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Significant Committee Events

- The next meeting of the Griffith Business School Board will be held on Friday, 21 July 2006,
  from 10:00am till 1:00pm in the Hub Link, Level 4, Room 4.08 (L07_4.08) Logan campus. A
  light lunch will be served at approximately 12:30pm.

Committee QuickPlace Web Address

- https://qplace02.domino.gu.edu.au/QuickPlace/sec-university-committees/PageLibrary4A256D040010D978.nsf/
  h_Toc/96d8c15a73da35904a256dff007c32a1/?OpenDocument. Use the left navigation bar to select
  the relevant committee site. Username is your staff number and password is the same as your
  Novell login. Call the Secretary on extension 56468 for advice or if experiencing difficulties.
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Griffith Business School Board Members

Professor Bill Shepherd, Dean (Academic) (Chair)
Professor Michael Powell, Pro Vice Chancellor (Business) (ex officio)

Deans (appointed by the Group Pro Vice Chancellor)

Professor Liz Fulop, Dean (Research)
Professor Lorelle Frazer, Dean (Learning and Teaching)

Heads of Departments Directly Associated With the Faculty (ex officio)

Professor Chew Ng, Department of Accounting, Finance and Economics
Professor David Peetz, Department of Industrial Relations
Professor Leong Liew, Department of International Business and Asian Studies
Dr Louis Sanzogni, Department of Management
Professor Bill Merrilees, Department of Marketing
Dr Liz van Acker, Department of Politics and Public Policy
Professor Mike Davidson, Department of Tourism, Leisure, Hotel and Sport Management

Research Centre Representative (ex officio)

Professor Chris Guilding
Director, Service Industry Research Centre & Tourism, Leisure, Hotel and Sport Management

Invited (for Audience and Debate)

Professor Christopher Auld, Acting Director, Internationalisation, Commercialisation and Community Partnerships
Professor Arthur Shulman, Director, Quality and Accreditation

Information Copies
(without attachments unless stated)

Ms Alison Harris, Group Resource Manager, Business
Ms Wendy Branthwaite, Acting HR Manager, Business
Ms Simone Thorne, Acting Marketing Manager, Business/Law
Ms Suzanne Pinchen, Business Development Management, Business/Law, Office for Commercialisation
Ms Tracey Howley, CEO, International Golf Institute
Deans’ and Heads of Departments’ Secretaries, Griffith Business School
Program Service Officers, Griffith Business School
Ms Lisa Cotterell, Executive Officer to the Pro Vice Chancellor (Business)
Ms Catherine Longworth, Executive Officer to the Pro Vice Chancellor (Business)
Ms Mary Hassard, Credit Transfer and Articulations Manager, Student Administration
Centre Coordinators, Office of Graduate Studies

Other Copies

Corporate Archives and Records Management copy (attachments)
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AGENDA

1.0 APOLOGIES

Apologies may be recorded by contacting the Secretary on extension 56468, or by emailing j.moriarty@griffith.edu.au.

Apologies received from Professor Chris Guilding, Professor Chris Auld, Professor Mike Davidson (Dr Graham Cuskelly attending), and Dr Louis Sanzogni (Dr Geoff Carter attending).

2.0 CONFIRMATION OF MINUTES

The minutes of the 3/2006 meeting have been circulated.

3.0 GRIFFITH UNIVERSITY EQUITY AND DIVERSITY PRESENTATION

Ms Heather Cameron (Principal Advisor, Equity, Diversity, Strategic HR Planning) and Mr Martin Teml (Coordinator, Indigenous Australian Employment) will discuss matters relating to the University’s equity and diversity agenda, speaking to the checklists detailed in 2006/0007309 and 2006/0007310 and statistics detailed in 2006/0007313.

4.0 MATTERS ARISING FROM PREVIOUS MINUTES

Nil

5.0 CHAIR’S REPORT

Professor Bill Shepherd will provide an oral report at the meeting.

6.0 PRO VICE CHANCELLOR’S REPORT

Professor Michael Powell will provide an oral report at the meeting.

7.0 DEAN’S (LEARNING AND TEACHING) REPORT

Professor Lorelle Frazer will provide an oral report at the meeting.

8.0 DEAN’S (RESEARCH) REPORT

Professor Liz Fulop will provide an oral report at the meeting.

9.0 DIRECTOR, INTERNATIONALISATION AND COMMUNITY PARTNERSHIPS’ REPORT

Professor Chris Auld has submitted his apology for the meeting and has circulated a written report detailed in 2006/0007312.
10.0 DIRECTOR, QUALITY AND ACCREDITATION’S REPORT

Professor Art Shulman will provide an oral report at the meeting.

ORDERING OF THE AGENDA

At this point in the agenda, members may propose that any matter on the agenda, not included in Section I, be so included.

SECTION I: MATTERS FOR DEBATE AND DECISION

11.0 POSTGRADUATE SUBMISSIONS – MANAGEMENT SUITE

11.1 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee (Griffith Business School), is asked to consider for approval, the submissions relating to the Management suite of postgraduate programs, detailed in 2006/0007300, as shown below, for introduction in semester 1, 2007.

