



General Faculties Council
Academic Program Subcommittee
Approved Minutes

Monday, May 5, 2025, 2:00 p.m.
Meeting #80

A167/Zoom

Voting Members

Wendy Benoit, Co-Chair
Getachew Assefa, Academic Co-Chair
Gabriela Dziegielewska
Cari Gulbrandsen*
Donna Slater
Qiao Sun*
Samantha Thrift
Leanne Wu

Meeting Secretary

Michelle Speta

Scribe

Vanessa Kozielec

Regrets

Amy Dambrowitz
Christine Johns

Non-Voting Members

Denis Onen

Resource Personnel & Observers

Kimberley McLeod, Associate Registrar & Director, Systems and Policy
Kelly Hoglund, Senior Specialist, Academic Initiatives
Elizabeth Pando Burciaga, Program Innovation Partner
Janelle Morris, Program Innovation Partner

Guests

Catherine Heggerud, Associate Dean, Undergraduate Programs, Haskayne School of Business – Item 3
Jenn Hauck, Manager, Teaching and Learning, Haskayne School of Business – Item 3
Pat Kaip, Manager, Undergraduate Student Services, Haskayne School of Business – Item 3
Kristine Trinh*, Graduate Program Specialist, Haskayne School of Business – Item 3

**Attended virtually*

Secretary's Note: In accordance with the General Faculties Council (GFC) Bylaws Section 8.2, the motion box and "Carried" denotation serves as the entry in the minutes that the Chair of the meeting declared the motion carried.

The Co-Chair called the meeting to order at 2:02 p.m. and confirmed quorum.

1. Meeting Opening**1.1. Approval of the Agenda****Moved/Seconded**

That the Agenda for the May 5, 2025 Academic Program Subcommittee be approved.

Carried

1.2. Traditional Land Acknowledgement

The Co-Chair provided a Traditional Land Acknowledgement.

1.3. Remarks of the Co-Chair

A roundtable introduction was facilitated to introduce the Committee to new member, Students' Union Vice-President (Academic), Gabriela Dziegielewska.

2. Approval of the March 3, 2025 Meeting Minutes

Documentation was circulated with the Agenda.

Moved/Seconded

That the minutes of the Academic Program Subcommittee meeting held on March 3, 2025 be approved.

Carried

3. Changes to the Bachelor of Commerce (BComm) Concentrations, Haskayne School of Business

Documentation was circulated with the Agenda. From the Haskayne School of Business (HSB), Catherine Heggerud, Associate Dean, Undergraduate Programs, Jenn Hauck, Manager, Teaching and Learning, Pat Kaip, Manager, Undergraduate Student Services, and Kristine Trinh, Graduate Program Specialist, presented this item.

Highlights:

- The presenter provided an overview of the proposed changes to the Bachelor of Commerce (BComm) and BComm (Honours) concentrations in the HSB. These changes are part of a broader curriculum revitalization aimed at simplifying student pathways, reducing duplication in course offerings, and ensuring that concentrations reflect current industry needs and academic best practices. The proposals include the suspension, creation, and termination of certain concentrations based on recommendations from past quality assurance reviews completed between 2018-2022, as well as student feedback.
- The BComm is a 120-unit program, within which all students must complete 18 units (equivalent to six courses) from one of 16 available concentrations. These concentrations represent approximately 15% of the total coursework.

