

REC'D MAR 12 2014

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R.E.	Catalog	File

COLLEGE  CHABSS  CoBA  CoEHHS  CSM

TITLE OF PROGRAM Global Business Management

Discipline Information Systems

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 Minor
  - 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.

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

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

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

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

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

**P-FORM PREPARATION**

1a. CATALIN RATIU FEBRUARY 4, 2014  
Originator (Please print) Date

1b. \_\_\_\_\_ Date Librarian Liaison for Library Report\*  
1c. \_\_\_\_\_ Date IITS Liaison for IITS Report\*

**PROGRAM/DEPARTMENT-LEVEL REVIEW**

2. Francis Wong 3/11/14  
Program/Department - Director/Chair\* Date

**COLLEGE/SCHOOL-LEVEL REVIEW**

3. W. Chen 3/11/14  
College/School Curriculum Committee\* Date

**REVIEW (Signatures must be obtained by proposer)**

4a. \_\_\_\_\_ Date Vice President for Student Affairs\*  
4b. \_\_\_\_\_ Date Dean of Library\*  
4c. \_\_\_\_\_ Date Dean of Information and Instructional Technology Services\*  
4d. \_\_\_\_\_ Date Vice President for Finance and Administrative Services\*  
4e. \_\_\_\_\_ Date Dean of Graduate Studies (if applicable) \*

**COLLEGE/SCHOOL-LEVEL RECOMMENDATION**

5. M. A. Alsharbi 3/11/14  
College/School Dean/Director\* Date

**UNIVERSITY-LEVEL REVIEW**

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

6a. \_\_\_\_\_ Date University Curriculum Committee^  
6b. \_\_\_\_\_ Date Budget and Long-Range Planning Committee^

**FACULTY APPROVAL**

7. \_\_\_\_\_ Date  
Academic Senate

**UNIVERSITY-LEVEL APPROVAL**

8. \_\_\_\_\_ Date  
Provost  
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.  
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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.

Submitting campus: CSUSM

Title of proposed aggregate courses: Information Systems (IS Track)

2. Full and exact title of the degree major program under which the aggregate of courses will be offered, where applicable.

B.S. in Business Administration

Global Business Management Option

3. Options, concentrations, or special emphases already existing under the degree major program for which the new aggregate of courses is proposed.

None at present.

4. Department(s) to offer the aggregate courses.

Global Business Management Option (not a department but an Option within CoBA)

5. Purpose of the proposed aggregate of courses.

To provide GBM students with a workable expertise in systems integration and business intelligence, two areas that are currently in great demand as business becomes more complex and global.

6. Need for the proposed aggregate of courses.

Increasing numbers of businesses are entering foreign markets, sourcing from foreign countries, entering joint ventures or otherwise expanding their operations to include foreign countries. This significant trend that has been going on for several decades has led to firms to hire employees with a greater global perspective and also greater expertise in the management and control of their information systems. Cross-border operations has increased the need to coordinate and standardize information systems where possible and manage the differences in information systems where necessary.

The amount and type of information accessible for optimizing decision making in firms is driven by such things as cultural norms, infrastructure sophistication and political philosophies. These things differ from country to country and must be understood by employees trying to manage a firm's information systems. This is why we need

graduates who are well versed in ways to integrate enterprise information systems and protect those systems while at the same time understanding the challenges of doing so within different cultural systems.

A corollary to these firm-level needs is the importance of individuals well versed in information systems who also are able to communicate and work effectively with their foreign counterparts who do not share the same perspectives, cultural norms or values. The GBM Core courses are specifically designed to give students this ability while the IS track courses enable the students to understand and design information systems that will enable firms to make effective decisions and protect their data.

The objective is to prepare those who work in information systems to be more effective in a business environment where things such as tech transfer, information systems applications and information systems training need to consider the foreign environment in which they will be transferred, applied or where training will occur. Such environments include foreign countries where there are people, economies, governments, infrastructure, and legal differences that affect such transfer, application, and training.

The GBM Core courses prepare students to understand this environment and to work effectively with foreign employees in several different common working environments: multicultural teams/global task forces, US-to-foreign company, expatriate assignments.

The content of the information systems discipline is quite universal. The 'globalization' of the student does not occur in the MIS courses, but in the GBM core. Students who work in cross-cultural environments without the preparation the GBM core can give them, are at a distinct disadvantage.

The GBM core covers the following types of topics:

- How the political, economic, technological, socio-cultural and legal environments are largely culture-bound.
- How to negotiate effectively across cultures.
- How the product, pricing, distribution, and promotion of products needs to consider the cultural differences across the globe, which includes MIS applications and services.
- How cultures differ and how to understand other cultures in order to work well with people who have different values, beliefs, and practices.
- How to lead foreign teams and organizations.

The area of IT services, as an example, is illustrative of the global nature of MIS. Several years ago, IBM Global IT Services division was its fastest growing revenue producer in the company and was expected to be the number one revenue producing entity of IBM within a few years.

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.

The total units required for the IS track is 14 and can be selected among the following courses:

MIS 308	Enterprise Systems (4 units)
MIS 408	Business Intelligence Systems (4 units)
MIS 411	Database Management (4 units)

MIS 425	Business Systems Development(4 units)
MIS 320	MIS Executive Seminar (2 units)
MIS 427	Multimedia in Business (4 units)
MIS 440	Electronic Commerce (4 units)
MIS 498	Independent Study (1-4 units)
MIS 481-5	Selected topics (1-4 units)

However, students will be strongly encouraged to take three of the first four courses listed in addition to the 2 unit CIO Executive Seminar. The first four courses are in most demand by international and multinational firms, whereas the last two courses named are also directed toward SMEs (Small and Medium-sized Enterprises).

