple integrals; integration in polar, cylindrical and spherical coordinates; change of variable in multiple integrals; applications. (4,0,0)
Rationale:

The current calendar designation (3,0.5,0.5) is not accurate. MATH 212 has been taught in a (4,0,0) format for at least five years. This revision makes the calendar designation consistent with the actual format.
There is no change to the course material. But I have taken this opportunity to revise the calendar description to provide a slightly more accurate description of the course material.
Proposed date of implementation: September 2009
Costs: None

Approval of Candidates for Graduation

Programs	**No.**
Level C Welding Certificate (Kelowna)	14
Automotive Collision Repair IP Refresher Certificate (Kelowna)	10
Automotive Service Technician Certificate (Kelowna)	13
Cook Training IP Refresher Certificate (Kelowna)	14
Recreational Vehicle Service Technician Certificate (Kelowna)	10