

CALIFORNIA STATE UNIVERSITY SAN MARCOS
NEW PROGRAM PROPOSAL – P Form Signature

For Academic Programs Office Use Only

R.E. _____ Catalog _____ File _____

COLLEGE ☐ CHABSS ☒ CoBA ☐ CoEHHS ☐ CSM

TITLE OF PROGRAM Option minors

Discipline Business

This form is the signature sheet for new programs and new options/concentrations/emphases/tracks within existing programs. For all changes to existing programs (other than addition of new options/concentrations/emphases/tracks), use the Form P-2.

Check one: ☐ New Undergraduate Major or New Graduate Degree
☐ New Option/Concentration/Emphasis/Track
☒ New Minors
☐ New Teaching Credential
☐ New Certificate

Attach a completed New Program Template

Attach a completed New Option/Concentration/
Special Emphasis, Teaching Credential and Minor

Attach a completed New Certificate Template

Does this proposal impact other disciplines? ☐ 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.

Term and Academic Year of intended implementation (e.g. Fall 2016): _____

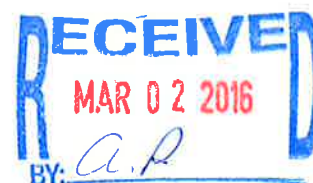
_____	_____ Support _____ Oppose
Discipline #1	
Signature _____	<input type="checkbox"/> _____ Date

_____	_____ Support _____ Oppose
Discipline #2	
Signature _____	<input type="checkbox"/> _____ Date

_____	_____ Support _____ Oppose
Discipline #3	
Signature _____	<input type="checkbox"/> _____ Date

_____	_____ Support _____ Oppose
Discipline #4	
Signature _____	<input type="checkbox"/> _____ Date

_____	_____ Support _____ Oppose
Discipline #5	
Signature _____	<input type="checkbox"/> _____ Date



P-FORM PREPARATION

1a. Robert Aboolian _____
Originator (Please print) _____ Date _____

1b. email C. Booth 3/7/15 1c. _____
Librarian Liaison for Library Report* _____ Date _____
IITS Liaison for IITS Report* _____ Date _____

PROGRAM/DEPARTMENT-LEVEL REVIEW

2. Robert Aboolian 2/16/16
Program/Department - Director/Chair* _____ Date _____

COLLEGE/SCHOOL-LEVEL REVIEW

3. Robert Aboolian 2/16/16
College/School Curriculum Committee* _____ Date _____

REVIEW (Signatures must be obtained by proposer)

4a. [Signature] 2/25/16
Vice President for Student Affairs* _____ Date _____

4b. [Signature] 2.25.16
Dean of Library* _____ Date _____

4c. [Signature] 2/25/16
Dean of Information and Instructional
Technology Services* _____ Date _____

4d. _____
Vice President for Finance and Administrative
Services* _____ Date _____

4e. _____
Dean of Graduate Studies (if applicable) * _____ Date _____

COLLEGE/SCHOOL-LEVEL RECOMMENDATION

5. [Signature] 2/19/16
College/School Dean/Director* _____ Date _____

UNIVERSITY-LEVEL REVIEW

(May not begin until all signatures numbered 1-5 have been obtained.)

6a. _____
University Curriculum Committee^ _____ Date _____

6b. _____
Budget and Long-Range Planning Committee^ _____ Date _____

FACULTY APPROVAL

7. _____
Academic Senate _____ Date _____

UNIVERSITY-LEVEL APPROVAL

8. _____
Provost _____ Date _____

9. _____
Date to Chancellor's Office _____

+ Please contact the liaisons at the beginning of the process and allow sufficient time for the liaisons to prepare the resource implication report. Upon completion of the report liaisons will sign.

* May attach a memo on program impact on the unit and the ability of the unit to support it.

^ Attach a memo summarizing the curricular and/or resource deliberations.

o summarizing the curricular and/or resource deliberations.

From: Becky Eberwein
Sent: Monday, February 22, 2016 8:21 AM
To: 'liball@csusm.edu'
Subject: Delegation of Authority: Library Dean Jennifer Fabbi to Associate Dean Char Booth, February 22 - February 26, 2016

Categories: Yellow Category

Greetings Everyone,

Dean Fabbi will be out of the office from **Monday, February 22 - Friday, February 26, 2016**. In her absence, she has delegated authority, including signature, to Library Associate Dean, Char Booth. If you have an urgent matter that requires immediate attention, you may contact Associate Dean Booth or the Library Administration Office by calling 760-750-4330.

