

CALIFORNIA STATE UNIVERSITY SAN MARCOS

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 R. E. \_\_\_\_\_ Catalog \_\_\_\_\_ File \_\_\_\_\_

PROGRAM CHANGE PROPOSAL - Form P-2

COLLEGE  CHABSS  CoBA  CoEHHS  CSM

TITLE OF PROGRAM Bachelor of Science in Business Administration  
 Discipline Business Professional Development



Check one:  Change to Program  Program Deletion

TITLE OF DEGREE PROGRAM: Bachelor 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? \_\_\_\_\_ 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.

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

1. Robert Aboolian \_\_\_\_\_ 3/29/16 \_\_\_\_\_ 3/29/16  
 Originator (Please Print) Date Date

2. \_\_\_\_\_ 3/29/16  
 Program Department - Director/Chair Date

3. \_\_\_\_\_  3/29/16  
 College Curriculum Committee^ Date

4. \_\_\_\_\_  3/29/16  
 College Dean (or Designee)\* Date

5a. \_\_\_\_\_  \_\_\_\_\_  
 University Curriculum Committee^ Date

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

6. \_\_\_\_\_ \_\_\_\_\_  
 Academic Senate Date

7. \_\_\_\_\_ \_\_\_\_\_  
 Provost (or Designee) Date

8. \_\_\_\_\_ \_\_\_\_\_  
 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.

## 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 activities, packaged into two modules that are incorporated into the student learning outcomes of BUS 495, Senior Experience and GBM 495, Global Management Experience. Due to the nature of these activities, each module is meant to be completed in one semester. Therefore, CoBA's Director of Students Success collaborates with the Registrar's Office to create "Student Groups" that guide students through the process. A mock-up for the BLP requirements that will appear on students ARR is at the end of this document as a reference.

The two modules and required activities are:

**BPD Module I** *(Must be completed at least 2 semesters prior to taking BUS/GBM 495. Recommended to take 3-4 semesters prior)*

1. Create a profile on CougarJOBS.
2. Attend a CSUSM student organization meeting.
3. Take a TypeFocus assessment through the Career Center.
4. Attend a TypeFocus workshop facilitated by the Career Center. Alternatively, students can view an online video and take a corresponding quiz (available on Cougar Courses).
5. Attend a Resume Workshop. Workshops will be offered by the Career Center. Alternatively, students can view an online video and take a corresponding quiz (available on Cougar Courses).
6. Create a professional resume and submit for review.
7. Build online professional brand through Portfolium to include final revised resume, professional photo, accomplishments or projects completed thus far.
8. Attend an interviewing workshop. Workshops will be offered by the Career Center. Alternatively, students can view an online video and take a corresponding quiz (available on Cougar Courses).
9. Attend a Improving Presentation Skills. Workshop, offered by CoBA.
10. Attend a Networking Workshop., Workshops offered by the Career Center and CoBA. Students may also attend workshops facilitated by outside organizations such as Chambers of Commerce.

**BPD Module II** *(Must be completed prior to BUS/GBM 495. Recommended to take 2-3 semesters prior)*

1. Attend a professional mixer, presentation, seminar, conference, etc. Attend a business etiquette dinner offered by the Career Center or CoBA.
2. Conduct an informational interview with a professional working in a field or company of interested.
3. Attend a Cover Letter Writing workshop. Write a cover letter and submit for review.

4. Attend a career fair, offered by the Career Center. Students may also attend an off campus event of similar design and Attend a Leadership and Cultural Competencies seminar.
5. Add accomplishments and projects in Portfolium. Tag skills and competencies based on entries.
6. Conduct a mock interview with the Career Center or participate in an online mock interview through Big Interview (resource available through Career Center).
7. Complete Business Ethics training workshop, offered by CoBA.

Students will have access to complete instructions and expectations on CougarCourses. Assignments and feedback will be given to students while participating in the program. 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 recently completed similar activities (see example form).

## **CONNECTION TO MISSION**

The mission of Cal State San Marcos and the College of Business Administration incorporates a focus on the student as an active learner, engaged citizen, and having a global mindset. The BPD Program offers our students opportunities to be active participants in the learning process by helping them make the connections between curriculum, co-curricular activities, community engagement, and future employment.

