

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

PROGRAM CHANGE PROPOSAL - Form P-2

COLLEGE CHABSS CoBA CoEHHS CSM

TITLE OF PROGRAM Business Professional Development

Discipline BUS

Check one: Change to Program Program Deletion

TITLE OF DEGREE PROGRAM: 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? _____ 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.

Discipline/Unit	Signature	<input type="checkbox"/>	Date	Support	Oppose
Discipline/Unit	Signature	<input type="checkbox"/>	Date	Support	Oppose
Discipline/Unit	Signature	<input type="checkbox"/>	Date	Support	Oppose
Discipline/Unit	Signature	<input type="checkbox"/>	Date	Support	Oppose

1. Robert Aboulian 11/10/15
Originator (Please Print) Date

2. _____ 11/10/15
Program/ Department - Director/Chair Date

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

APPROVAL PROCESS

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

5a. _____ _____
University Curriculum Committee^ Date

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

6. _____ Date
Academic Senate

7. _____ Date
Provost (or Designee)

8. _____ Date
President

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.

SUMMARY/PURPOSE

The Business Professional Development (BPD) program introduces students to activities, practices, and expectations across business and professional environments. The required activities develop students' soft skills and give them a foundation on which to build their career plan and launch the corresponding search. The College of Business Administration (CoBA) has a goal of increasing job placement upon graduation to 95% in the next five years. BPD is a key program toward this goal. It ensures all CoBA students have a basic level of professional savvy so they can successfully progress from their academic education to successful careers.

BPD consists of two zero-unit, pass/fail courses that will be a graduation requirement for all CoBA students. Each section (BPD I and BPD II) is meant to be completed in one semester. Students who do not complete the activities in the semester time frame will receive an Incomplete.

The two courses and required activities are:

BPD I (*co-requisite: BUS 302*)

1. Take a professional head shot. The photo does not have to be taken by a professional, but it must be presented professionally.
2. Create a profile on CougarJOBS.
3. Attend a CSUSM student organization meeting.
4. Take a TypeFocus assessment through the CSUSM Career Center.
5. Attend a TypeFocus workshop facilitated by the CSUSM Career Center. Alternatively, students can view an online video and take a corresponding quiz (available on Cougar Courses).
6. Attend a Resume Workshop. Workshops will be offered by the CSUSM Career Center. Alternatively, students can view an online video and take a corresponding quiz (available on Cougar Courses).
7. Create a professional resume and submit for review.
8. Attend an interviewing workshop. Workshops will be offered by the CSUSM Career Center. Alternatively, students can view an online video and take a corresponding quiz (available on Cougar Courses).
9. Attend a Presentation Workshop. Workshops will be offered by CSUSM CoBA.
10. Attend a Networking Workshop. Workshops will be offered by the CSUSM Career Center and CoBA. Students may also attend workshops facilitated by outside organizations such as Chambers of Commerce.

BPD II (*Pre-requisite: BPD I. Must be completed before enrolling in Senior Experience, BUS 495*)

1. Attend a professional mixer, presentation, seminar, conference, etc. and submit a one-page write-up about the experience. The write-up should include names of at least three people who the student met at the event.
2. Attend a business etiquette dinner offered by the CSUSM Career Center or CoBA.
3. Attend a career fair. The CSUSM Career Center offers a Career Fair once per semester. Students can also attend an off-campus event of similar design. Submit a brief write-up that describes at least five jobs and/or companies the student learned about.

4. Create a personal business card that is self-designed or created through resources such as VistaPrint. If the student already has a business card he/she may use that. Upload a scan or photo of both sides of the business card.
5. Conduct a mock interview with the Career Center or participate in an online mock interview through Big Interview (resource available through Career Center).
6. Conduct an informational interview with a professional working in a field or company of interest. Submit a write-up that summarizes the questions asked and the responses from the professional.

Students will have access to complete course instructions and expectations on Cougar Courses. CoBA will also provide resources for students such as dates for planned/upcoming workshops at CSUSM and in the San Diego business community. There will be an opt-out form for students who have completed similar activities within the past year (see example form).

CONNECTION TO MISSION

BPD helps students meet real expectations of the business community. The program activities have been designed with input from CoBA's Advisory Boards to ensure that activities address the real needs of businesses. Workshop content was also developed in partnership with the Career Center and CoBA Advisory Boards.

BPD is the bridge between a rigorous business education and a fulfilling professional career.

PROGRAM LEARNING OUTCOMES

Students will be able to:

1. Apply professional tools to appropriate professional and career search situations
2. Recognize and apply appropriate business behavior and practices in formal professional situations.
3. Assess their own strengths and recognize appropriate corresponding career paths.
4. Communicate with business professionals about career paths and which paths align with their interests.

RESOURCE IMPLICATIONS

CoBA's budget request to hire a Director of Student Success has been approved by the provost. A search is currently underway to fill this position. Director of Student Success will oversee the BPD program among other responsibilities in CoBA. He/she is responsible for managing the program, is the resource for all students regarding the required activities, will track students who receive an Incomplete, and ensure their successful completion of both phases.

TRANSITION

The BPD program is a graduation requirement for students starting as freshman in Fall 2016, and since students will not be eligible for BPD I until their Junior year, we don't expect the program to be in full capacity before Fall 2018. However, the program is set to launch in Fall 2016 as elective for students who choose to take it. CoBA advisors and faculty will strongly encourage students to take it even though it is not a requirement yet, as we believe it adds invaluable skills to their career planning.