**Becky Eberwein | Assistant to the Dean | University Library
California State University, San Marcos | PH: 760-750-4350**



California State University SAN MARCOS

Kellogg Library California State University San Marcos 333 S. Twin Oaks Valley Road San Marcos, CA 92096-0001
Tel: 760.750.4330 Fax: 760.750.3318 jfabbi@csusm.edu

Date: March 7, 2016

To: Robert Aboolian

From: Char Booth
Associate Dean, University Library

Subject: Library Review of the Proposal for Minors & Options in Business Administration

Thank you for the opportunity to respond to the proposal for the series of new Minor & Option offerings in the College of Business Administration. The following information reviews the current capacity and describes probable needs of the CSUSM University Library to support these programs. Mary-Michelle Moore, currently acting as interim subject librarian for Business during Anne Fiegen's sabbatical, has reviewed the program proposal.

Collections

Collections relevant to the proposed Minors & Options would be housed with the CSUSM Kellogg Library, or more likely, virtually accessible through the Library website, the California State University at San Marcos (CSUSM) Library (<http://biblio.csusm.edu>). The CSUSM Library currently has monographs, journals, and multimedia materials available to support undergraduate/graduate research in Business. Relevant holdings include:

Current Database Subscriptions

- **Ibis World Industry Research:** Over 700 reports by NAIC. In-depth Industry analysis, external, internal and economic, supply chain management. Contains some international reports for UK, Australia, China, and Global.
- **ABI Inform Complete:** Full text reports of financial ratios for various industries.
- **Mergent Online:** Covers major US industries useful for information on publically traded companies.
- **Passport Euromonitor Industry Reports:** provides in depth analysis on consumer products and services industries, business environment and consumer trends.
- **SBRNet Sports Business Network Research:** one stop access to multiple resources including industry-developed market research, government statistics, facility reports and news, international market publications, customized research and dictionaries.
- **BizMiner:** financial analysis benchmarks for over 5,000 lines of business and industry market trends on thousands more.

The California State University

Bakersfield | Channel Islands | Chico | Dominguez Hills | East Bay | Fresno | Fullerton | Humboldt | Long Beach | Los Angeles | Maritime Academy
Monterey Bay | Northridge | Pomona | Sacramento | San Bernardino | San Diego | San Francisco | San Jose | San Luis Obispo | San Marcos | Sonoma | Stanislaus

- **Business Monitor International:** business reports and news for global emerging markets for countries and major industries. Data and analysis macroeconomic, forecast and business operating environments.
- **Business Source Premier:** Full text coverage over multiple disciplines of business including marketing, management, MIS, POM, accounting, finance and economics.
- **EconLit:** Citations and abstracts of books and articles from over 700 journals covering most areas of business research.
- **Factiva:** news and business information including Dow Jones, Reuters, Wall Street Journal and more than 8,000 other current news sources.
- **Hoover's Company Records:** Information on over 15,000 major public and private companies worldwide.
- **Hoover's Company Profiles:** Editorial content covering more than 40,000 public and non-public companies and 225,000 key executives.
- **Informa Online:** Journals from the Institute for Operations Research and the Management Sciences.
- **Mergent Online:** Financial analysis database of over 25,000 publicly traded US and international companies over 30 years. Includes major industry reports, annual reports and ability to create custom financial comparison charts.
- **Import Genius:** Track import and export activities around the world.
- **Harvard Business Review:** available online and library maintains hard copy subscription.
- **Business Monitor Online:** Business reports and news for global emerging markets for countries and major industries. Data and analysis for macroeconomic, forecast, and business operation environments.

Brief summary of books available in the Kellogg Library

- More than 26,000 hardcopies of business books available in the Kellogg Library.
- **Business Expert Press (ebooks)** introductions to industries and other business topics.
- **Emerald Insight (ebooks)** 40+ books on accounting & finance, 40+ books on economics, 60+ books on human resources & organizational behavior, 60 books on management & operations, 30+ books on information & knowledge management, 30+ books on marketing, 20+ books on property management & built environment. Also includes access to the full text of 100 journals in business and management, information science, and other disciplines.
- **Safari Books:** 300 books on programming, information management and supply chain, searchable and including code fragments.