- Feedback from both students and industry stakeholders indicated that the number of available concentrations was confusing for students. Program reviewers also recommended streamlining these offerings to enhance student experience and graduate outcomes. As a result, the number of concentrations will be reduced from 16 to 11. Several concentrations are proposed for suspension due to declining enrolment, curricular overlap, and/or diminishing industry demand.
- The Real Estate Studies (REAL) and Personal Financial Planning (PFPL) concentrations are relatively new additions to the BComm. Since their implementation, analysis of enrolment data and industry engagement revealed that these concentrations offer too narrow a curricula. Students interested in asset and net worth management are better served through the broader Finance (FNCE) concentration, which currently includes all the same courses that were part of the PFPL concentration. As such, REAL and PFPL will be suspended and eventually terminated.
- The Risk Management and Insurance (RMIN) concentration and the Risk Management: Insurance and Finance (RMIF) concentration are being suspended due to the lack of distinction between RMIN and RMIF. A new concentration, Risk Management (RMGT), is being created to provide learners with a single, holistic option.
- The Operations Management (OPMA) concentration and the Supply Chain Management (SCMA) concentration are being suspended as they are two distinct concentrations for what has come to be recognized as a single discipline: operations and supply chain management. In practice, the role of the operations manager and the supply chain manager are linked and the creation of the concentration in Operations and Supply Chain Management (OSCM) will provide this integration.
- Consultations on the concentration in Energy and Professional Land Management (EPLM) have indicated that its scope is too narrow and industry trends in the oil and gas sector have led to a diminished demand for professionals with energy land management skills. As such, this concentration is being terminated. It was noted that the last remaining student in this concentration has been accepted into another concentration starting Fall 2025.
- The proposed changes are applicable to the 18 units of coursework that comprise a concentration. However, the BComm is undergoing a curriculum review that is expected to yield more holistic recommendations that will impact all BComm students, not only those students in a particular concentration.
- Student survey data collected as part of these concentration changes will be incorporated into the curriculum review, as well as National Survey of Student Engagement (NSSE) scores, and results of surveys of alumni and industry partners.
- In response to questions, it was explained that:
 - HSB Faculty Council voted in favour of all the proposed changes in April.
 - There is ongoing work with the Program Innovation Hub to finalize a framework for a future Real Estate Studies micro-credential, specifically identifying core and ancillary courses for a four-course digital badge. The intention is to utilize the platform the University selects for digital badge credentials.
 - The traditional career path for the EPLM was known as a “professional landman.” Consultation with the provincial government and industry partners found that designation has become less relevant. As such, a number of community colleges in Alberta have also suspended their offering of a similar credential. This is an area where the creation of a digital badge would provide students with an opportunity to gain industry-specific knowledge.
 - HSB provides advising to help students navigate which courses are required for which concentration. HSB Career Services also provides infographic roadmaps showing the recommended courses to take for each year, including how to incorporate courses in the chosen concentration, courses that are

required for professional designations, and/or suggested course combinations for certain areas of interest (e.g., sustainability).

- The acronyms RMGT and “RISK” are currently being used interchangeably internally for the new proposed Risk Management concentration. A consensus will be drawn on which single acronym will be used by the end of May.
- The new concentrations are intended for the long-term, and this proposal involved careful consideration and robust consultation that may have been lacking when some of the concentrations being closed were first developed.
- The current BComm program learning outcomes are 15 years old. The curriculum review will address gaps in how EDIA principles and commitment to *ii' taa'poh'to'p* (the University's Indigenous strategy) are embedded in the curriculum. A specific gap identified in the MBA through a Working Circle was the use of outdated language. The HSB is committed to ensuring faculty and staff receive the appropriate training to develop these components in the updated curriculum in a thoughtful way.
- The HSB's largest concentration, Business (BUSI), is a design-your-own-path program where students complete 18 units of senior commerce courses from two or more areas.
- Concentrations are not noted on the degree parchment. The parchment will only say “Bachelor of Commerce.” The concentrations are intended to help students select courses and potentially link to a professional designation. However, concentrations are listed on the transcript.
- Students who are currently enrolled in concentrations that are being suspended will be advised that they are welcome to remain in the concentration until completed, or can switch concentrations. There are no limits on how many times students can switch concentrations and there are no enrolment caps for concentrations.

Moved/Seconded

That the Academic Program Subcommittee approve the suspension of the concentrations in Risk Management and Insurance (RMIN), Risk Management: Insurance and Finance (RMIF), Operations Management (OPMA), Supply Chain Management (SCMA), Real Estate Studies (REAL), and Personal Financial Planning (PFPL), within the Bachelor of Commerce (BComm) and BComm (Honours) degree programs, effective Fall 2026, as set out in the documents provided.

Carried**Moved/Seconded**

That the Academic Program Subcommittee recommend that the Academic Planning and Priorities Committee approve the creation of the concentrations in Risk Management (RMGT) and Operations and Supply Chain Management (OSCM), within the Bachelor of Commerce (BComm) and BComm (Honours) degree programs, effective Fall 2026, as set out in the documents provided.

Moved/Seconded

That the Academic Program Subcommittee recommend that the Academic Planning and Priorities Committee approve the termination of the concentration in Energy and Professional Land Management (EPLM) within the Bachelor of Commerce (BComm) and BComm (Honours) degree programs, effective Fall 2026, as set out in the documents provided.

Carried**4. Approved Revisions to the 2025-2026 GFC and GFC Standing Committees Meeting Schedule and the 2026 2027 Meeting Schedule**

For information only, the approved 2025-2026 and 2026-2027 meeting schedules for the General Faculties Council (GFC) and the GFC standing committees were shared.

5. Program Approvals Status Report

Documentation was circulated with the Agenda for information only. Questions can be directed to the Program Innovation Hub.

6. Other Business

There was no other business.

7. Adjournment

The meeting was adjourned by consensus at 2:58 p.m.

Michelle Speta
Associate Secretary