11.2 Advice of Program Withdrawal
3172/3173 Graduate Certificate in Management
5435/5436 Master of Management
5437/5438 Master of Management with Honours

11.3 Major Change Submission
3068/3069 Graduate Certificate in Marketing Management
5226/5228 Master of Marketing Management
5227/5229 Master of Marketing Management with Honours

11.4 Major Change Submission
3188/3189 Graduate Certificate in Human Resource Management
5261/5331 Master of Human Resource Management
5262/5389 Master of Human Resource Management with Honours

11.5 Major Change Submission
3057 Graduate Certificate in Information Systems
5188 Master of Information Systems
5456 Master of Information Systems with Honours
5385 Master of Information Systems (Advanced)

11.6 New Program Submission
3190 Graduate Certificate in Employment Relations
5454 Master of Employment Relations
5455 Master of Employment Relations with Honours

11.7 The following postgraduate programs, offered by the Griffith Business School, were withdrawn as a result of the 2005 review of the GBS postgraduate program profile:
- Graduate Certificate in Human Resource Management (40CP)
- Master of Human Resource Management (80CP)
- Graduate Certificate/Graduate Diploma of Human Resource Management & Industrial Relations (80CP)
- Graduate Certificate/Master of Marketing Management (80CP)
- Graduate Certificate/Master of Information Systems (80CP) and Master of Information Systems (Advanced) (120CP).
11.8 These programs were combined to form a new 120CP program, the Master of Management, with four distinct specialisations. These specialisations comprised Employment Relations, Human Resources, Information Systems and Marketing. Foundation courses were developed to introduce students without a relevant background to the new discipline. Students with a relevant background were able to apply for up to 40CP credit for the foundation courses.

11.9 Market demand for the Master of Management program indicated that the degree was not popular. Enrolments for the degree totalled 113 commencing students in semester 1, 2006, compared with 264 in the specialist degrees in 2005. A review of the degree in early 2006 by the Griffith Business School Executive revealed that negative 'packaging' aspects of the degree were largely responsible for the lower level of interest shown by students.

11.10 As a result, it was decided to revert to separate niche degrees as previously, thus providing a pathway for students with relevant background to obtain direct entry to 80CP degrees. At the same time it was decided to retain the concept of the Foundation Courses in the Master of Management, but to package them as a separate stand-alone Graduate Certificate in Business (40CP) qualification. Students without the relevant background will thus able to select specific courses in the Graduate Certificate of Business, providing an alternative pathway to the Masters degree.

11.11 The structures of the re-established Master of Marketing, Master of Human Resource Management and Master of Information Systems will be similar to the earlier versions. A new program, Master of Employment Relations, will be introduced based on the Master of Management (Employment Relations) program. The Master of Marketing and Master of Information Systems will comprise 40CP of core courses and 40CP elective courses. The Master of Human Resource Management and Master of Employment Relations will comprise 60CP of core courses and 20CP elective courses. The Master of Information Systems (Advanced) will retain its previous structure of 120CP, with 40CP core courses and 80CP electives courses. Each program will have an embedded Graduate Certificate program. Eligible students wishing to pursue RHD study will also able to complete a 120CP honours program.

Recommendation:

11.12 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee, is asked to approve, for forwarding to Programs Committee, the submissions relating to the Management suite of postgraduate programs, detailed in 2006/0007300, for introduction in semester 1, 2007.

12.0 POSTGRADUATE SUBMISSIONS – BUSINESS SUITE

12.1 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee (Griffith Business School), is asked to consider for approval, the submissions relating to the Business suite of postgraduate programs, detailed in 2006/0007301, as shown below, for introduction in semester 1, 2007.

12.2 Advice of Program Withdrawal

3177/3178 Graduate Certificate in Business

12.3 Major Change Submission

3149 Graduate Certificate in Event Management
3185/3105 Graduate Certificate in Sport Management
3117 Graduate Certificate in International Tourism and Hospitality Management
5444/5445 Master of Business
5446/5447 Master of Business with Honours
12.4 Under the 2005 review, programs then offered by the Department of Tourism, Leisure, Hotel and Sport Management were combined to offer one program with three areas of professional practice – Event Management, Sport Management, International Tourism and Hospitality Management. These three specialisations were listed under a 80CP Master of Business program, to be offered in 2006.

12.5 The 2006 program comprises a set of four core courses (40CP) designed to enable graduates from relevant disciplinary backgrounds to further develop core knowledge and skills in the areas of marketing, strategic management, managing people, and managing financial resources, and four specialisation courses (40CP), enabling students to gain the necessary specialist knowledge required for professional careers.

12.6 Market demand for the some of the revised postgraduate programs indicated that they were not popular. A review of the programs in early 2006 by the GBS Executive revealed that negative ‘packaging’ aspects of some of the GBS’s programs, a lack of marketing, and a failure of the Griffith University PeopleSoft system to provide specific sub program listings were likely to be largely responsible for the lower level of interest shown by students.

12.7 As a response to these market signals but in keeping with continuous improvement that addresses international accreditation quality concerns, changes are proposed to the structure of the program so that:

12.7.1 Masters programs are marketed and are upgraded in entrance requirements (and level of content) to allow clear positioning as a Master of Business program suite with specialisations in Event Management, Sport Management and in International Tourism and Hospitality Management.

12.7.2 For students with an undergraduate degree in a cognate area, the first part of this 80 credit point Masters program suite) has a clearly designated first building block of 40 credit points which allows students to obtain a Graduate Certificate in Event Management (3149), Graduate Certificate in Sport Management (3185/3105), or a Graduate Certificate in International Tourism and Hospitality Management (3117), providing both entry and exit points for students who meet the required entrance requirements. (These specialised Graduate Certificates existed before the 2005 revision and are now being reinstated).

