

NEAC Recommendations  
January 19, 2005

<b>Name</b>	<b>Committee</b>	<b>Representing Term</b>	
Ofar Meilich	Academic Council on International Programs	At large	05-08
Garry Rolison	Task Force on Policing Issues	At large	
Valerie Callanan	Task Force on Policing Issues	EC	

UCC Program Change Proposals for  
Academic Senate Consent Calendar  
January 19, 2005

Curric. & Sched. No.	Course Prefix	Course Number	New Course #	Course/Program Title	Form(s)	Type Action	Curriculum & Scheduling Comments	Proposal Originator	Rec'd by Curr. & Sched.	C&S Sent to Senate	AS Sent to UCC	UCC Action	Action Date
31	CHEM	P-Form		B.S. in Chemistry	P	Change	Reducing units from 125 to 120.	Steve Welch	11/10/04	12/6/04	12/6/04	Approved	1/13/05
32	CHEM	P-Form		B.S. in Biochemistry	P	Change	Reducing units from 125 to 123.	Steve Welch	11/10/04	12/6/04	12/6/04	Approved	1/13/05
42	CS	P-Form		B.A. in Computer Science	P	Change	Reducing units from 129 to 120.	Rochelle Boehning	11/10/04	12/6/04	12/6/04	Approved	1/13/05
229	PSCI	P-Form		B.A. in Political Science	P	Change		Cynthia Metoyer	9/22/04	10/12/04	10/12/04	Approved	1/13/05
231	PSCI	P-Form		Minor in Political Science	P	Change		Cynthia Metoyer	9/22/04	10/12/04	10/12/04	Approved	1/13/05
239	SPAN	P-Form		B.A. in Spanish	P	Change	Reducing units from 124 to 120.	Jill Pelletieri	11/10/04	12/6/04	12/6/04	Approved	1/13/05

1 D. The WPAF, when submitted by the Candidate, shall contain:  
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- 4 1. A current curriculum vitae.  
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- 6 2. A reflective statement for each section: Teaching, Research/Creative Activity, and Service. (See  
7 II.D.7. above.)
- 8 3. Evidence of teaching success (for all faculty unit members who teach) and equivalent professional  
9 performance based on primary duties assigned in the job description (for non-teaching faculty).<sup>1</sup>
  - 10 a. The reflective statement on teaching.
  - 11 b. Student evaluations from courses taught, in compliance with the CBA. University-  
12 prepared numerical summaries and all comment sheets of course evaluations shall be  
13 included for each course submitted.
  - 14 c. Selected items representing teaching, such as:
    - 15 • Peer evaluation
    - 16 • Self-evaluation
    - 17 • Videotape of class session
    - 18 • Instructional materials (e.g., syllabi, lesson plans, lecture notes, multimedia  
19 presentations, course assignments)
    - 20 • Product of your teaching/Evidence of student learning (e.g., completed student  
21 assignment, paper, thesis, exam, project, performance)
    - Teaching award, fellowship or honor
    - Other relevant items chosen by the faculty member
- 22 4. Evidence of success in research and creative activity (for teaching faculty and librarians) and  
23 continuing education/professional development (for SSP ARs).
  - 24 a. The reflective statement on research and creative activity.
  - 25 b. Selected items representing research and creative activity, such as:
    - 26 • Publications
    - 27 • Publications in press or under review (with documentation)
    - 28 • Creative performances (dance, music performance art, theatre), exhibits, videos,  
29 slides, recordings, CD-ROMS, multimedia, performance texts, installations,  
30 photographs, musical scores, directing or choreography, curating, producing
    - 31 • Presentations at professional meetings
    - 32 • Funded grants
    - 33 • Research/creative activity in progress
    - 34 • Instructional material development
    - 35 • Applied research/scholarship
    - 36 • Invited address
    - 37 • Research/creative activity award, fellowship or honor
    - 38 • Editing of a journal, book, or monograph
    - 39 • Unpublished research
    - 40 • Unpresented/unperformed creative activity
    - 41 • Unfunded grant proposal
    - 42 • Refereeing of a book, journal article, monograph, conference paper
    - 43 • Other relevant items chosen by the faculty member

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<sup>1</sup> Non-teaching faculty include librarians and SSP ARs.

