

Management Option

For Academic Programs Office Use Only
 R. E. _____ Catalog _____ File _____

PROGRAM CHANGE PROPOSAL - Form P-2

COLLEGE CHABSS **CoBA X** CoEHHS CSM

TITLE OF PROGRAM Management Option Discipline _____

Check one: **X Change to Program** Program Deletion

TITLE OF DEGREE PROGRAM: **Bachelors of Science in Business Administration**

This form is the signature sheet for a change to, or deletion of, an existing program.
 Note that the addition of a new option/concentration/emphasis/track is a new "program," and requires the use of Form P.

For a change to a program,

1. Attach a page (or pages) giving a brief summary of the purpose of this proposal, and its connection to the mission and student learning outcomes of the program.
2. Attach catalog copy showing exactly how the program should appear in the catalog if the changes are approved.

For a program deletion, attach a statement explaining the impact on students: how will the program be "taught-out" for declared majors?

Does this proposal impact other disciplines or units? **X Yes** _____ No If yes, obtain signature(s).
 Any objections or concerns should be stated in writing and attached to this form. Please check the box to indicate whether a memo has been attached.

Marketing Option	<u>W. Plim</u>	<input type="checkbox"/>	<u>10/26/15</u>	<input checked="" type="checkbox"/> Support	_____ Oppose
Discipline/Unit	Signature		Date		
Discipline/Unit	Signature	<input type="checkbox"/>	_____	_____ Support	_____ Oppose
Discipline/Unit	Signature		Date		
Discipline/Unit	Signature	<input type="checkbox"/>	_____	_____ Support	_____ Oppose
Discipline/Unit	Signature		Date		
Discipline/Unit	Signature	<input type="checkbox"/>	_____	_____ Support	_____ Oppose
Discipline/Unit	Signature		Date		

1. GLEN H. Brodowsky 10/26/15 Date
 Originator (Please Print) _____ Date _____

2. Glen Brodowsky 10-26-15 Date
 Program/Department -/ Director/Chair _____ Date _____

APPROVAL PROCESS

3. [Signature] 11/10/15 Date
 College Curriculum Committee^ _____ Date _____

4. [Signature] 11/10/15 Date
 College Dean (or Designee)* _____ Date _____

5a. _____ _____ Date
 University Curriculum Committee^ _____ Date _____

5b. _____ _____ Date
 Budget and Long-Range Planning Committee (if applicable)^ _____ Date _____

6. _____ Date
 Academic Senate _____ Date _____

7. _____ Date
 Provost (or Designee) _____ Date _____

8. _____ Date
 President _____ Date _____

9. _____
 Date to Chancellor's Office (if applicable)

* Where appropriate, attach a memo on program impact on the unit and the ability of the unit to support it. Check the box next to the signature line to indicate whether a memo has been attached.
 ^ Where appropriate, attach a memo summarizing the curricular and/or resource deliberations. Check the box next to the signature line to indicate whether a memo has been attached.

Proposed changes to the Management Option

Delete MKTG 305 Principles of Marketing (4 units) from the Management Option Core courses and add MKTG 302 Foundations of Marketing (2 units) to the Foundations of Business courses

Rationale: MKTG 305 is a 4-unit survey course that introduces students to a broad collection of topics in the field of marketing; it is currently required in the Marketing Option Core. MKTG 302 is a 2-unit survey course that covers a very similar collection of topics in a condensed format. The department of marketing considers MKTG 302 as a substitute for MKTG 305 that will no longer be offered. This will free up 2 additional units of electives for Management students who may take additional marketing courses as their electives.

MANAGEMENT OPTION

51
(55 Units)

The Management Option courses concentrate primarily on relationships among members of organizations as well as organization decision-making behavior and cultures. The courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development. A common theme is the use of people skills. There are currently two tracks in the Management Option:

- Management and Organizations Track • Entrepreneurship Track

Management Option – Management and Organizations Track (51 units)

This option focuses on training business-oriented professionals for developing and managing information systems. Students will learn how to define organizational information requirements and employ technology-enabled solutions to meet the organization goals and objectives. They will also learn how to lead and manage mission-critical projects, especially those related to Internet applications. The themes of the option include principles of information systems, business systems analysis and design, and database management. The option also addresses subjects such as networking, web and mobile applications, enterprise systems and business intelligence. These topics provide students with knowledge and skills essential for enhancing organizational efficiencies and effectiveness. In addition, they prepare students for careers in business systems analysis, application development, social-networking driven business, entrepreneurship, and process design.

Foundation of Business Courses (12 units)

BUS 302 2
BUS 322 2
FIN 302 2
MIS 302 2
OM 302 2
MKTG 302 2

Management Core Courses (16 units)

MGMT 305 4
MGMT 415 4
MGMT 452 4
MGMT 461 4

Management and Organizations Track Electives (16 units)

A minimum of 10 units must be selected from the list of electives below. The remaining 6 units can be taken from courses in ACCT, FIN, GBM, OM, MIS, MGMT, or MKTG. Students in the track cannot take ACCT 308 for credit. A maximum of 4 units may be taken outside the College of Business with prior approval from CoBA.

ENTR 320 4
ENTR 421 2
GBM 425 4
GBM 427 2
MGMT 420 4
MGMT 432 2
MGMT 445 2
MGMT 465 4
MGMT 481-5 1-4
MGMT 498 1-4

Capstone (4 units)

BUS 444

Senior Experience (3 units)

BUS 495

Management Option –Entrepreneurship Track

(51 units)

The Entrepreneurship track is specifically designed to help students incubate a business idea, learn the different components essential to starting and managing a start-up business, and evaluate closely the viability of their idea. The program is designed to help students develop their ideas into a well-conceived business plan that can lead to a start-up business.

In order to accomplish these objectives, students will move through a sequence of courses that build upon one another. Students begin by exploring their personal creativity, turning creative thought into innovative new products and services, developing their idea, understanding the challenges of entrepreneurship, and completing a first-level analysis of the viability of their business idea. Students then take courses in new venture marketing, management, and finance to increase their understanding and functional skills to further develop their business idea and determine its potential. Students will also benefit significantly from the experiences of entrepreneurs in the community and learn from their successes and failures. The track concludes with the creation of a business plan through the capstone course.

Foundation of Business Courses (12 units)

BUS 302 2
 BUS 322 2
 FIN 302 2
 MIS 302 2
 OM 302 2
 MKTG 302 2

Management Core Option (16 units)

MGMT 305 4
 MGMT 415 4
 MGMT 452 4
 MGMT 461 4

Entrepreneurship Track Required Courses (14 units) + 2 Units of CoBA Electives*

ENTR 320 4
 ENTR 420 2
 ENTR 421 2
 ENTR 422 2
 ENTR 423 2
 ENTR 430 2

*The remaining 2 units can be taken from courses in ACCT, FIN, GBM, OM, MIS, MGMT, or MKTG.

Capstone (4 units)

BUS 444 4

Senior Experience (3 units)

BUS 493