



General Faculties Council  
**ACADEMIC PROGRAM SUBCOMMITTEE**  
Approved Minutes

Meeting #45  
October 7, 2019, 2:00 p.m.

A 167

***Voting Members***

Leslie Reid, Co-Chair  
Jim Brandon, Academic Co-Chair  
Isabelle Barrette-Ng  
Kevin Dang  
Jocelyn Hayley  
Peggy Hedges – arrived during Item 2  
Paul Mains  
Angelique Saweczko

***Non-Voting Members***

Christine Johns  
Karen Then

***Secretary***

Cherie Tutt

***Scribe***

Elizabeth Sjogren

***Regrets***

Mary O'Brien

***Guests***

Alice De Koning, Academic Director of the Hunter Hub for Entrepreneurial Thinking – for Item 5  
Ellie Khaksar, Program Manager, Continuing Education – for Item 4  
Sherry Weaver, Associate Dean, Undergraduate Programs, Haskayne School of Business – for Item 5  
Robert Wensveen, Associate Director, Business Operations, Continuing Education – for Item 4

***Observers***

Sara Fedoruk, Analyst, Planning and Reviews, Office of the Provost

The Co-Chair called the meeting to order at 2:00 p.m. and confirmed quorum.

**1. Approval of the Agenda**

**Moved/Seconded**

That the Agenda for the October 7, 2019 Academic Program Subcommittee meeting be approved.

**Carried**

**2. Remarks of the Co-Chair and Academic Co-Chair**

The Co-Chair included the following in her remarks:

- Members were welcomed to the first meeting of this academic year

- The role of the Committee and the stages within the program approval process were reviewed

The Academic Co-Chair noted that the length of the meeting packages can be intimidating, but this Committee serves an important role in the program approval process by providing constructive feedback and asking helpful questions.

### **3. Approval of the May 31, 2019 Meeting Minutes**

Documentation for this item was circulated with the Agenda.

#### **Moved/Seconded**

That the Minutes of the Academic Program Subcommittee meeting held on May 31, 2019 be approved.

**Carried**

### **4. Digital Marketing Non-Credit Certificate (Continuing Education)**

Documentation for this item was circulated with the Agenda. Ellie Khaksar and Robert Wensveen presented this item.

Highlights:

- The proponents reviewed the role of Continuing Education, and the types of programs offered, and then summarized the proposal to create a non-credit certificate in Digital Marketing
- The Committee discussed:
  - Who teaches courses offered by Continuing Education
  - Whether the Digital Marketing certificate will be competitive with those offered by other institutions
  - That experiential learning should include a component of reflection
- In response to questions, it was reported that:
  - This certificate is targeted towards people who desire certification in digital marketing, people working in the traditional marketing field who wish to expand their digital skills, and entrepreneurs
  - It is not expected that the Digital Marketing certificate will have a negative impact on the existing Marketing certificate offered by Continuing Education
  - The certificate's Instructors will typically be required to have the Canadian Marketing Association designation, but it is not yet known if graduates from the certificate program will be eligible to apply for this
  - The certificate's courses will be offered online
- The Committee suggested that:
  - The term 'digital marketing' be clearly defined in the proposal
  - The course number acronym 'BMC' be defined as for Business and Management Certificates

- It is not necessary to include the admission requirements with the list of graduation requirements
- The reference to case studies not include the word 'real' (...*"involvement in ~~real~~ case studies and activities presented by the instructor..."*), as this implies participation in live studies that will require ethics approval

**Moved/Seconded**

That the Academic Program Subcommittee recommend that the Academic Planning and Priorities Committee approve the creation of the non-credit Digital Marketing Certificate (Continuing Education), as set out in the proposal provided to the Committee.

**Carried****5. Embedded Certificate in Entrepreneurial Thinking (Haskayne School of Business)**

Documentation for this item was circulated with the Agenda and distributed at the meeting. Alice De Koning and Sherry Weaver presented this item.

**Highlights:**

- The proponents reviewed the proposal to create an embedded certificate in Entrepreneurial Thinking
- The Committee discussed:
  - The differences between an embedded certificate and a minor, specialization, and concentration, and that completion of an embedded certificate appears on a student's parchment
  - Whether students in less flexible programs, such as distance and professional students, will be able to take the embedded certificate, and that some students may choose to take an extra year at the University, or take Spring and Summer term courses, in order to complete the embedded certificate
  - That Entrepreneurial Thinking is a focus that crosses disciplines, and embedded certificates are generally intended to be interdisciplinary, but there may not be capacity for non-Business students to register in the higher-level courses for this certificate
  - How students will be made aware of the embedded certificate in Entrepreneurial Thinking
  - The higher fees for Haskayne School of Business courses
  - That, because students can complete the embedded certificate in a number of ways, the experiences and skills learned will not be the same for all graduates, and this might be confusing for employers. Consideration could be given to having clearly defined streams within the embedded certificate program.
- In response to questions, it was reported that:
  - A student may earn the embedded certificate in Entrepreneurial Thinking in addition to another Entrepreneurial Thinking credential, such as the minor in Entrepreneurship and Enterprise Development
  - Work Integrated Learning can apply towards completion of the embedded certificate
- The Committee suggested:

- That the elective courses be described as relating to Entrepreneurial Thinking, rather than “from the field of”, as this will be more flexible for students
- That Faculties should sign off on the list of elective courses that will be maintained by the Haskayne School of Business, in order to ensure that the courses that are listed as acceptable for this certificate really do relate to Entrepreneurial Thinking
- That the table setting out the anticipated number of graduates be explained in the proposal
- That more information about the budget, particularly with respect to revenue, be added before this proposal is presented to the Academic Planning and Priorities Committee (APPC)
- That the proposal include a broad definition of Entrepreneurial Thinking, that clearly includes disciplines other than Business and Engineering

Following discussion, the Committee decided to withdraw the motion to recommend this proposal at this time.

For the benefit of the Committee’s new members, the Academic Co-Chair reported that it is not unusual for the Committee to withdraw motions following discussion, in order to allow proponents to take their proposals back to be reworked before coming forward again in a stronger form.

**6. Approved 2019-2020 APS Work Plan**

Documentation for this item was circulated with the Agenda for information only.

**7. Status of Program Approvals**

Documentation for this item was circulated with the Agenda for information only.

**8. Other Business**

There was no other business.

**9. Adjournment**

The October 7, 2019 meeting of the Academic Program Subcommittee was adjourned by consensus.

The meeting was adjourned at 3:35 p.m.

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Cherie Tutt  
Meeting Secretary