- 47 5. Evidence of success in service.
- 48 a. The reflective statement on service.
- 49 b. Selected items representing service to the campus, system, community, discipline, and/or
- 50 profession, such as:
- 51 • Committee activity
- 52 • Consultanship to community organizations
- 53 • Advising a student group
- 54 • Mentoring of faculty and/or students
- 55 • Office held and participation in professional organizations
- 56 • Service award, fellowship or honor
- 57 • Editing of a journal, book, or monograph
- 58 • Refereeing of a book, journal article, monograph, conference
- 59 • Other relevant items chosen by the faculty member
- 60 ~~6. All personnel reviews since hire or since the last time promotion and/or tenure was granted, including~~
- 61 ~~any rebuttals and/or responses. These include periodic reviews; retention, tenure and promotion~~
- 62 ~~reviews; and five year post tenure reviews.~~
- 63 6. For faculty applying for tenure (or tenure and promotion), all personnel reviews since hire. For
- 64 faculty applying for promotion after the award of tenure (or tenure and promotion), all personnel
- 65 reviews beginning with the tenure (or tenure and promotion) review. Personnel reviews (including
- 66 recommendations, rebuttals, and responses) are defined as periodic reviews; retention, tenure and
- 67 promotion reviews; and five-year post-tenure reviews.
- 68 7. Department/Unit/College/Library/SSP,AR standards for retention, tenure and promotion.
- 69 8. A complete index of the material contained in the WPAF.

70 III. REVIEW PROCESS SCHEDULE

71 A. Tenure and Promotion to the Rank of Associate Professor/Associate Librarian/SSP II AR.

- 72 1. All probationary (nontenured) faculty members shall undergo annual review. The normal review
- 73 process schedule depends on the probationary status of the Candidate. If the Candidate's initial
- 74 appointment is on the tenure track at the rank of Assistant Professor, Senior Assistant Librarian
- 75 (which normally requires a doctorate or other appropriate terminal degree), or SSP I AR without
- 76 credit for prior years of service, the review process schedule is as follows:

77 First, third, and fifth years: PRC level and Dean/Director review

78 Second and fourth years: PRC, Dean/Director and President review

79 Sixth year: Mandatory review for promotion and tenure by Department Chair<sup>2</sup>, Peer Review

80 Committee, Dean, and Promotion and Tenure Committee with a recommendation to the

81 President

- 82 2. Tenure-track probationary faculty may be given credit for a maximum of two years of service at
- 83 another institution. The amount of credit allowed shall be stipulated at the time of employment
- 84 and documented in a letter to the faculty member. This letter should be included in the file. If
- 85 one or two years of credit are given, the review process begins with the first year level review.
- 86 The mandatory promotion and tenure decision is shortened by the number of service credit years
- 87 given. (13.4)
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<sup>2</sup>In cases when the Department Chair elects to make separate recommendations on the Candidates in her/his Department.

**APPENDIX C  
EXTERNAL REVIEW PROCESS**

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- I. Initiation of a Request for External Review.
  - A. A request for an external review of materials submitted by a Candidate for retention, promotion, and/or tenure may be initiated at any level of review by any party to the review, including the Candidate. Such a request shall document (1) the special circumstances which necessitate an outside reviewer, and (2) the nature of the materials needing the evaluation of an external reviewer. The request must be approved by the President with the concurrence of the faculty unit employee. (15.12d)
  - ~~B. All parties except for the President requesting external review must do so at the beginning of the review cycle, during the time designated to review the file for completeness.~~
  - B. If any party of the review process, including the candidate, indicates that they want an external review, the COF shall administer the process as outlined in the CBA (Article 15.12d). The Custodian of the File shall administer the process.
  
- II. Procedure for Selection of External Reviewers
  - A. The faculty member being considered shall provide a list of five names of experts in the corresponding field of scholarly or creative inquiry. A brief description of the proposed evaluators' fields, institutional affiliations and professional records shall be included with the list.
  
  - B. The Peer Review Committee shall select the external reviewers. The PRC may accept the entire list of five names provided by the Candidate. Alternatively, the PRC may select only three of the names from the list of five. When it selects three names, the PRC also may choose to add up to two additional reviewers. Thus, the PRC shall select a minimum of three external reviewers provided by the Candidate and a maximum of two that it provides, forming a list of three to five external reviewers. When selecting reviewers other than those recommended by the Candidate, the PRC must justify that action in a written statement. Should the Candidate wish to challenge the choices, she/he may provide a written rebuttal. In such cases, the President shall decide on the final list of external reviewers.
  
