

CALIFORNIA STATE UNIVERSITY
SAN MARCOS

Procedure for Submitting Proposals for New Options, Concentrations, Special Emphases and Minors

1. Name of the campus submitting the request, the full and exact title of the proposed aggregate of courses, and whether it is an option, concentration, special emphasis, or minor.

California State University San Marcos

- a. Minor in Global Business Management**
 - b. Minor in Management**
 - c. Minor in Management Information Systems**
 - d. Minor in Marketing**
 - e. Minor in Supply Chain Management**
2. Full and exact title of the degree major program under which the aggregate of courses will be offered, where applicable.

NA
3. Options, concentrations, or special emphases already existing under the degree major program for which the new aggregate of courses is proposed.
 - a. Global Business Management Option**
 - b. Management Option**
 - c. Management Information Systems Option**
 - d. Marketing Option**
 - e. Global Supply Chain Management Option**
4. Department(s) to offer the aggregate courses.
 - a. Department of Management**
 - b. Department of Management**
 - c. Department of Management Information Systems**
 - d. Department of Marketing**
 - e. Department of Operations and Supply Chain Management**
5. Purpose of the proposed aggregate of courses.
 - a. Minor in Global Business Management:** The minor in Global Business Management is designed to help non-business students develop a global mindset in business environments.
 - b. Minor in Management:** The management minor helps students become effective team players, leaders and managers in any organizational context. The concepts and skills learned can be applied in business, professional, social, or government organizations across both the public and private sectors. This minor is designed for non-business

students seeking to enhance their leadership, management, teamwork, and organizational skills.

- c. **Minor in Management Information Systems:** To support non-business students with an interest of technology and its management.
- d. **Minor in Marketing:** Marketing is an organizational function that is important to the success of virtually all organizations. The minor in marketing is designed to help non-business students develop an understanding of marketing function in an organization.
- e. **Minor in Supply Chain Management:** The minor in Supply Chain Management is designed to help non-business students develop an understanding of the complexity of the global supply chain and the competence to satisfy consumer demand in the global market

6. Need for the proposed aggregate of courses.

- CoBA Options have advisory boards composed of business and/or industry members whose main functional area is directly related to the option. The board members of supply chain management, MIS, marketing, and GBM have specifically asked for minor in their field. Their argument is based on the fact that in most organizations, business functions are performed by a variety of individuals who often represent a diverse collection of educational backgrounds. Therefore, a formal education in a specific functional area of business is a big plus for non-business majors.
- The CoBA advisors are often asked by non-business major students about the possibility of doing a minor in a specific field of business.
- Department chairs have reported being approached by non-business students who are interested in a minor in their discipline.
- **Minor in Global Business Management:** A minor in Global Business Management will help students explore the world of business organizations outside of the U.S. borders. Students will learn how to negotiate across cultures, how firms internationalize their operations, and how geopolitical dynamics impact business operations.
- **Minor in Management:** The concepts and skills learned can be applied in business, professional, social, or government organizations across both the public and private sectors. Management 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 to manage employees
- **Minor in Management Information Systems:** Students with Minor in MIS learn how to manage technologies to better support their future work flow in an organization setting and can think more progressively on technologies and applying technology to improve their work efficiency.
- **Minor in Marketing:** The Minor in Marketing will serve undergraduate students at CSUSM who pursue a non-business major, yet want to pursue a business career in a marketing-related area of specialization. The minor will be especially well-suited for students who major in areas such as communication, mass media, visual arts, and writing.
- **Minor in Supply Chain Management:** The Minor in Supply Chain Management will serve undergraduate students at CSUSM who pursue a non-business major, yet want to pursue a business career in supply chain management. The minor will be especially well-suited for students who major in areas such as economics and biotechnology.