12.7.3 Students who do not meet the requirements for direct entry into the Masters programs because of insufficient prior undergraduate education in a related discipline, but otherwise meet the requirements may gain entry through first completing the Graduate Certificate of Business (new generic program), thus providing an alternative pathway to the 80 credit Masters degree. This alternative pathway for persons, who do not have the appropriate undergraduate degree background, then consists of a 120 credit point program consisting of a generic 40 credit point Graduate Certificate of Business, followed by an 80 credit point Masters (which has within it a 40 credit point program specific Graduate Certificate). This 120 credit point sequence for persons without the relevant background is consistent with international accreditation requirements and the Bologna Agreement.

12.8 As a consequence, the current Graduate Certificate in Business exit points (3177/3178), embedded in the Master of Business, will be withdrawn and replaced with niche Graduate Certificate programs as previously offered and listed above.

12.9 A new (generic) Graduate Certificate in Business will be proposed for students without the relevant background as an alternative pathway to the Masters degree. This new Graduate Certificate in Business will prepare students for further postgraduate studies in business if they do not qualify for direct entry to a Masters degree in Marketing, Human Resource Management, Employment Relations, Information Systems or Business (Tourism/Hospitality,
Event Management, Sport Management). Students without an undergraduate degree in the relevant discipline, but who have relevant work experience in the field, are able to use the Graduate Certificate in Business as a preparatory program for future postgraduate studies. This new Graduate Certificate in Business will provide a convenient stand-alone postgraduate qualification, making it more attractive to the student market as well as providing a distinct pathway for future Masters level study.

12.10 The upgrading in the entrance requirements for the Master of Business and the related upgrading of course content allow the GBS to bring the Master of Business with Honours into alignment (120CP from 160CP) with the other Master with Honours programs offered through the GBS while achieving the same learning objectives.

Recommendation:

12.11 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee, is asked to approve, for forwarding to Programs Committee, the submissions relating to the Business suite of postgraduate programs, detailed in 2006/0007301, for introduction in semester 1, 2007.

13.0 POSTGRADUATE SUBMISSIONS – INTERNATIONAL AND ASIAN STUDIES SUITE

13.1 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee (Griffith Business School), is asked to consider for approval, the submissions relating to the International and Asian Studies suite of postgraduate programs, detailed in 2006/0007302, as shown below, for introduction in semester 1, 2007.

13.2 Advice of Program Withdrawal
3176 Graduate Certificate in Asian and International Studies
5443 Master of Arts (Asian and International Studies)
5450 Master of Arts with Honours (Asian and International Studies)

13.3 Major Change Submission
3141 Graduate Certificate in International Relations
5211 Master of International Relations

13.4 Major Change Submission
3142 Graduate Certificate in Asian Studies
5388 Master of Asian Studies

13.5 The Master of Asian Studies and Master of International Relations, both 80CP programs, were withdrawn as a result of the 2005 review of the GBS postgraduate program profile. The two programs were combined, resulting in the offering of a new 120CP program, the Master of Arts (Asian and International Studies).

13.6 A review by the GBS Executive revealed the new program has been unsuccessful in attracting students. Enrolments for the degree totalled 8 commencing students in 1st semester 2006, compared with 30 students in the previous specialist degrees in 2005. As a result it has been proposed to re-establish the Master of Asian Studies and Master of International Relations as separate niche programs.

13.7 The reinstatement of the Master of International Relations is premised on the view that there is a substantial and growing interest in International Relations. There is a particularly strong interest in globalisation and its political implications. Enrolments in the undergraduate and honours components of the International Relations discipline have been strong, and there is an active International Relations research program associated with the Griffith Asia Institute.
13.8 The reinstatement of the Master of Asian Studies is also premised on the view that there will be a growing interest in Asian Studies as a result of developments in the East and Southeast Asian region. China’s rapid economic growth and the resurgence of the Japanese economy have very significant implications for the Australian economy, and will stir interest in the region. Similarly, political developments in Indonesia and their impact on Australia-Indonesia relations will also increase interest in the region.

13.9 The structures of the re-established Master of International Relations and Master of Asian Studies will be slightly different from its earlier versions. Both programs will have two strands – Coursework and Research – rather than the three strands in the earlier versions. Both strands provide a stronger framework in their related disciplines with a greater emphasis placed on the core courses. The Coursework strand will have a 40CP core (20CP in the earlier version), and the Research strand a 30CP core with a 10CP elective. The elective courses within the coursework routes have been selected from both the Asian Studies and International Relations disciplines to provide students the opportunity to further develop their respective disciplines or to broaden their skills with courses from the opposing stream.

13.10 The reinstated programs are a very important component of the Griffith Business School’s offerings in Asian Studies and International Relations. The GBS has the responsibility for teaching Asian Studies and International Relations at undergraduate, Honours, Masters, and RHD level and has traditionally been committed to study in these areas. The establishment of the Griffith Asia Institute as a Category A Research Centre is a manifestation of this commitment to Asian Studies. The Master of Asian Studies and Master of International relations thus fits logically within the suite of international-focused programs offered at Griffith University.

Recommendation:

13.11 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee, is asked to approve, for forwarding to Programs Committee, the submissions relating to the International and Asian Studies suite of postgraduate programs, detailed in 2006/0007302, for introduction in semester 1, 2007.

