

*GBM Option*

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

**PROGRAM CHANGE PROPOSAL - Form P-2**

COLLEGE  CHABSS  CoBA  CoEHHS  CSM

**TITLE OF PROGRAM** Global Business Management Option

Discipline:

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. Catalin Ratiu  
 Originator (Please Print)

Oct 23, 2015  
 Date

2. \_\_\_\_\_  
 Program/ Department - Director/Chair

*12/3/2015*  
 Date

**APPROVAL PROCESS**

3. *[Signature]*  
 College Curriculum Committee^

*12/3/15*  
 Date

4. *[Signature]*  
 College Dean (or Designee)\*

*12/9/15*  
 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

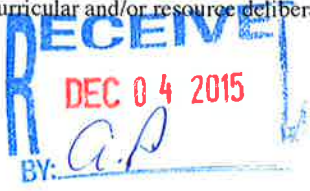
8. \_\_\_\_\_  
 President

\_\_\_\_\_  
 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.



## **Proposal to change the Global Business Management (GBM) Option:**

The GBM option would like to propose several minor changes to update the program.

1. A new course is proposed GBM 428 (2) as part of the GBM core for all tracks.  
This course has been offered as special topics in Fall 2015.
2. There is updated verbiage with regards to the mission of the GBM option.
3. Several elective courses have been added to GBM-Marketing track, in line with new offerings from that department.
4. The Marketing department is changing the course MKTG 448 from 4 units to 2 units. This course impacts all three tracks of the GBM Option.

These changes will add additional options to students enrolled in the GBM Option.

## Catalog copy of the program (changes in red)

### GLOBAL BUSINESS MANAGEMENT OPTION

The mission of the Global Business Management option is to develop talent for a sustainable world. The GBM program has been designed to develop professionals with a global worldview.

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" satisfy the Foreign Academic Experience through the CSUSM residence requirement.

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.

#### ***Global Business Management Option – Marketing Track***

(51 units)

The Marketing track is primarily for those who want to become involved in global sales and marketing. This can include account management, global marketing campaign and strategy development and delivery, and related areas such as advertising. In all but very small firms, a career in global marketing and sales normally requires several years experience at a domestic site and a good familiarity with the firm's products and services. As a result, the specialized courses for this track are focused primarily on fundamental marketing principles and knowledge that are important for domestic and global operations.

#### Foundations of Business Courses (14 units)

|           | <b>Units</b> |
|-----------|--------------|
| BUS 302   | 2            |
| BUS 322   | 2            |
| FIN 302*  | 2            |
| MGMT 302* | 2            |
| MIS 302*  | 2            |
| MKTG 302* | 2            |

OM 302\*                    2

*\*Equivalent 4-unit courses can be substituted for these 2-unit courses, however, the excess units cannot count toward GBM: Marketing Track Electives.*

**GBM: Marketing Track Core Courses (16 units)**

|          |   |
|----------|---|
| GBM 425  | 4 |
| GBM 426  | 2 |
| GBM 427  | 2 |
| GBM 428  | 2 |
| MGMT 461 | 4 |
| MKTG 448 | 2 |

**GBM: Marketing Track Elective Courses (14 units)**

|              |     |
|--------------|-----|
| GBM 351      | 1   |
| GBM 430      | 2   |
| MGMT 474     | 4   |
| MKTG 310     | 2   |
| MKTG 315     | 2   |
| MKTG 433     | 4   |
| MKTG 442     | 4   |
| MKTG 446     | 2   |
| MKTG 450     | 4   |
| MKTG 451     | 4   |
| MKTG 452     | 4   |
| MKTG 454     | 4   |
| MKTG 481-484 | 1-4 |
| MKTG 498     | 1-4 |
| GBM 481-4    | 1-4 |

**Capstone (7 units)**

BUS 444                    4

BUS 495                    3

Or

GBM 495                    3

***Global Business 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 learning about the challenges of entrepreneurship, and by completing a first-level analysis of the viability of their business idea. Students then take courses in new venture marketing, management, and financing to increase their understanding and 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 development of a business plan in the capstone course.

Foundation of Business Courses (14 units)

|           | <b>Units</b> |
|-----------|--------------|
| BUS 302   | 2            |
| BUS 322   | 2            |
| FIN 302*  | 2            |
| MGMT 302* | 2            |
| MIS 302*  | 2            |
| MKTG 302* | 2            |
| OM 302*   | 2            |

*\*Equivalent 4-unit courses can be substituted for these 2-unit courses, however, the excess units cannot count toward GBM: Marketing Track Electives.*

GBM: Entrepreneurship Track Core Courses (16 units)

|          |   |
|----------|---|
| GBM 425  | 4 |
| GBM 426  | 2 |
| GBM 427  | 2 |
| GBM 428  | 2 |
| MGMT 461 | 4 |
| MKTG 448 | 2 |

GBM: Entrepreneurship Track Elective Courses (14 units)

|              |     |
|--------------|-----|
| ENTR 320     | 4   |
| ENTR 420     | 2   |
| ENTR 421     | 2   |
| ENTR 422     | 2   |
| ENTR 423     | 2   |
| ENTR 481-484 | 1-4 |
| GBM 481-4    | 1-4 |
| MGMT 474     | 4   |

Capstone (7 units)

|         |   |
|---------|---|
| BUS 444 | 4 |
| GBM 495 | 3 |

Or  
BUS 495                    3

***Global Business Management Option – Information Systems Track***

(51 units)

The IS track in the GBM Option is designed to equip students who are interested in helping firms manage their information systems while working in an international or global environment. An increasing number of firms, both small and large are operating in foreign countries in various capacities: direct sales, sourcing of supplies, working through distributors, entering into joint ventures, performing market research, coordinating subsidiary units for more efficient operations, and so on. The significant demands on firms to manage their information systems in this increasingly complex and interesting global environment requires students who understand both information systems and global business demands. The IS track within the GBM Option will prepare students to perform well in this kind of an environment.

Foundations of Business Courses (14 units)

|           | <b>Units</b> |
|-----------|--------------|
| BUS 302   | 2            |
| BUS 322   | 2            |
| FIN 302*  | 2            |
| OM 302*   | 2            |
| MGMT 302* | 2            |
| MIS 302** | 2            |
| MKTG 302* | 2            |

\* Equivalent 4-unit courses can be substituted for these 2-unit courses. However, the excess units cannot count towards GBM electives.

\*\* MIS 304 can be substituted for MIS 302. The two excess units may be used for electives.

GBM: IS Track Core Courses (16 units)

|          |          |
|----------|----------|
| GBM 425  | 4        |
| GBM 426  | 2        |
| GBM 427  | 2        |
| GBM 428  | 2        |
| MGMT 461 | 4        |
| MKTG 448 | <u>2</u> |

GBM: IS Track Elective Courses (14 units)

|         |   |
|---------|---|
| MIS 308 | 4 |
| MIS 408 | 4 |
| MIS 411 | 4 |
| MIS 425 | 4 |

|           |     |
|-----------|-----|
| MIS 320   | 2   |
| MIS 427   | 4   |
| MIS 440   | 4   |
| MIS 498   | 1-4 |
| MIS 481-5 | 1-4 |
| GBM 481-4 | 1-4 |

Capstone (7 units)

|         |   |
|---------|---|
| BUS 444 | 4 |
|---------|---|

|         |   |
|---------|---|
| BUS 495 | 3 |
|---------|---|

OR

|         |   |
|---------|---|
| GBM 495 | 3 |
|---------|---|