

Subject: FW: UCC review of the Business Professional Development P-2 form

From: Mohammad Oskoorouchi
Sent: Tuesday, November 17, 2015 2:52 PM
To: Robert Aboolian <raboolia@csusm.edu>; Suzanne Moineau <smoineau@csusm.edu>
Cc: Virginia Mann <vmann@csusm.edu>; Regina Eisenbach <regina@csusm.edu>
Subject: Re: UCC review of the Business Professional Development P-2 form

Hi Sue

Please allow me to explain the logic behind the BPD proposal in response to UCC's comments.

Why not a for-credit course?

As a business school we have seven different disciplines. These areas while somewhat independent, are under the business major umbrella. Students with business major must take 24 units of lower division, aka, pre business core, which has been set by the CO. Then each student has to take a large number of upper division core courses and capstone to cover all functional areas of business. This doesn't leave much for technical areas such as accounting, finance, and operations, etc. to cover what is necessary in their options. Just to put it in context, CoBA recently reduced its curriculum from 124 to 120 units to comply with the CO mandate, but it took us two and a half years to cut four units from the curriculum. I am positive that cutting another unit would be impossible!

Moreover, the content of this program is soft skills development, which is not academic per se. While it is extremely important for students to have these skills (see below), but it does not have academic rigor to be qualified for an academic unit. It would be hard to justify academic unit for something that is purely on career development

Then why is it important/required for students?

Students who choose business discipline, do it because they want to increase their chance of getting jobs. It is different from science, art, and math where students sometime pursue a degree out of passion and love for that subject. On the other hand, our placement rate is quite low as compared to our peer institutions. This would hurt our chances when we go up for the AACSB accreditation, which is a very costly and timely process. Jim Hamerly, CoBA's Dean, has a goal of increasing job placement to over 95% upon graduation to bring us in par with accredited business schools. But this cannot be done without enhancing students soft skills. 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.

Please let me know if you have further questions. I'll be more than happy to come to UCC and present the case to the committee.

Best regards,
Mohammad

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From: Robert Aboolian <raboolia@csusm.edu>
Date: Tuesday, November 17, 2015 1:58 PM
To: IITS Administrator <smoineau@csusm.edu>
Cc: Virginia Mann <vmann@csusm.edu>, Regina Eisenbach <regina@csusm.edu>, Mohammad Oskoorouchi <moskoooro@csusm.edu>
Subject: Re: UCC review of the Business Professional Development P-2 form

Hi Suzanne,

Please see my answers below in blue.

Best,
Robert

From: Suzanne Moineau <smoineau@csusm.edu>
Date: Tuesday, November 17, 2015 at 12:12 PM
To: Robert Aboolian <raboolia@csusm.edu>
Cc: Virginia Mann <vmann@csusm.edu>, Regina Eisenbach <regina@csusm.edu>
Subject: UCC review of the Business Professional Development P-2 form

Hi Robert,

I hope this email finds you well. UCC reviewed the proposal submitted yesterday to add two non-credit bearing courses to the graduation requirements for the undergraduate degree.

The following concerns were raised with respect to the proposal:

1. UCC understood that courses with numbering below 100 cannot be required as part of a bachelor's degree. **We could change the course numbers to ensure they are required courses.**
2. Adding work to the major that is deemed required without corresponding units is unprecedented as far as this committee understands. UCC suggests embedding the requirements in other coursework. **We have checked this with Regina before sending it to UCC so maybe she could help me with the precedence.**
3. UCC noted that the extra work would exceed what is built into the 120 unit degree program, and as noted in # 2, recommends that any required work be reflected within the stipulated 120 units. **I am copying Mohammad to help me explain why we did not choose to go this route.**

Please let me know if you have questions.

Best,
Sue