14.0 POSTGRADUATE SUBMISSIONS – MBA SUITE

14.1 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee (Griffith Business School), is asked to consider for approval, the submissions relating to the Master of Business Administration suite of programs, detailed in 2006/0007303, as shown below, for introduction in semester 1, 2007.

14.2 Advice of Program Withdrawal
5164/5165 Master of Business Administration with Honours

14.3 Major Change Submission
3047/3048 Graduate Certificate in Business Administration
5158/5159 Master of Business Administration

14.4 In 2005, the Griffith Business School (GBS) postgraduate program profile underwent a review. Programs then offered by the Graduate School of Management, were changed to accommodate requirements in order to meet accreditation and market needs. The Master of Business Administration program was lengthened to 160CP from its historical 120CP.

14.5 This submission deals specifically with the 5158/5159 Master of Business Administration programs offered on South Bank and Gold Coast campuses. The proposed changes include:

14.5.1 Increase Entry GPA to 4.5: The GPA entry criteria for the MBA program was reduced from 5.0 to 4.0 as part of the 2005 standardisation and rationalization of GBS programs. The lower GPA permitted additional students to enter who previously did not qualify; however
the lower performing students are struggling with program requirements and are currently failing up to 50% of their courses. The additional assistance required by these students places burden on the faculty and across Griffith resources, with the additional work assisting, but not overcoming the performance gap. It is probable that we will exclude these students, creating unnecessary stress and work for the students and our staff. Increasing the GPA entry requirements addresses the issue of the lower performing students.

14.5.2 **Include a GPA Requirement for Articulation into the MBA**: Students with no prior tertiary qualification who wish to enter the MBA on prior work experience must first enrol into the Griffith University Graduate Certificate in Business Administration. Articulation into the Master of Business Administration will be granted only to students who successfully complete the Graduate Certificate in Business Administration and achieve a Grade Point Average of no less than 4.0 in the Graduate Certificate in Business Administration. This rule will maintain quality standards and as the Griffith University Graduate Certificate in Business Administration contains equivalent courses as the MBA and therefore a 4.0 Grade Point Average is deemed appropriate.

14.5.3 **Reducing the MBA to 120CP**: In 2005 the MBA program was increased from 12 courses (120CP) to 16 courses (160CP) as the GBS was advised that the 120CP MBA program would not meet accreditation requirements associated with the required content and the normative amount of study. The increase in the number of courses in the program, affecting the length of time it would take a student to complete the program, has had an adverse affect on recruitment of MBA students with our lowest student intake in many years. In particular we have lost the Norwegian market for MBA students, a market that has provided a steady stream of students for the last 4~5 years. Europe, overall, has also been affected as a source of students. We have discovered that QUT has provisional accreditation with an 18-month MBA program. We have also discovered that, although the North American standard is a 2 year MBA, there are a number of examples of 12 and 18-month programs with AACSB accreditation. The change returns the MBA program to its 120CP, 18-month foundation and is designed to meet the accreditation learning outcome requirements by increasing the integration of required themes across the core courses and an appropriate increase in “Masters level learning loads” within the core offerings. This re-opens the European and other markets that reacted adversely to the longer program.

14.5.4 **Inherent in the change is a reduction of core courses from 10 (100CP) to 8 (80CP) and electives from 6 (60CP) to 4 (40CP)**. It is recommended that the following core courses be withdrawn from the program:

- 7004GSM Strategic Information and Knowledge Systems
- 7048GSM Governance and External Stakeholders

The core course 7004GSM Strategic Information and Knowledge Systems has been withdrawn as it has been problematic for students in its current format. The processes associated with information acquisition, reporting and utilisation are incorporated in existing courses.

The core course 7048GSM Governance and External Stakeholders was a new course built into the 160CP program and is yet to be developed. It will be replaced by an elective course that includes a global governance, sustainability and corporate social responsibility focus.

14.5.5 **The MBA Honours Program**: The MBA Honours program provides a research pathway for MBA students to study a specific topic in more detail, and also provides a pathway to doctoral research. Historically, the MBA Honours program has been a separate program; however, operationally, it has been managed as part of the MBA. This change brings the Honours program within the MBA program as a separate Academic Plan, reducing the number of degree programs while providing a structure that reflects the
operational reality. Students completing Honours will be required to complete 70CP of core, plus a 10CP Research Methods course and 40 CP of research.

14.5.6 *Inclusion of an International Exchange Component:* The International Exchange component of 40CP provides an opportunity for higher performing MBA students to obtain experience at one of Griffith University’s international partner universities.

14.5.7 *Change to Credit for Prior Study:* The maximum credit for prior study will be reduced from 80CP to 40CP, as per the current Griffith University credit policy

**Recommendation:**

14.6 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee, is asked to approve, for forwarding to Programs Committee, the submissions relating to the Master of Business Administration suite of programs, detailed in 2006/0007303, for introduction in semester 1, 2007.

15.0 **POSTGRADUATE SUBMISSIONS – INTERNATIONAL MBA SUITE**

15.1 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee (Griffith Business School), is asked to consider for approval, the submissions relating to the Master of Business Administration suite of programs, detailed in 2006/0007304, as shown below, for introduction in semester 1, 2007.