Notes on Pre-Business Core:

- Each specialized business minor includes the relevant pre-business and/or pre-requisite courses of its subject, and thus ensure students' preparedness for the option's upper division courses. That is, the proposed focused minors in business do not require all pre-business core courses, and thus do not provide a general business education to students in the minor program.
 - Students who are interested in a specialized business minor must submit an application to the CoBA advising office and work with their assigned advisor to take the necessary courses.
 - Students must hold junior standing to take upper division business courses.
 - CoBA advisors work with interested students in the Marketing, Supply Chain Management, and MIS option minors to take the required pre-business course BUS 204 prior to taking upper division courses.
 - ~~For option minors that do not have any pre-business core requirements students will be allowed to enroll in the option minor only when they have 60+ units.~~
 - Students in a business minor program who choose to switch to the BSBA degree must complete all pre-business core courses with a GPA of 2.5 or higher before they can achieve business status.
7. List of the courses, by catalog number, title, and units of credit, as well as total units to be required under the proposed aggregate of courses.

a. **Minor in Global Business Management (18-21 units)**

Required courses (10-13 units)

<u>BUS 204</u>	<u>Business Statistics (3)</u>
BUS 302	Foundations of business environments (2)
GBM 425	International business management (4)
MGMT 461	Management in different cultures (4)

Elective courses (Choose 8 units)

GBM 426	Leadership in a global context (2)
GBM 427	Cross cultural negotiating in global business (2)
GBM 430	Import-export operations (2)
GBM 481-484	Special topics in Global Business Management (1-4)
MGMT 474	Business sustainability (4)

b. **Minor in Management (22-25 units)**

Required courses (16-19 units)

<u>BUS 204</u>	<u>Business Statistics (3)</u>
MGMT 305	Organizational Behavior (4)
MGMT 461	Management in Different Cultures (4)
MGMT 415	Human Resource Management (4)
MGMT 452	Leadership in Organizations (4)

Elective courses (Choose 6 units)

ENTR 320	Creativity, Innovation & Entrepreneurship (4)
ENTR 421	New Venture Management (2)
GBM 425	International Business Management (4)
GBM 427	Cross Cultural Negotiating & Global Business (2)
MGMT 420	Personnel Selection & Appraisal (4)
MGMT 422	Training & Development (2)
MGMT 425	Employment Law (2)
MGMT 428	Compensation and Benefits (4)

MGMT 432	In the Executive's Chair (2)
MGMT 445	Career Development (2)
MGMT 465	Developing Management Skills (4)
MGMT 470	Strategic Management of Technological Innovation (2)
MGMT 474	Business Sustainability (4)
MGMT 481-5	Special Topics in Management (1-4)

c. Minor in Management Information Systems (19 units)

Required courses (11 units)

BUS 204	Business Statistics (3 units)
MIS 304	Management Information Systems (4)
MIS 411	Database Management (4)

Elective courses (Choose 8 units)

MIS 308	Enterprise Systems (4)
MIS 320	MIS Executive Seminar (2)
MIS 328	Mobile Business Applications (4)
MIS 388	Java Programming for Business Applications (4)
MIS 408	Information Systems for Business Intelligence (4)
MIS 409	Big Data Information Systems (4)
MIS 418	Information Security Management (2)
MIS 425	Business System Development (4)
MIS 426	Telecommunication and Network Security for Management (4)
MIS 427	Multimedia in Business (4)
MIS 435	Web Business Applications (4)
MIS 440	Electronic Commerce: Applications and Strategies (4)
MIS 480	Managing Information Systems Project (4)
MIS 481-4	Selected Topics in Management Information Systems (4)

d. Minor in Marketing (21 units)

Required Courses (15 units)

BUS 204	Business Statistics (3)
MKTG 302	Foundations of Marketing (2)
MKTG 442	Marketing Research (4)
MKTG 445	Consumer Behavior (4)
MKTG 448	Global and Cross Cultural Marketing (2)

Elective Courses (Choose 6 units)