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.

**GBM Option – Information Systems track  
(51 units)**

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

BUS 302	2		
BUS 322	2		
FIN 302*	2		
OM 302*	2		
MGMT 302*	2		
MIS 302*	2	MIS 304**	4
MKTG 302*	2		

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

\*\* Excess units may be used for electives

**GBM Core (16 units)**

GBM 425	4
GBM 426	2
GBM 427	2
MGMT 461	4
MKTG 448	4

**Foreign Language Proficiency Exam**

Students will be required to demonstrate proficiency at the advanced level in at least one foreign language. Proficiency exams are administered by the Language Learning Center (CSUSM) or the Berlitz Language Center. Go to [www.csusm.edu/gbm](http://www.csusm.edu/gbm) for details.

**Electives (14 units)**

MIS 308	Enterprise Systems (4 units)
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MIS 408	Business Intelligence Systems (4 units)
MIS 411	Database Management (4 units)
MIS 425	Business Systems Development(4 units)
MIS 320	MIS Executive Seminar (2 units)
MIS 427	Multimedia in Business (4 units)
MIS 440	Electronic Commerce (4 units)
MIS 498	Independent Study (1-4 units)
MIS 481-5	Selected topics (1-4 units)

**Capstone (4 units)**

BUS 444 4

**Senior Experience (3 units)**

BUS 495 3

**or Global Management Experience (3 units)**

**GBM 495** 3

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

None as of this time. This IS track will use existing courses.

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.

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.

No new resources needed. The courses are ones that are already being taught by the faculty listed. The IS track in GBM will simply utilize these existing courses and aggregate them for a cohesive whole to allow a concentration of IS courses to be available for those GBM students who might wish to work in IS. These courses are among the most fundamental for medium and large enterprises engaging in global business; however, small firms that are entering the global business marketplace should learn to design effective information systems from the very beginning and not wait until serious mistakes have been made in the development and management of their information systems.

12. Proposed catalog description.

**IS track description**

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.

### *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)

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 Core (16 units)

GBM 425	4
GBM 426	2
GBM 427	2
MGMT 461	4
MKTG 448	4

#### Electives (14 units)

MIS 308	Enterprise Systems (4 units)
MIS 408	Business Intelligence Systems (4 units)
MIS 411	Database Management (4 units)
MIS 425	Business Systems Development(4 units)
MIS 320	MIS Executive Seminar (2 units)
MIS 427	Multimedia in Business (4 units)
MIS 440	Electronic Commerce (4 units)
MIS 498	Independent Study (1-4 units)
MIS 481-5	Selected topics (1-4 units)



Capstone (4 units)  
BUS 444 4

Senior Experience (3 units)  
BUS 495 3

or Global Management Experience (3 units)  
**GBM 495** 3

***Foreign Language Proficiency Exam***

Students will be required to demonstrate proficiency at the advanced level in at least one foreign language. For details, see [www.csusm.edu/gbm](http://www.csusm.edu/gbm).

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Curriculum Reconciliation – Management Option updated 2/24/14

As was done in prior years, we are including the Curriculum Reconciliation process as part of this year's catalog preparation. This process allows departments to make minor changes to curriculum without submitting forms to the University Curriculum Committee (UCC). A minor change is defined as:

- Does not require significant documentation
- Can be explained in a sentence or two
- Does not impact other departments

Examples include changes to:

- Course numbers within the same series
- Course titles
- Numbers of units if it is a generic course (topics course)
- Course descriptions (minor edits)
- Restricting enrollment to particular majors or class standing, requiring consent, for enrollment management purposes
- Pre-requisites/co-requisites not impacting other departments

Course Subject and Number	Current Information	Proposed Change	If any requirements are being added or removed, provide a rationale
MGMT 445	Provides students with opportunities to learn about and practice strategies designed to enhance individual career success in 21st Century organizations. Subject matter includes: changing nature of careers, finding the right career(s), interviewing and recruiting strategies, skills development, mentoring and networking, and other career development strategies. The course will involve guest speakers, in-class discussions and group activities, personal assessment and analysis, and video illustrations. <i>Enrollment restricted to students who have completed</i>	Provides students with opportunities to learn about and practice strategies designed to enhance individual career success in 21st Century organizations. Subject matter includes: changing nature of careers, finding the right career(s), interviewing and recruiting strategies, skills development, mentoring and networking, and other career development strategies. The course will involve guest speakers, in-class discussions and group activities, personal assessment and analysis, and video illustrations. <i>Enrollment restricted to students who have completed</i>	Change of prereq from MGMT 302/305 to a pre/corequisite of BUS 302 to reflect actual practice.

	<p><i>all lower-division pre-business core (major status in Business Administration — i.e. attained business status). Prerequisites: MGMT 302 or MGMT 305 with a grade of C (2.0) or better.</i></p>	<p><i>all lower-division pre-business core (major status in Business Administration — i.e. attained business status). Pre/Corequisite: BUS 302 with a grade of C (2.0) or better.</i></p>	
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