15.2 **Advice of Program Withdrawal**

- 5448/5449 Master of Business Administration (Practicum)

15.3 **Major Change Submission**

- 3186 Graduate Certificate in International Business Administration (40CP)
- 5458 International Master of Business Administration (120CP)
- 5457 International Master of Business Administration (160CP)

15.4 In 2005, the Griffith Business School (GBS) postgraduate program profile underwent a review. Programs then offered by the Graduate School of Management, were changed to accommodate requirements in order to meet accreditation and market needs. The Master of Business Administration (International) program (120CP), which was only offered on the Gold Coast campus, was withdrawn and replaced by the Master of Business Administration (Practicum) program (160CP) offered on both the South Bank and Gold Coast campuses.

15.5 The purpose of the Master of Business Administration (Practicum) was to continue to attract a wide contingent of overseas students whilst at the same time, providing those students, who predominantly have little or no work experience, with an opportunity to gain such experience through a work integrated learning component (40CP). The work integrated learning component was also introduced to meet accreditation requirements for the Master of Business Administration suite of programs.

15.6 The intake of students in the first offering of the Practicum program in Semester 1 2006 on the Gold Coast campus was 22. These enrolments were lower than anticipated compared to previous enrolments in Masters programs, for example the Semester 1 2004 intake for the Master of Business Administration (International) was 58 and the Semester 1 2005 intake was 42.

15.7 The GBS executive, in consultation with Department Heads and Program Directors, and to address the issues highlighted above, proposes to restructure the MBA (Practicum) to adopt international program terminology and offer more differentiation from the existing MBA. The revised program, designed to cater to experienced and less experienced students will be called the International Master of Business Administration (IMBA). The International Master of Business Administration program will provide students with the opportunity to undertake
specialisation courses, or Honours courses, or an international exchange experience. The International Master of Business Administration (120CP) will be offered to students who have both a relevant bachelor degree and required work experience. A 160CP version will be available to those students who have a relevant bachelor degree but less than the required work experience. These students will be required to undertake a 40CP work integrated learning component in their final semester.

15.8 It is proposed both programs, that is both the 120CP and 160CP, will incorporate the same 80CP of core courses and the same optional 40CP of specialisation courses, Honours research dissertation, or international exchange experience.

15.9 A Graduate Certificate in International Business Administration will be offered as both entry and exit points from the proposed International Master of Business Administration.

15.10 The Queensland University of Technology currently offers an International Master of Business Administration which is offered to Australian residents only. The GBS believes that the introduction of the International Master of Business Administration program will attract a high number of international students, and will provide a competitive advantage in the postgraduate business market. Students will be provided with a flexible program offering a number of learning opportunities whilst at the same time, providing domestic students with exposure to an international business experience. International Master of Business Administration programs are also offered at other leading institutions such as the Moore School of Business, University of South Carolina and Schulich School of Business, York University.

15.11 The 2004 and 2005 Good Universities Guide to MBA Programs listed our MBA (International) program as an IMBA, following international labelling standards. In 2006 this reverted to MBA (I) at our request. For 2007 it will be listed as an IMBA.

Recommendation:

15.12 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee, is asked to approve, for forwarding to Programs Committee, the submissions relating to the International Master of Business Administration suite of postgraduate programs, detailed in 2006/0007304, for introduction in semester 1, 2007.

16.0 NEW PROGRAM SUBMISSION

3187/3191 GRADUATE CERTIFICATE IN BUSINESS

16.1 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee (Griffith Business School), is asked to consider for approval, the New Program Submission for the Graduate Certificate in Business, detailed in 2006/0007305, for introduction in semester 1, 2007.

16.2 Due to low market demand in the Master of Management program introduced in 2006, and the subsequent decision to revert to separate niche degrees, thus providing a pathway for students with a relevant background to obtain direct entry to 80CP degrees. At the same time it was decided to retain the concept of the Foundation Courses in the Master of Management, but to package them as a separate stand-alone Graduate Certificate in Business (40CP) qualification. Students without the relevant background will thus able to select specific courses in the Graduate Certificate of Business, providing an alternative pathway to the Masters degree.

16.3 The proposed Graduate Certificate of Business consists of a selection of courses in marketing, human resources and employment relations, information systems, and hospitality/tourism. Through guided selection of courses, students are able to obtain the necessary foundation knowledge for entry to a specialised Masters degree in their chosen discipline. The courses are introductory in content but taught at an advanced level of
understanding, taking into consideration the former work experience or undergraduate studies of potential candidates. The overlapping nature of the course selections will ensure that enrolments in the Graduate Certificate of Business remain at a viable level, whereas in 2006 the enrolments in many Foundation Courses were low. Thus, the Graduate Certificate in Business will provide a convenient stand-alone postgraduate qualification, making it more attractive to the student market as well as providing a distinct pathway for future Masters level study.

Recommendation:

16.4 The Griffith Business School Board, pending endorsement of the Curriculum, Teaching and Learning Committee, is asked to approve, for forwarding to Programs Committee, the New Program Submission for the Graduate Certificate in Business, detailed in 2006/0007305, for introduction in semester 1, 2007.

17.0 GRIFFITH BUSINESS SCHOOL STUDENT ADVISORY COUNCIL

Professor Michael Powell will speak to this item.

18.0 GBS POLICY ON STUDENT REPRESENTATION ON DEPARTMENT/ PROGRAM COMMITTEES

Professor Michael Powell will speak to this item.

