

ACADEMIC COUNCIL REPORT

ACTION REQUESTED:

Recommendation
Decision
Discussion/Direction
Information

DATE: 25 January 2022

FROM: Undergraduate Studies Committee

SUBJECT: Minor Program Adjustment – Marketing Minor for IT

COMMITTEE MANDATE:

In accordance with Section 1. b) of the Undergraduate Studies Committee (USC) Terms of Reference, USC has the responsibility “to approve minor program adjustments and report them to Academic Council for information.”

BACKGROUND/CONTEXT & RATIONALE:

The Faculty is proposing to adjust the courses to align the Minor with the broader changes recently approved for the Bachelor of Commerce. They are also proposing to replace BUSI 2210U (no longer offered) with BUSI 2200U.

RESOURCES REQUIRED:

There are no additional resources required to make these changes.

TRANSITION PLAN:

Starting Fall 2022 students in the Minor will take courses from the updated course list.

Students who started the Marketing (IT) Minor prior to Fall 2022 will receive a credit for BUSI 2210U as one of their three minor core courses. Students who start the Marketing (IT) Minor in Fall 2022 will take BUSI 2200U as one of their minor core courses.

FBIT Academic Advising will communicate the Minor program modifications to students currently registered in the Minor.

CONSULTATION AND APPROVAL:

Undergraduate Studies Committee: 21 December 2021

Faculty Council: February 2021, 16 November 2021

Undergraduate Education Committee: January 2021, 9 November 2021

NEXT STEPS:

This change will be included in the 2022-2023 Academic Calendar.

SUPPORTING REFERENCE MATERIALS:

- [Minor Program Adjustment Proposal](#)