Business Professional Development

Activity Opt-Out Form Example

(Will be available as an online form)

Complete this form if you have participated in an activity similar to one of those required in BPD I or BPD II. This will be reviewed by the CoBA Director of Student Success. If approved you will be credited for completing that activity. Students will receive an email notification with the final decision (approved or denied) within two weeks of submitting this form.

Student Name: _____ Date: _____

Student ID: _____ Cougars Email: _____

I am requesting credit for an activity in (check one): BPD I BPD II

For which BPD activity are you requesting credit? _____

Reason for Opt-Out Request

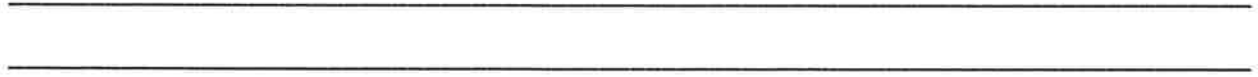
Complete the information below to justify your opt-out request. If appropriate you may attach any supporting documentation (photos, event programs, etc.).

Name/title of previously completed activity: _____

Date of previously completed activity: _____

Description of activity: _____

Explain why you believe this previously completed activity satisfies the corresponding BPD requirement:



CATALOG VERBIAGE

1. Verbiage to be added to catalog under College of Business Administration, Bachelor of Science in Business Administration, Program of Study:

Business Professional Development is a program of two zero-unit courses meant to be completed over the course of two semesters. These courses prepare students to engage in professional environments and situations, focusing on foundational behavior and business practices. There are sixteen activities over two courses. Activities are designed to ensure that all CoBA students are equipped to pursue their career searches confidently and secure fulfilling jobs upon graduation.

2. BPD 70 and 71 will be added to all CoBA options as requirements. Example:

COLLEGE OF BUSINESS ADMINISTRATION		2014-2016	
MIS Core Courses (12 units)		Foundations of Business Courses (12 units)	
MIS 304	4	BUS 302	2
MIS 411	4	BUS 303	4
OM 305	4	FIN 302*	2
		MIS 300*	2
		OM 302*	2
MIS Elective Courses (22 units)		Business Professional Development Requirement (0 units)	
A minimum of 16 units must be selected from the following approved MIS/OM courses. The remaining 6 units can be taken from electives in ACCT, ENTR, FIN, GBM, GSCM, MKTG, or MGMT. Students in the MIS option cannot take ACCT 308 for credit. Units outside of MIS may be substituted with prior approval from CoBA.		BPD 70	0
Students in MIS option cannot take ACCT 308 for elective credit.		BPD 71	0
MIS 420	2	* Equivalent 4-unit course can be substituted for this 2-unit course with 2 units applied toward Marketing electives; however, only 4 credits can be applied toward Marketing electives.	
MIS 425	4	Marketing Option Core Courses (20 units)	
MIS 426	4	MGMT 305	4
MIS 427	4	MKTG 305	4
MIS 430	4	MKTG 442	4
MIS 430	4	MKTG 445	4
MIS 430	4	MKTG 448	4
MIS 440	4	Marketing Option Electives (14 units)	
MIS 480	4	A minimum of 8 units must be selected from the list of electives below. The remaining 6 units may also be selected from the list below or from any 300- and 400-level course at the College of Business. Up to 4 units may be taken outside the College of Business with prior approval from the Management and Marketing Department Chair.	
MIS 481-5	1-4	ENTR 420	2
MIS 490	1-4	MKTG 216	2
OM 405	4	MKTG 340	2
Capstone (4 units)		MKTG 451	4
BUS 414	4	MKTG 446	2
Senior Experience (5 units)		MKTG 449	4
BUS 492	1	MKTG 450	4
BUS 493	4	MKTG 452	2
MARKETING OPTION		MKTG 461-5	1-4
(68 Units)		MKTG 498	1-4
Marketing has been defined as "an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders" (American Marketing Association). Effective marketing is very important for the long-term success of any organization because it focuses the organization on attracting and retaining customers through its combination of product, pricing, distribution, and promotion strategies.		Capstone (4 units)	
All students in the Marketing Option will take a course that focuses on the foundational principles of marketing, and courses that explore the behavior of consumers, the process through which marketers conduct research to understand consumers, and the special challenges and opportunities marketers face in different cultures. In addition, students will take specialized elective courses that focus on developing appropriate strategies for targeting and serving customers. Through their coursework and other educational experiences, students can prepare for a variety of positions in the areas such as: marketing communication and advertising, sports marketing, customer relationship management, marketing research, sales, services marketing, and international marketing.		BUS 414	
		4	
		Senior Experience (5 units)	
		BUS 492	
		1	
		BUS 493	
		4	

3. Verbiage to be added under Course Descriptions:

BUS 71 (0)

Business Professional Development I

Introduces students to typical activities across professional environments that are critical in preparing and launching a job search.

Corequisite: BUS 302. Open only to business status CoBA students.

BUS 73 (0)

Business Professional Development II

Places students in professional environments to build networks, engage in career search, and plan for professional success.

Pre-requisite: BUS 71.

- 4. Beginning Fall 2016, BUS 71 and BUS 73 will also be added to the Option Checklists and Suggested Course Sequence Sheets on the CoBA Advising website (<http://www.csusm.edu/coba/advising/optionchecklists.html>).**