SECTION II: MATTERS REQUIRING RATIFICATION OR EXECUTIVE ACTION

19.0 MAJOR CHANGE SUBMISSION

1289 BACHELOR OF BUSINESS (HOTEL, TOURISM, LEISURE AND SPORT MANAGEMENT)

19.1 The Griffith Business School Board, on the executive recommendation of the Dean, Learning and Teaching (Griffith Business School), is asked to ratify the Chair’s executive action in approving the Major Change Submission detailed in 2006/0007275, for the 1289 Bachelor of Business (Hotel, Tourism, Leisure and Sport Management), for introduction in semester 2, 2006.

19.2 The Department has responded to student demand from Brisbane area students for Sport Management programs by recommending the offer of this Award Major at Nathan campus in addition to the Gold Coast campus as this demand is currently being serviced by University of Queensland.

19.3 With the introductory courses for Award Majors within the program being offered in Semester 2, the Major is planned for introduction in Semester 2, 2006. Introduction of the Award Major at Nathan will result in the following offerings for the Bachelor of Business (Hotel, Tourism, Leisure and Sport)

(1289) Nathan Campus
GBSAMSPM1 Leisure Management
GBSAMSPM Sport Management
GBSAMSPM Sport Management

(1290) Gold Coast Campus
GBSAMHTM Hotel Management
GBSAMTRM Tourism Management

19.4 There are no other changes as the Sport Management Award major to be offered at Nathan is identical to the Major currently on offer at Gold Coast.

For ratification
20.0 MINOR CHANGE SUBMISSION
9247 PGA IGI CERTIFICATE IN APPLIED GOLF MANAGEMENT PRACTICES ARTICULATED WITH BACHELOR OF BUSINESS (SPORT MANAGEMENT)

20.1 The Griffith Business School Board, on the executive recommendation of the Dean, Learning and Teaching (Griffith Business School), is asked to ratify the Chair’s executive action in approving the Minor Change Submission detailed in 2006/0007291, for the 9247 PGA IGI Certificate in Applied Golf Practices, articulated with the Bachelor of Business (Sport Management), for introduction in semester 2, 2006.

20.2 With the introduction of the new suite of Griffith Business School undergraduate degrees in 2006, the previous Sport Management major within the Bachelor of Business (1034) was withdrawn, and incorporated as an Award Major within the Bachelor of Business (1290). At the same time as these changes were progressing through the approval process, the PGA/IGI assumed responsibility for the Golf Courses comprising the Certificate Program and withdrawn as GBS/HSL courses.

20.3 It has now become necessary to re-establish these Golf specific courses as Griffith Business School courses for enrolment purposes and formalise the articulation pathway into the Bachelor of Business (Sport Management). PGA/IGI restructured some of the previous HSL courses resulting in minor changes which appear in Section 5.0.

20.4 Some golf courses will replace core courses in the Bachelor of Business (Sport Management), with these having been previously agreed to.

20.5 Name change to the PGA/IGI Certificate includes change of name from Certificate in Golf Management Practice to Certificate in Applied Golf Management Practices together with reference to the pre-2006 articulation.

For ratification

21.0 MINOR CHANGE SUBMISSION
1289/1290 BACHELOR OF BUSINESS (HOTEL MANAGEMENT)
1256 BACHELOR OF BUSINESS(HOTEL MANAGEMENT)/BACHELOR OF INTERNATIONAL BUSINESS
1271 BACHELOR OF BUSINESS (HOSPITALITY MANAGEMENT)
1270 BACHELOR OF TOURISM MANAGEMENT

21.1 The Griffith Business School Board, on the executive recommendation of the Dean, Learning and Teaching (Griffith Business School), is asked to ratify the Chair’s executive action in approving the Minor Change Submission detailed in 2006/0007294, for the above Hotel, Tourism, Leisure and Sport Management programs, for introduction in semester 2, 2006.

21.2 Following changes to courses within the Hotel Management Award Major, the Department of Tourism, Leisure, Hotel and Sport Management submits for approval a number of changes to the 80CP Award Major in Hotel Management and 60CP Hotel Management Minor offered in the above programs. ALL proposed changes to the Work Integrated Learning courses are linked directly to the Griffith Academic Plan 2 – Engaging Communities, whereby Griffith aspires to being distinctive by offering work-integrated learning as a signature experience in its undergraduate programs.

21.2.1 3215HSL Hospitality Operations and Properties Management
Change of Year of offer from Year 2, Semester 1 to Year 3, Semester 1
Change of name to Hospitality Service Operations Management
21.2.2 3206HSL Hospitality Marketing
Change of Year of offer from Year 3, Semester 1 to Year 2, Semester 1

21.2.3 2212HSL Work Integrated Learning for TLHS
Change of name to Work Integrated Learning Practicum
Change of offer from Optional Core with 3210HSL Contemporary Issues Seminar Series Year 3, Semester 2 to Elective Year 2 or 3, Semester 2.

21.2.4 Advanced Hospitality Management Minor (GBSMNAHM3)
Sport Business Minor (GBSMNSPB3)
3221HSL Internship for TLHS
Change of name to Work Integrated Learning Internship Parts 1 & 2
Change of offer from a single semester 20CP offering to Part 1 (Year 3 Semester 1 – continuing) and Part 2 (year 3, semester 2 – 20CP)

21.2.5 Event Management Minor (GBSMNEVM3)
2212HSL Work Integrated Learning for TLHS
Change of name to Work Integrated Learning Practicum.