MKTG 310	Personal Branding (2)
MKTG 315	Services Marketing (2)
MKTG 340	Personal Selling and Business Development (2)
MKTG 433	Marketing Communication (4)
MKTG 446	Sales Management (2)
MKTG 449	Database Marketing (4)
MKTG 450	Consumer Demand and Channel Collaboration (4)
MKTG 451	Customer Lifecycle Marketing (4)
MKTG 452	Sport Marketing and Sponsorship (4)
MKTG 454	Using Social Media for Marketing (4)
ENTR 420	New Venture Marketing (2)
MKTG 481-5	Special Topics in Management (1-4)
MKTG 498	Independent Study in Marketing (1-4)

e. **Minor in Supply Chain Management (21 units)**

Required courses (17 units)

BUS 204	Business Statistics (3)
OM 305	Operations Management (4)
OM 428	Supply Chain Management (4)
OM 441	Business logistics management (4)
OM 442	Procurement and Supplier Management (2)

Elective courses (Choose 4 units)

OM 406	Decision Models (4)
BUS 324	Business Analytics (4)

8. List of courses, by catalog number, title, and units of credit as well as total units to be required for the major in which the proposed aggregate of courses is to be included.

NA

9. New courses to be developed. Include proposed catalog descriptions.

NA

10. List of all present faculty members, with rank, appointment status, highest degree earned, date and field of highest degree, and professional experience, who would teach in the proposed aggregate of courses.

a. **Minor in Global Business Management**

- Catalin Ratiu, Assistant Professor of Management and Director of Global Business Management, earned his PhD in Strategic Management in 2011 from Concordia University, Montreal, Canada, has 12 years of teaching experience in the areas of strategic management, international business, sustainability and corporate social responsibility.
- Tom Sennhauser, Lecturer, earned his MBA at Thunderbird School of Business, has over 30 years of executive-level experience in the semiconductor industry in various multinational firms.
- The Management Department is also currently conducting a tenure track search in the area of Global Business Management, for a faculty member who would teach GBM-courses.

b. **Minor in Management:**

- Peter Antoniou DBA, (1986) Lecturer, Joined 1992
- Bennett Cherry, Ph.D. Professor, Human Resources (2000) Professor, Tenured, Joined 2000
- Palash Deb, Ph.D. Management (2011), Assistant Professor, Full-Time Tenure Track, Joined 2011
- Ron Gerevas, M.S. (1964) Lecturer, Joined 2009
- Jeff Kohles, Ph.D. Professor, Management (2001), Full-Time Tenured, Joined 2001
- Scott Landow, MBA 1978, joined in 2015

- Ludmilla Matiash, MBA (1990) joined, 2007
- Kimberly McCarthy, Ph.D. Management,(2014), Assistant Professor, Tenure Track, Joined 2014.
- Ofer Meilich, Ph.D. (1996) Strategy Professor, Tenured, Joined 2000.
- Rajnandini Pillai, Ph.D. Organizational Behavior (1994) Professor, Tenured, Joined 1998.
- Catalin Ratiu, Ph.D., Management, (20Assistant Professor, Tenure-Track, Joined 2011.
- Bruce Louis Rich, Ph.D., (2006) Professor, Tenured, Joined 2006
- Tom Sennhauser, MBA, MSEE, Lecturer
- Ted Shore, Ph.D. Industrial/Organizational Psychology (1985) Professor, Tenured, Joined 2006
- David Tiffany, LLM, JD, Lecturer
- Kathleen Watson, Ph.D. Manangement (1978), Professor, Tenured, Joined 1992.
- Nina Woard, MBA (2012), Lecturer, Joined 2013.