The Academic Affairs mission statement includes preparing students to be life-long learners and productive contributors to a global society. Students participating in the BPD will acquire the necessary knowledge, skills, and values to be life-long career decision makers and productive contributors to a global society.

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 contents are 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 has recently hired a Director of Student Success, who will oversee the BPD program among other responsibilities in CoBA. The director 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**

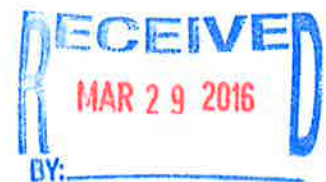
The BPD program is a graduation requirement for students starting as freshman in Fall 2016, and thus will not apply to current students. However, it will be offered as optional for returning students who choose to take advantage of it. CoBA advisors and faculty will strongly encourage students to complete the activities even though they are not required to, as we believe it adds invaluable skills to their career planning.

## **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 consists of numerous activities, packaged into two modules that are incorporated into the student learning outcomes of BUS 495, Senior Experience and GBM 495, Global Management Experience. These activities prepare students to engage in professional environments and situations, focusing on foundational behavior and business practices, and are designed to ensure that all CoBA students are equipped to pursue their career searches confidently and secure fulfilling jobs upon graduation. Due to the nature of these activities, each module is meant to be completed in one semester.

**2. Beginning Fall 2016, BPD Module I and BPD Module II will be added to the Option Checklists and Suggested Course Sequence Sheets on the CoBA Advising website (<http://www.csusm.edu/coba/advising/optionchecklists.html>).**



## ARR VERBIAGE

### A mock-up for the BLP requirements that will appear on students ARR

The first screen shot is for students who declare business in Fall 2016. The second screen shot is for continuing students. You will notice that continuing students will just see this as a message and does not have a status of a red box, telling them that they MUST do the requirement.

#### FALL 2016 DECLARED BUSINESS STUDENT – hyperlinks take students to page displayed below

- ▶ UNGRADED COURSES AWAITING OFFICIAL GRADE (RG-0903)
- ▶ UNDERGRADUATE GENERAL DEGREE REQUIREMENTS (RG-0004)
- ▶ UNDERGRADUATE GENERAL EDUCATION REQUIREMENTS (RG-0005)
- ▶ PRE-BUSINESS PRIMARY MAJOR REQUIREMENTS (RG-0014)
- ▼ BUSINESS ADMINISTRATION PRIMARY MAJOR B.S.(RG-0116)

#### BUSINESS ADMINISTRATION PRIMARY MAJOR B.S.: MARKETING OPTION (Fall 2016-Current Catalog) (R-0116)

● Units: 51.00 required, 47.00 taken, 4.00 needed

#### BUSINESS PROFESSIONAL DEVELOPMENT 1 (R-1233)

BUSINESS PROFESSIONAL DEVELOPMENT PROGRAM - Students must complete (BPD) level 1 at least 3-4 semesters prior to taking Senior Experience. For BPD requirements visit [www.csusm.edu/coba/signature-programs/bpd/index.html](http://www.csusm.edu/coba/signature-programs/bpd/index.html) (R-1233)


#### BUSINESS PROFESSIONAL DEVELOPMENT 2 (R-1234)

BUSINESS PROFESSIONAL DEVELOPMENT PROGRAM - Students must complete (BPD) level 2 at least 2-3 semesters prior to taking Senior Experience. For BPD requirements visit [www.csusm.edu/coba/signature-programs/bpd/index.html](http://www.csusm.edu/coba/signature-programs/bpd/index.html) (R-1234)

#### MARKETING OPTION FOUNDATIONS COURSES (R-0145)

BUSINESS ADMINISTRATION MAJOR MARKETING OPTION FOUNDATIONS COURSES - 7 Courses Required (R-0145)

● Courses: 7 required, 6 taken, 1 needed

- ▶ BUS 302 (1N-0010) 
- ▶ BUS 322 (1N-0025) 
- ▶ FIN 302 (1N-0030) 