21.2.6 Outdoor Recreation and Park Management Minor (GBSMNOPM4)
Withdrawal of 3116HSL Industry Practicum 2 and 2009PSY Group Facilitation from the Optional lists due to the restructuring of the Department’s Work Integrated Learning courses, resulting in 20CP replacement in Minor with 3221HSL Work Integrated Learning Internship (Part 1) and (Part 2).

21.2.7 Tourism Studies Minor (GBSMNTRS4)
Withdrawal of 3116HSL Industry Practicum 2
Addition courses to Optional List:
• 3221HSL Work Integrated Learning Internship (Part 1) and (Part 2)
• 3111HSL Parks Planning and Management
• 3120HSL Cultural Diversity and Leisure

For ratification

22.0 MINOR CHANGE SUBMISSION
1034 BACHELOR OF BUSINESS (CONTINUING STRUCTURE)

22.1 The Griffith Business School Board, on the executive recommendation of the Dean, Learning and Teaching (Griffith Business School), is asked to ratify the Chair’s executive action in approving the Minor Change Submission detailed in 2006/0007297, for the 1034 Bachelor of Business (continuing structure), for introduction in semester 2, 2006.

22.2 The Griffith Business School seeks to withdraw course 2310AFE Macroeconomics Problems & Analysis and replace with course 2303AFE Economic Analysis and Policy on the Gold Coast Campus. This course is currently offered in the pre 2006 Financial Economics major in the Bachelor of Business program (1034) structure for continuing students only. This course/major has not attracted a large number of students and is not offered in the full Economics major which is now offered in the new Bachelor of Commerce program on the Gold Coast.

22.3 This is in accordance with objectives to streamline course offerings and reduce courses that are not part of the new degree structure. This will have no impact on current students as they will be able to undertake an equivalent level course 2303AFE Economics Analysis and Policy (which is part of the new Economic major).

For ratification
23.0 NEW ACADEMIC PLAN
1016 BACHELOR OF ARTS
1017 BACHELOR OF COMMUNICATION

23.1 The Griffith Business School Board, on the recommendation of the Faculty of Arts Board and executive recommendation of the Dean, Learning and Teaching (Griffith Business School), is asked to ratify the Chair’s executive action in approving the Major Change Submission detailed in 2006/0002042, for the 1016 Bachelor of Arts and 1017 Bachelor of Communication, for introduction in semester 2, 2006.

23.2 In summary, the submission proposes to offer Majors in Industrial Relations and Politics to students enrolled in the Bachelor of Arts and Bachelor of Communication programs.

23.3 The Bachelor of Arts and the Bachelor of Communication consist predominantly of majors offered by the School of Arts, however the School has a long history of providing other Schools and Departments with the opportunity to offer a selection of their courses to Arts students. This has worked well for majors in Marketing, Psychology and Popular Music. Recently significant student interest has been expressed in the offering of both International Relations and Politics and the addition of these majors will significantly improve student choice.

23.4 The introduction of these majors offered by the Departments of Politics and Public Policy and International Business and Asian Studies is in line with the university’s goal of promoting interdisciplinarity.

For ratification

24.0 NEW ACADEMIC PLAN
1254 BACHELOR OF JOURNALISM

24.1 The Griffith Business School Board, on the recommendation of the Faculty of Arts Board and executive recommendation of the Dean, Learning and Teaching (Griffith Business School), is asked to ratify the Chair’s executive action in approving the Major Change Submission detailed in 2006/0002041, for the 1016 Bachelor of Arts and 1017 Bachelor of Communication, for introduction in semester 2, 2006.

24.2 In summary, the submission proposes to offer a Major in Industrial Relations to students enrolled in the Bachelor of Journalism program.

24.3 The Bachelor of Journalism consists of specialisations offered by not only the School of Arts, but by a number of other Schools and Departments on the Gold Coast campus. Considerable student interest has been expressed in International Relations and the addition of this specialisation will significantly improve student choice.

24.4 The introduction of this specialisation offered by the Departments of Politics and Public Policy and International Business and Asian Studies is in line with the university’s goal of promoting interdisciplinarity.

For ratification

25.0 MINOR CHANGE SUBMISSION
1254 BACHELOR OF JOURNALISM

25.1 The Griffith Business School Board, on the recommendation of the Faculty of Arts Board and executive recommendation of the Dean, Learning and Teaching (Griffith Business School), is asked to ratify the Chair’s executive action in approving the Major Change Submission detailed in 2006/0002042, for the 1016 Bachelor of Arts and 1017 Bachelor of
Communication, for introduction in semester 2, 2006.

25.2 The School of Arts and the Department of Politics and Public Policy propose the following changes to the 40CP Politics Specialisation offered in the Bachelor of Journalism at the Gold Coast campus:

25.2.1 Withdrawal of 1001IBA International Relations as 1st year prerequisite and replace with 1101PPP Introduction to Politics.

25.2.2 Withdrawal of 2009IBA Business and Politics in the Asia-Pacific Region

25.2.3 Withdraw 2004PPP Government and Business Relations and replace with 1004PPP Government Business Relations.

25.2.4 Add the following 3 courses to the electives within the 40CP Specialisation:

- 1102PPP Political Institutions
- 2010IBA Politics of Globalisation
- 3002PPP Comparative European Politics.

25.3 The changes to this specialisation are in line with the university’s goal of promoting interdisciplinarity and will not affect the current resources as all the electives are already offered in other academic plans or programs.