  - C. Criteria for selection of external reviewers shall include the following. The reviewer must:
    - 1. Be active in the same specialized area of scholarly or creative work;
    - 2. Hold a professional affiliation approved by the chair and the peer review committee;
    - 3. Be at a rank greater than the faculty member, if affiliated with an academic institution; and
    - 4. Be neither a collaborator nor co-author of any publication or funded research proposal, nor a close friend.
  
  - C. It is the responsibility of the Peer Review Committee to determine that criteria for selection of external reviewers have been satisfied.
  
  - D. The COF is charged with managing the process of external review. The COF shall solicit external reviews, receive the documents, and place them in the WPAF. The COF shall request external reviewers to respond in time for the PRC review of the WPAF. When a solicited external review does not receive a timely response, the COF shall insert a letter into the file stating that the external reviewer did not respond by the requested time.

For Academic Programs Office Use Only		
D.B. _____	Catalog _____	File _____

**PROGRAM PROPOSAL - Form P**

COLLEGE <u>Business</u>	<input type="checkbox"/> New Major	<input type="checkbox"/> New Option	<input checked="" type="checkbox"/> Change to Program
Discipline _____	<input type="checkbox"/> New Minor	<input type="checkbox"/> New Certificate	<input type="checkbox"/> Delete Program
	<input type="checkbox"/> New Credential	<input type="checkbox"/> New Track, Emphasis or Concentration	<input type="checkbox"/> Discontinue Program

*All new degree major programs and certain new options are submitted for Chancellor's Office approval by the Vice President for Academic Affairs. Program changes, discontinuations, and deletions are sent as information items.*

**TITLE OF DEGREE PROGRAM:** BS in Business Administration

Enter a brief summary of the purpose of this proposal.

As a result of the Program Evaluation and Planning (PEP) Review in 2002/2003, the faculty worked on a comprehensive change to each of CoBA's options. The purpose of these changes is to strengthen an already high-quality program. This cover sheet presents each change separately and provides the rationale for each. Further details are presented in subsequent pages; however, it is necessary to give some background so the committee understands the context in which these changes were discussed and decided.

When the current CoBA curriculum was developed more than ten years ago, CSU and CSUSM general education mandates limited to 50 the number of upper division units and 13 the number of lower division units over which CoBA had control in specifying program requirements. As the CoBA undergraduate curriculum committee began examining the program last Fall, we re-evaluated these limits in light of learning that we are now allowed to double-count units in the pre-business core that fulfill lower-division General Education (GE) requirements. Additionally, in reviewing CoBA program requirements while examining a CoBA undergraduate curriculum committee proposal this Spring, David Barsky, Associate Vice-President of Academic Programs, advised that we do not have to count certain lower division language course and a mathematics pre-requisite toward our minimum number of units. Altogether, we have identified 16 additional units available for courses in our undergraduate program. Of these 16 additional units<sup>1</sup>, 11 must be allocated to lower division courses (due to the suggestion that lower division units total no less than 60) and 5 are available for upper division courses<sup>2</sup>.

**A. College Wide Changes**

**I. Lower Division**

We propose changing the lower division pre-business core to include additional courses that will better prepare students for the upper division business courses. The lower division will go from 13 to 24-25 units. This will also bring CoBA's pre-business core more in line with what other CSU campuses require.

Current Lower Division Pre-Business Core	Current Units	Proposed Lower Division Pre-Business Core	Proposed Units
ACCT 203	4	ACCT 201 (Financial)	3
		ACCT 202 (Managerial)	3
		Business Writing	3
		BUS 202 (Business Law)	3
ECON 250	3	ECON 201 (Micro)	3
		ECON 202 (Macro)	3
MATH 132	3	MATH 132	3
PSYC 100 or SOC 101 or GESS 101 and 102	3-6	PSYC 100 or SOC 101	3-4
<b>Total Pre-Business Core</b>	<b>13-16</b>		<b>24-25</b>

<sup>1</sup> Throughout this document, we refer to these 16 units as "found" units

These changes require the creation of three new courses – ACCT 201, ACCT 202, and Business Writing. For the Business Writing class, we have discussed the course with LTWR. We propose to cross list the course initially and most likely will offer it on a very limited basis (i.e. one or two sections) on our campus for the first years of implementation. The reason for that is a lack of resources – LTWR does not have the faculty to deliver such a course for all pre-business students nor do we. The course exists at the community colleges, so we do not think this will hold up students' progress towards completing their pre-requisites for the major. The syllabus attached for that course is from Mira Costa. The course we offer would have the same general objectives, so it is included for illustration purposes.