Streaming Media:

- **Films on Demand:** 1500 films on demand in the business & economics collection.
- **Kanopy:** 30+ on streaming videos on business and training.

Current library website resources

- 23 course guides dedicated to business courses. 14 guides for classes being offered in the Minors proposal. All guides highlight useful library resources as well as important and useful web resources, tutorials and research tips for both specific business courses and for general business subjects.

Additional Needed Collections

New monographic purchases and subscriptions for any program are possible only if a sufficient ongoing commitment of collection funds, including annual inflation rates, is made available. That said, due to a robust current Business collection, the Library does not recommend additional materials purchases to support this Minor.

Faculty may, at any time, contact Anne Fiegen regarding suggestions for additions to the collection. Further, reports, assessment, and other analysis of library collections in all subjects are done in response to the program review by the subject librarian.

Instruction

As library faculty liaison to Business, Anne Fiegen will be the primary librarian working with the classes listed in the proposal. The greatest potential impact of this proposal on the Library is an increase in the already considerable amount of information literacy instruction and research consultation appointments conducted by Ms. Fiegen on behalf of CoBA students. Librarian-led instruction facilitates hands-on application of information literacy skills, developing students' abilities to identify, find, evaluate, and cite appropriate research, while in-depth, individualized research consultations support students in the successful navigation of research-based assignments both in person and online. Beyond instructional impact, it is also worth noting that each new program increases demand on Library services from interlibrary loan to extended hours.

Basic information about the library's collections and services follows in the table below.

Library holdings	http://biblio.csusm.edu/external/about-the-library/collection-overview
Circulation	http://biblio.csusm.edu/external/policies/books-%2526-media-borrowing-policies
Inter-library loan services	http://biblio.csusm.edu/interlibrary-loan-borrowing-policies
Reference/Research help	https://biblio.csusm.edu/research-assistance
Information Literacy Program	http://biblio.csusm.edu/about/departments/337/info
E-thesis, project, and dissertation submission	http://biblio.csusm.edu/guides/subject-guide/193-CSUSM-ETD-Submission-Guide/

The Library looks forward to continued collaboration with those working on the proposed Minors & Options in Business Administration, and is happy to provide further information as needed. It is essential that the proposers continue discussions with the Library as programs are

approved to ensure that students and faculty have sufficient information resources available to them moving forward.


cc: Jim Hamerly
Jennifer Fabbi
Regina Eisenbach
Mary-Michelle Moore
Ann Fiegen
Virginia Mann



MEMORANDUM

DATE: February 29, 2016

TO: Robert Aboolian, Department Chair & Professor of Operations Management
College of Business Administration

FROM: 
Kevin Morningstar, Dean & Chief Information Officer
Instructional & Information Technology Services

COPY: Budget & Long Term Planning Committee

SUBJECT: IITS Comments Related to Proposal for Additional Minors in Global Business
Management, Management, Management Information Systems, Marketing, and
Supply Chain Management

After reviewing the aforementioned program proposal, no long term support impact was identified as the proposal notes that CoBA does not intend to hire any new tenure track or lecturer faculty. IITS sees no additional impact of the proposed (existing) courses due to their inclusion within a minor. These classes currently use existing smart classrooms and course containers provided by IITS within Moodle/Cougar Courses.



MEMORANDUM

From: Lorena Meza, Vice President for Student Affairs

To: Robert Aboolian

Date: February 25, 2016

Subject: Comment for Consideration re: COBA Minors

As I review the P-Form for the additional minors with the College of Business Administration, I would like to briefly highlight one potential outcome that I am confident you have considered, but still want to mention. That is the additional workload on the Academic Advisors within COBA that may result from students in CHABSS, CSM, or CEHHS seeking to add one of the proposed COBA minors to their academic plan. Depending upon the popularity of these proposed minors this might be a minimal or significant influx of additional students seeking advising related to these minors that should be prepared for.

Thank you for the opportunity to review this proposal, and best wishes for their successful launch.

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 board composed on related the business and/or industry of the option. Advisory boards of supply chain management, MIS, marketing, and GBM have specifically asked for minor in their field. They argue that in most organization, business functions are performed by a variety of individuals who often represent a diverse collection of educational backgrounds.
- 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 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 units)

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)

b. Minor in Management (22 units)

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)

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. Management (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)