For ratification

26.0 COURSE OUTLINES – GRIFFITH BUSINESS SCHOOL

The Griffith Business School Board, on the executive recommendation of the Dean, Learning and Teaching (Griffith Business School), is asked to ratify the Chair’s executive action in approving the following course outlines, for semester 2, 2006:

Griffith Business School
- 7008GSM Understanding Data for Decision Making

Department of Tourism, Leisure, Hotel and Sport Management
- 1002HSL Introduction to Research
- 3001HSL Strategy and Change: A Service Industry Approach
- 3202HSL Tourism Economics
- 1001HSL Foundation Studies
- 2105HSL Leisure Travel Marketing
- 2211HSL Club and Gaming Management
- 2213HSL Food and Wine Tourism
- 3210HSL Contemporary Issues Seminar Series
- 3213HSL Conference and Convention Management
- 3301HSL Sport Tourism
- 3323HSL Sport Marketing
- 6104HSL Independent Study in Leisure
- 7205HSL Managing People in Tourism, Event and Sport
- 7231HSL Field Project
- 7337HSL Managing Sport Venues and Facilities
- 7341HSL International Sport and Recreation Delivery Systems
- 7342HSL Applied Project in Sport and Recreation Development

Department of Marketing
- 7220MKT Advanced Market Modelling
Department of Management
- 1004MGT Business Information Systems
- 2025MGT Organisational Processes
- 2027MGT Strategic Network for eBusiness
- 2042MGT Information Systems Development
- 3005MGT Information Management and Control
- 3019MGT Safety Management of Production System
- 7047MGT Corporate Governance
- 7242MGT Information Systems Development
- 7303MGT Information Communications Technologies
- 7305MGT Information Management and Control
- 7414MGT Human Resource Change Management
- 7502MGT IT Governance and Service Management

Department of Politics and Public Policy
- 3001PPP Cases in Public Policy
- 4012PPP Political Theory

Department of International Business and Asian Studies
- 1010IBA Cultures, Civilisations and the Modern World
- 2003IBA Economic Analysis & Policy
- 2010IBA The Politics of Globalisation
- 2013IBA Managing People in the Global Economy
- 3005IBA Ethnic Questions in East and Southeast Asia
- 3013IBA International Business: Internship/Practicum
- 3016IBA Images of Modern Korea: Society, Politics & Economy
- 3017IBA Crime, Business and Politics in Asia
- 3020IBA Quantitative Methods for Financial Management
- 3028IBA Energy & Environmental Security
- 7002IBA Comparative Asian Politics
- 7007IBA Australian Foreign Policy in Asia
- 7012IBA Democratisation Business and Governance in Asia
- 7016IBA Religion, Politics & Globalisation: Clash of Fundamentalism & Emerging Spiritualities

For ratification

SECTION III: MATTERS FOR NOTING AND WHERE APPROPRIATE, ACCEPTANCE OF RECOMMENDATIONS

27.0 APPROVED UNIVERSITY POLICIES

27.1 The Academic Committee at its 2/2006 meeting, approved the following revised policies relating to degree structures:

- Structure and Requirements of Degrees Awarded by Griffith University
- Bachelors Degree Policy
- Bachelors Honours Degree Policy
- Policy for the Award of Masters Degrees Other Than the Master of Philosophy

These policies have been published in the Policy Library. For your information, a summary of the policy changes is detailed in attachment 2006/0007307.

27.2 The Academic Committee at its 2/2006 meeting, approved the revised new role statement for Honours Convenors detailed in 2006/0003780. This statement has been published in the...
Policy Library.

For noting

28.0  FLEXIBLE LEARNING AND ACCESS SERVICES WORK PLAN – GBS 2006

The Griffith Business School Board is asked to note the 2006 FLAS Work Plan as detailed in 2006/0007306.

One of the recommendations of the Review of Flexible Learning was that “Group Academic Work Plans be developed for the provision of services from GIHE and FLAS, so that Groups and Faculties can purchase their own time with these services, to have a more planned approach to professional development and program enhancement rather than having to bid for funds.”

In line with this recommendation, Work Plans for FLAS have been introduced to facilitate planning for:

- New program design and development
- Redevelopment of existing programs
- Programs already commenced requiring further curricula development including resource acquisition and evaluation in the later years of the program
- Shared educational resources – those with a group-wide or university- wide application specific to The Griffith Academic Plan’s strategy for Engaging Students
- Academic staff development

FLAS has established teams aligned with the academic groups to ensure more stable and closer relationships with academic staff in the groups. In this respect FLAS now has a team for Arts, Education and Law Group, Health Group, and a combined team to service both Business Group and Science and Technology Group. Each Group has access to a full team of Educational Designers, Graphic Designers, Multimedia Developers, Programmers, and Faculty Librarians. The funding referred to in this Work Plan consists of the available workdays of staff in the FLAS Business & Science and Technology team.

For noting

29.0  3/2006 MINUTES, CURRICULUM, TEACHING AND LEARNING COMMITTEE (GRIFFITH BUSINESS SCHOOL)

The Griffith Business School Board is asked to note the minutes and attachment from the 3/2006 meeting of the Curriculum, Teaching and Learning Committee (Griffith Business School).

30.0  OTHER BUSINESS

31.0  NEXT MEETING

31.1  The next meeting of the Griffith Business School Board will be held on Friday, 21 July 2006, from 10:00am till 1:00pm in the Hub Link, Level 4, Room 4.08 (L07_4.08) Logan campus. A light lunch will be served at approximately 12:30pm.