An additional change involves removing GESS 101 and 102 from the lower division. The reason for this is that GESS 102 was last offered in Spring 2002; since the content of both courses is what we required of students, we have replaced the sequence with either Psychology or Sociology.

## **2. Senior Experience**

Feedback from students and faculty indicated there were too many units previously allocated to BUS 492. The reduced number of units<sup>3</sup> will still prepare students to do their project by providing the most essential information. The combined changes to BUS 492/493 are designed to allow students more preparation at the lower division and in the option prior to taking Senior Experience. This should allow students to have a stronger knowledge/skill base to use in completing their project.

## **B. Option Specific Changes**

### **1. Separate Accounting and Finance into two distinct options (rather than tracks)**

We currently have an Accounting track and a Finance track within the Accountancy/Finance option. However, these operate as two separate options – especially from the students' perspective. We have gotten student feedback indicating confusion – i.e. some believe they will be studying both Accounting and Finance rather than one or the other. Separation also allows for the addition of important differences in core and elective courses that make each option distinct.

### **2. Changes to Accounting**

- a. Keep 12 units of Foundation
- b. Re-label "specialized core" courses as "core"
- c. Renumber ACCT 305 to ACCT 301 Intermediate Accounting I
- d. Increase the Core Accountancy courses to 26 units (up from 12 units)
  - Combine 12 units of "core" with 8 units of "specialized core"
  - Add 2 courses that were previously electives
    - ACCT 405 - to be renumbered as ACCT 302 Intermediate Accounting II
    - ACCT 416 - Auditing
- e. Increase electives to 8 units (previously 6 units)

The proposed changes to the Accounting curriculum serve several purposes: they bring the program into alignment with other programs nationally in the area of Introduction to Accounting, they allow the catalog to better reflect the course content and sequencing that are currently in operation, and they bring the requirements of the program to a standard that is typical of other universities which offer a B.S. in Accounting. The Accounting faculty have for several years argued that additional units of Accounting would better serve student needs. The additional units are "found" units and do not compromise any existing offerings in accounting. However, the inclusion of additional units better prepares students for both professional employment in accounting and for external licensing exams such as the C.P.A. exam.

### **3. Changes to Finance**

- a. Keep 12 units of Foundation
- b. Re-label "specialized core" courses as "core"
- c. Increase the Core Finance courses to 24 units (up from 12 units)
  - Combine 12 units of "core" with 8 units of "specialized core"
  - Add one course that was previously an elective
    - FIN 341 - Multinational Financial Management
- d. Increase the Finance electives to 10 units (up from 6 units)
- e. Include a list of recommended courses under Finance Electives

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<sup>2</sup> Please see the attached spreadsheet for a numerical summary of units

<sup>3</sup> This adds an additional 3 "senior experience" units to the 5 "found" upper division units mentioned previously, thus giving 8 upper division units possible for addition to each option.

The proposed changes to the Finance curriculum serve to strengthen our students' abilities in both Finance and in disciplines that are directly relevant to developing a strong understanding of Finance. Students will now be required to take FIN341 (Multinational Finance) and will be required to choose 10 units of elective courses (up from 6) from a list of specific Finance, Economics, Accounting, Mathematics, and HTM courses. This list has been compiled by the Finance faculty with an eye on removing deficiencies in the curriculum. The Finance faculty has long recognized the need for our students to be more familiar with Economic concepts. The Finance faculty also recognizes that many of our students are likely to seek employment that will require a stronger working knowledge of Accounting than was previously able to be developed. These 8 new upper division units are newly "found" units and, as such, do not displace any other aspect of our program. Their inclusion only serves to enhance our students' educational experience in the areas of Finance and its related disciplines. Our students will be both more knowledgeable and more employable if these proposed changes are approved and implemented.