c. Minor in Management Information Systems

- Jack Leu, Professor, Tenure-Track, Ph.D., Business, 1991
- Yi Sun, Associate Professor, Tenure-Track, Ph.D., Business, 2003
- Fang Fang, Associate Professor, Tenure-Track, Ph.D., Business, 2005
- Chetan Kumar, Associate Professor, Tenure-Track, Ph.D., Business, 2006
- Ed Ashley, Adjunct Professor, MBA, Senior IT Manager for 30+ years, book publishing, etc. (resume attached)
- Roger Herzler, Adjunct Professor, MBA, IT Consulting (resume attached)

d. Minor in Marketing

- Glen Brodowsky, Professor, full-time tenure track since fall 1996, Ph.D. in Marketing, earned in 1997.
- Vassilis Dalakas, Professor, full-time tenure track since fall 2008, Ph.D. in Marketing, earned in 1999.
- Wayne Neu, Associate Professor, full-time tenure track since fall 2007, Ph.D. in Marketing, earned in 2003.
- Kristin Stewart, Assistant Professor, full-time tenure track since fall 2015, Ph.D. in Advertising and Public Relations, earned in 2015.
- Rebeca Perren, Assistant Professor, full-time tenure track since fall 2015, Ph.D. in Business Administration, earned 2015.
- George Sharghi, Lecturer since spring 1996., DBA in Marketing, earned 1981.
- Gayle Belch, Lecturer since fall 1999, MBA, earned 1980.

e. Minor in Supply Chain Management

- Soheila Jorjani, Tenured Professor of Production & Operations Management, earned his PhD in Operations Research in 1988 from UC Irvine.
- Robert Aboolian, Tenured Professor of Operations and Supply Chain Management, earned his Ph.D. in Operations Management from University of Toronto in 2002.
- Ed Balian, Ph.D. 1978, joined 2007
- Farin Mohammadi, Ph.D. 1994, joined 2014
- James Garces, Lecturer, MPP 1989, joined 2014

- The Operations and Supply Chain Management Department has just hired a new tenure track Assistant Professor in the area of Supply Chain Management who would start in January 2016 and teach SCM-courses.

11. Additional instructional resources (faculty, space, equipment, library volumes, etc.) needed to implement and sustain the proposed aggregate of courses. List all resources needed for the first five years beyond those currently projected, including specific resource, cost, and source of funding.

The proposed minor programs are based on the courses that are offered every semester by CoBA. We do not expect to hire new tenure track or lecturer faculty to teach any part of the focused minors. In addition, the demand is drawn from the current students at CSUSM. Therefore, no additional space, equipment, library volume, etc. is expected.

However, since the proposed specialized minors would give non-business students exposure to marketing, management, MIS, global business and supply chain management, we expect to see a small increase in our minor students (currently at 0.1% of total headcount). This means a nominal increase in our annual FTES of 1012. Therefore, we do not anticipate a significant cost associated with the proposed minor programs.

12. Proposed catalog description.

Minor in Global Business Management (18 units)

The minor in Global Business Management is designed to help students in the areas of arts, humanities, and sciences develop a global mindset in business environments.

Required courses (10 units)

BUS 302	Foundations of business environments (2)
GBM 425	International business management (4)
MGMT 461	Management in different cultures (4)

Elective courses (Choose 8 units)

GBM 426	Leadership in a global context (2)
GBM 427	Cross cultural negotiating in global business (2)
GBM 430	Import-export operations (2)
GBM 481-484	Special topics in Global Business Management (1-4)
MGMT 474	Business sustainability (4)

Minor in Management (18 units)

The minor in Management is designed to help students in the areas of arts, humanities, and sciences develop an understanding of the 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. Management courses are also taken by students to enhance their understanding of how firms develop mutually beneficial exchanges with consumers and other businesses.

Required courses (16 units)

MGMT 305	Organizational Behavior (4)
MGMT 461	Management in Different Cultures (4)
MGMT 415	Human Resource Management (4)

MGMT 452 Leadership in Organizations (4)

Elective courses (Choose 6 units)

ENTR 320 Creativity, Innovation & Entrepreneurship (4)
ENTR 421 New Venture Management (2)
GBM 425 International Business Management (4)
GBM 427 Cross Cultural Negotiating & Global Business (2)
MGMT 420 Personnel Selection & Appraisal (4)
MGMT 422 Training & Development (2)
MGMT 425 Employment Law (2)
MGMT 428 Compensation and Benefits (4)
MGMT 432 In the Executive's Chair (2)
MGMT 445 Career Development (2)
MGMT 465 Developing Management Skills (4)
MGMT 470 Strategic Management of Technological Innovation (2)
MGMT 474 Business Sustainability (4)
MGMT 481-5 Special Topics in Management (1-4)

Minor in Management Information Systems (19 units)

The Minor in Information Systems is designed to be supportive of a variety of arts, humanities, and science majors with an interest in managing technologies to support their future workflow. The set of minor courses will also help students gain an understanding of how to improve data and information management and work in teams in their future organizations to facilitate information system development.