The screenshot shows a web page for the College of Business Administration. At the top, the text "COLLEGE OF BUSINESS ADMINISTRATION" is displayed in a large, white, serif font against a dark background. Below this is a navigation menu with links for "Home", "About", "Degrees", "Advising", "Signature Programs", "News", "Events", and "Partnership & Giving". On the left side, there is a vertical sidebar menu titled "Signature Programs" with several items: "Senior Experience", "Professional Mentor Program", "Business Professional Development" (which is highlighted with a white arrow), "Student Resources", "Student Success Grants", "In the Executive's Chair", "CLUBS", "BBA Certificate Program", and "BSBA at Temecula". The main content area features the heading "Business Professional Development" in a bold, black font. Below the heading, there is a paragraph of text: "To help meet the challenge of an increasingly competitive business environment, the College of Business Administration (CoBA) created a program that enables students to round out their business knowledge by developing personal and professional success skills. The program is aptly named Business Professional Development (BPD) and sponsored by LPL Financial." This is followed by another paragraph: "The program is currently under revision and will be launched as a graduation requirement for all CoBA students starting in Fall 2016. It will consist of 16 activities such as resume writing, mock interviewing, and attending a professional networking event." Below the text, it says "Sponsored by LPL Financial" and includes the LPL Financial Foundation logo, which consists of a stylized "LPL" icon followed by the text "LPL Financial Foundation".

## CONTINUING BUSINESS STUDENT DECLARED PRIOR TO FALL 2016

### BUSINESS ADMINISTRATION PRIMARY MAJOR B.S.: MARKETING OPTION (Fall 2014-Fall 2016 Catalog) (RG-0116)

- Units: 51.00 required, 49.00 taken, 2.00 needed

#### MARKETING OPTION FOUNDATIONS COURSES (R-0145)

**BUSINESS ADMINISTRATION MAJOR MARKETING OPTION FOUNDATIONS COURSES - 5 Courses Required (\*Equivalent 4-Unit Courses can be Substituted for the 2-Unit Courses, but Only 4 Excess Units can be Counted as MKTG Electives.) (R-0145)**

- Courses: 5 required, 4 taken, 1 needed

- ▷ BUS 302 (LN-0010)
- ▷ BUS 322 (LN-0025)
- ▷ FIN 302 (2units) or FIN 304 (4 units) (LN-0030)
- ▷ OM 302 (2 units) or OM 305 (4 units) (LN-0040)
- ▷ MIS 302 (2 units) or MIS 304 (4 units) (LN-0050)

#### MARKETING OPTION CORE COURSES (R-0146)

**BUSINESS ADMINISTRATION MAJOR MARKETING OPTION CORE COURSES - 20 Units Required (R-0146)**

- ▷ MGMT 305 (4 Units) (LN-0010)
- ▷ MKTG 305 (4 Units) (LN-0020)
- ▷ MKTG 442 (4 Units) (LN-0030)
- ▷ MKTG 445 (4 Units) (LN-0040)
- ▷ MKTG 448 (4 Units) (LN-0050)

#### OPTIONAL BUSINESS PROFESSIONAL DEVELOPMENT PROGRAM (R-1233)

**OPTIONAL BUSINESS PROFESSIONAL DEVELOPMENT PROGRAM - (BPD) level 1 can be taken at least 3-4 semesters prior to taking Senior Experience. For BPD requirements visit [www.csusm.edu/coba/signature-programs/bpd/index.html](http://www.csusm.edu/coba/signature-programs/bpd/index.html) (R-1233)**

- ▷ OPTIONAL BUSINESS PROFESSIONAL DEVELOPMENT PROGRAM BPD 1 MESSAGE (LN-0010)

#### OPTIONAL BUSINESS PROFESSIONAL DEVELOPMENT 2 (R-1234)

**OPTIONAL BUSINESS PROFESSIONAL DEVELOPMENT PROGRAM - (BPD) level 2 can be taken at least 2-3 semesters prior to taking Senior Experience. For BPD requirements visit [www.csusm.edu/coba/signature-programs/bpd/index.html](http://www.csusm.edu/coba/signature-programs/bpd/index.html) (R-1234)**

- ▷ OPTIONAL BUSINESS PROFESSIONAL DEVELOPMENT PROGRAM BPD 2 MESSAGE (LN-0010)