#### **4. Changes to HTM**

- a. Increase Foundation of Business courses from 12 to 14 units
  - Delete FIN 302 as a Foundation course
  - Replace with FIN 304 as a Foundation course
- b. Delete HTM 390, HTM 413 from electives
- c. Increase HTM Electives to 20 units (up from 12 units) with a minimum of 16 units to be selected from HTM electives
  - Add Java Programming Language and Wireless Communication Technology as permanent courses under electives

The proposed changes to the HTM curriculum are designed to enhance our students' background in the HTM discipline. Students will be required to take HTM 406 (Decision Models) and to choose 20 units of elective courses (up from the current 12 units) from a list of specific HTM courses. This change will increase the depth of students' knowledge in HTM discipline, which is crucial for students when they seek employment. The HTM faculty also realizes that the students' knowledge in finance is relatively weak under the current curriculum. Thus the proposed changes require students to take FIN 304 (4 units) instead of FIN 302 (2 units) in their foundation courses. The total increase of those 10 upper division units, which are newly "found" units, will not affect other components of the curriculum<sup>4</sup>.

#### **5. Separate SSM into separate Management and Marketing Options**

The proposed changes to SSM came from reviewing the history behind the creation of the SSM option. The impetus for the creation of Service Sector Management was the Porter and McKibben report that emphasizes the need for a multi-disciplinary approach to learning, as demanded by the business community. SSM – as a multi-disciplinary concentration has had mixed results. While it is a popular major, many outside the college (and some within it) still grapple with defining what the Service Sector option is all about. Originally intended to train managers for service sector jobs, the skills emphasized are not limited to application within service industries.

It seems that defining the cross disciplinary concentration in terms of the economic sector may not be the most appropriate way to define it. While trying to avoid the silos of disciplines is admirable, it seems, from the outside world, that companies still are looking for college graduates with marketing and management skills as defined by traditional majors. Nonetheless, the experiment of SSM has not been a failure. Rather, looking at the common threads of this cross disciplinary group, we have identified a common theme - both Management and Marketing focus on the social sciences based side of the business school curriculum. Students are trained to manage those within organizations through organizational behavior and human resources courses. They learn about customer behavior through marketing related courses. The common theme is the training of managers in people skills as related to the social sciences disciplines.

Therefore, it was determined by faculty that both Management and Marketing Options should be offered to students instead of one SSM Option. To accomplish development of the two Options, course names bearing the SSM have been changed to either MGMT or MKTG. The courses have also been placed with their respective Management or Marketing Option.

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<sup>4</sup> For HTM, Management, and Marketing, there are an additional 2 units of upper division added to the previously identified 5 "found" units and 3 "senior experience" units for a total of 10 units.



## **6. Management Option**

- a. Keep 12 units Foundations courses (previous SSM Foundation)
- b. Increase Management core to 20 units (SSM had 8 units of core)
  - Replace SSM 304 and SSM 305 with 2 new courses
    - MGMT 305 Organizational Behavior
    - MKTG 305 Principles of Marketing
  - Add and re-number courses that were previously SSM electives
    - MGMT 415 Human Resources Management
    - MGMT 452 Leadership in Organizations
    - MGMT 461 Management in Different Cultures
- c. Decrease Electives to 14 units (down from 16 units previously required in SSM), minimum of 10 in Marketing or Management
- d. Change elective course names to MGMT or MKTG designations

## **7. Marketing Option**

- a. Keep 12 units Foundations courses (previous SSM Foundation)
- b. Increase Marketing core to 20 units (SSM had 8 units of core)
  - Replace SSM 304 and SSM 305 with 2 new courses
    - MGMT 305 Organizational Behavior
    - MKTG 305 Principles of Marketing
  - Add and re-number courses that were previously SSM electives
    - MKTG 442 Customer Analysis
    - MKTG 433 Marketing Communications
    - MKTG 448 Global and Cross Cultural Marketing
- c. Decrease Electives to 14 units (down from 16 units previously required in SSM), minimum of 10 in Marketing or Management
- d. Change elective course names to MGMT or MKTG designations

Does this proposal impact other disciplines?  Yes  No  
 If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Economics \_\_\_\_\_ 10/15/04  Support  Oppose  
 Discipline Signature Date  
 Literature and Writing \_\_\_\_\_ 14 Oct 04  Support  Oppose  
 Discipline Signature Date *\*please see below*  
 \_\_\_\_\_ Support  Oppose  
 Discipline Signature Date

If additional space is needed to complete this form, use supplementary sheets.