Required courses (11 units)

BUS 204 Business Statistics (3 units)
MIS 304 Management Information Systems (4)
MIS 411 Database Management (4)

Elective courses (Choose 8 units)

MIS 308 Enterprise Systems (4)
MIS 320 MIS Executive Seminar (2)
MIS 328 Mobile Business Applications (4)
MIS 388 Java Programming for Business Applications (4)
MIS 408 Information Systems for Business Intelligence (4)
MIS 409 Marketing Research (4)
MIS 418 Information Security Management (2)
MIS 425 Business System Development (4)
MIS 426 Telecommunication and Network Security for Management (4)
MIS 427 Multimedia in Business (4)
MIS 435 Web Business Applications (4)
MIS 440 Electronic Commerce: Applications and Strategies (4)
MIS 480 Managing Information Systems Project (4)
MIS 481-4 Selected Topics in Management Information Systems (4)

Minor in Marketing (21 units)

Marketing is an organizational function that is important to the success of virtually all organizations. In addition, in many organizations, the marketing function is performed by a variety of individuals who often represent a diverse collection of educational backgrounds. As such, the Minor in Marketing is especially well-suited for students who pursue a non-business major, yet want to pursue a business career in a marketing-related area of specialization. All students in the Minor in Marketing will complete 15 required units that focus on the foundational principles of marketing, behavior of consumers, process through which marketers conduct research to understand consumers, and special challenges and opportunities marketers face in different cultures. In addition, students will take six units of elective courses that focus on areas of specialization within marketing.

Required Courses (15 units)

BUS 204	Business Statistics (3)
MKTG 302	Foundations of Marketing (2)
MKTG 442	Marketing Research (4)
MKTG 445	Consumer Behavior (4)
MKTG 448	Global and Cross Cultural Marketing (2)

Elective courses (Choose 6 units)

MKTG 310	Personal Branding (2)
MKTG 315	Services Marketing (2)
MKTG 340	Personal Selling and Business Development (2)
MKTG 433	Marketing Communication (4)
MKTG 446	Sales Management (2)
MKTG 449	Database Marketing (4)
MKTG 450	Consumer Demand and Channel Collaboration (4)
MKTG 451	Customer Lifecycle Marketing (4)
MKTG 452	Sport Marketing and Sponsorship (4)
MKTG 454	Using Social Media for Marketing (4)
ENTR 420	New Venture Marketing (2)
MKTG 481-5	Special Topics in Management (1-4)
MKTG 498	Independent Study in Marketing (1-4)

Minor in Supply Chain Management (21 units)

The minor in Supply Chain Management is designed to help students in the areas of arts, humanities, and sciences develop an understanding of the complexity of the global supply chain and the competence to satisfy consumer demand in the global marketplace by getting the right product to the right consumer at the right time at the right price in a cost effective manner. This minor is especially suited for students who major in areas such as economics and biotechnology. All students in the Minor in Supply Chain Management will complete 17 required units that focus on the principles of operations and supply chain management. In addition, students will take four units of elective courses that focus on business analytics.

Required courses (17 units)

BUS 204	Business Statistics (3)
OM 305	Operations Management (4)
OM 428	Supply Chain Management (4)
OM 441	Business logistics management (4)

OM 442 Procurement and Supplier Management (2)

Elective courses (choose 4 units)

OM 406 Decision Models (4)

BUS 324 Business Analytics (4)