#### MARKETING OPTION ELECTS (R-0147)

**BUSINESS ADMINISTRATION MARKETING OPTION ELECTIVES - 14 Units Required (R-0147)**

- Units: 14.00 required, 14.00 taken, 0.00 needed

- ▷ APPROVED MARKETING ELECTIVES (LN-0010)
- ▷ BAMG ADDITIONAL UD ELECTIVES (LN-0020)

avascript:submitAction\_win1(document.win1,'DERIVED\_SAA\_DPR\_GROUPBOX1S4');

## 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:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## College of Business Administration Course Catalog Addendum Summer/Fall 2016

### BUS 495 (3) [New Course] Senior Experience

Applies projects involving working in teams with local organizations on actual business problems. Includes the problem solving process, primary and secondary research, critical thinking, consultation, project management, and strategies for team effectiveness. Each team develops a project, completes their project, prepares a final project report, and presents their findings. Prerequisites: BUS 302, and BUS 322, or BUS 324 or BUS 304, and FIN 302 or FIN 304, and MIS 302 or MIS 304 or ACCT 301, and OM 302 or OM 305, and MGMT 302 or MGMT 305, and MKTG 302 or MKTG 305, and Business Professional Development modules 1 & 2.

### SENIOR EXPERIENCE

Senior Experience is a one-semester, 3-unit capstone course. This course challenges students to integrate and apply their business education by participating in real-world consulting engagements. This project is conducted while working in a team with fellow students. The goals for the first 2 weeks of the semester are to have students form into teams, match teams with projects, and provide them with the tools needed to successfully complete projects during the remainder of the semester. Topics to be covered during these first 2 weeks are: the problem solving process, primary and secondary research, critical thinking, consultation, project management, and strategies for team effectiveness. Senior Experience is offered each semester, Fall and Spring. Prerequisites for this course are Business Professional Development modules 1 and 2. These prerequisites to Senior Experience serve to prepare students for engaging with professionals during their capstone consulting project.

### Business Professional Development, Module 1

Module 1 introduces students to career decision-making tools as well as typical activities across professional environments that are critical in preparing and launching a job search.

### Business Professional Development, Module 2

Module 2 places students in professional environments to build networks, engage in career search activities, and plan for professional success.

For additional information, please contact the Director of Senior Experience at (760) 750-4266, or email [seniorexperience@csusm.edu](mailto:seniorexperience@csusm.edu). Throughout the curriculum, the program emphasizes intellectual, ethical, and social issues likely to affect business in the 21st Century. Global issues and the realities of demographic diversity in the workplace are an integral part of the coursework. In summary, the goal of the program is to help students apply their critical thinking skills to solve problems encountered in the business world in innovative ways using team-based approaches.

### GBM 495 (3) [New Course] Global Business Experience

An internship in a for-profit firm, non-government organization (NGO), or government agency, consisting of a minimum of 192 hours. Enrollment Requirement: An application must be filled out and approved by the GMB Option Director. Enrollment restricted to students who have completed the lower-division pre-business core (major status in Business Administration – i.e. attained business status), Foundations of Business courses. Recommended preparation for students in the Marketing Track of the GBM Option: MKTG 448. Prerequisites: Complete Business Professional Development modules 1 & 2 and MGMT 461 and GBM 425 with grades of C (2.0) or better.

### GLOBAL BUSINESS MANAGEMENT OPTION

The Global Business Management (GBM) program has been specially designed to develop professionals who need a global view on the current world environment through a business perspective. In addition, required courses are directed specifically toward developing the personal skills that are essential to be successful in today's dynamic, uncertain, and complex business environment. There are currently three tracks in the GBM Option: Marketing, Entrepreneurship, and Information Systems.

GBM students must complete a Foreign Academic Experience. The Foreign Academic Experience is completed through either an individual international business internship (GBM 495) or through a foreign study experience at the university-level of at least one semester in duration. Students considered by the California State University to be "international (foreign) students" (see page 26 of 2014-16 Catalog) satisfy the Foreign Academic Experience through the CSUSM residence requirement (see page 106 of 2014-16 Catalog).

GBM students may substitute GBM 495 for the Senior Experience team-oriented project (BUS 495) required in other Business Administration options. All GBM students must complete either BUS 495 or GBM 495. The Business Professional Development modules 1 & 2 must be completed prior to taking BUS 495 or GBM 495.