**REVIEW PROCESS**

<u>GARY ODDER</u> Originator (Please Print)	<u>10/11/04</u> Date	_____	_____
_____	_____	Library and Information Services	Date
Program/Center/Department - Director/Chair	Date	_____	_____
<u>KRY STELLER</u> College Curriculum Committee	<u>10-11-04</u> Date	Computing & Telecommunications	Date
_____	_____	_____	_____
_____	_____	Campus Physical Planning (if applicable)	Date

**APPROVAL PROCESS**

1. <u>Regina Eisenbach</u> College Dean (or Designee)	<u>10-11-04</u> Date	4. _____ Vice President for Academic Affairs (or Designee)	_____
_____	_____	_____	_____
2a. Academic Planning and Policy Committee	Date	5. _____ President (or Designee)	Date
_____	_____	_____	_____
2b. Budget and Long Range Planning (if applicable)	Date	6. _____ Date to Chancellor's Office	_____
_____	_____	_____	_____
3. Academic Senate	Date	_____	_____

*\* LTWR has been consulted about the lower division Business writing course. We neither support nor oppose this new course, but we would be willing to offer a very limited number of sections (1-2) with full funding <sup>from COBA</sup>. We would be interested in developing an upper division Business writing course that could be cross-listed ~~with funding~~ in the future, but we could not support enough sections for all COBA ~~students~~ majors unless funding was provided in full.*

## SUMMARY

	Accounting		Finance		HTM		SSM (Management and Marketing)	
	Existing	Proposed	Existing	Proposed	Existing	Proposed	Existing	Proposed
<b>LOWER DIVISION</b>								
General Education	36	36	36	36	36	36	36	36
Pre-business Core	13	24	13	24	13	24	13	24
<b>TOTAL LOWER DIVISION</b>	<b>49</b>	<b>60</b>	<b>49</b>	<b>60</b>	<b>49</b>	<b>60</b>	<b>49</b>	<b>60</b>
<b>UPPER DIVISION</b>								
General Education	9	9	9	9	9	9	9	9
Major Coursework								
Foundations of Business	12	12	12	12	12	12	12	12
Option Courses	26	34	26	34	24	34	24	34
BUS 444	4	4	4	4	4	4	4	4
Senior Experience	8	5	8	5	8	5	8	5
<b>TOTAL OPTION</b>	<b>50</b>	<b>55</b>	<b>50</b>	<b>55</b>	<b>48</b>	<b>55</b>	<b>48</b>	<b>55</b>
<b>TOTAL UPPER DIVISION</b>	<b>59</b>	<b>64</b>	<b>59</b>	<b>64</b>	<b>57</b>	<b>64</b>	<b>57</b>	<b>64</b>

## DETAIL

	Accounting		Finance		HTM		SSM (Management and Marketing)	
	Existing	Proposed	Existing	Proposed	Existing	Proposed	Existing	Proposed
<b>LOWER DIVISION</b>								
General Education	36	36	36	36	36	36	36	36
Pre-Business Core								
MATH 132 (also GE)	3	3	3	3	3	3	3	3
PSYC 100 or SOC 101 (also GE)	3	3	3	3	3	3	3	3
ECON 250	3	6	3	6	3	6	3	6
ACCT 203	4	6	4	6	4	6	4	6
BUS COMMUNICATION	0	3	0	3	0	3	0	3
BUS LAW	0	3	0	3	0	3	0	3
<b>Total Pre-Business Core</b>	<b>13</b>	<b>24</b>	<b>13</b>	<b>24</b>	<b>13</b>	<b>24</b>	<b>13</b>	<b>24</b>
<b>TOTAL LOWER DIVISION</b>	<b>49</b>	<b>60</b>	<b>49</b>	<b>60</b>	<b>49</b>	<b>60</b>	<b>49</b>	<b>60</b>
<b>UPPER DIVISION</b>								
General Education	9	9	9	9	9	9	9	9
Major Coursework								
Foundations of Business								
BUS 302	2	2	2	2	2	2	2	2
BUS 304	4	4	4	4	4	4	4	4
FIN 302					2	2	2	2
MIS 302							2	2
MKTG 302	2	2	2	2	2	2		
MGMT 302	2	2	2	2	2	2		
POM 302	2	2	2	2			2	2
<b>Total Foundations Courses</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>
Option Courses	26	34	26	34	24	34	24	34
BUS 444	4	4	4	4	4	4	4	4
Senior Experience	8	5	8	5	8	5	8	5
<b>TOTAL OPTION</b>	<b>50</b>	<b>55</b>	<b>50</b>	<b>55</b>	<b>48</b>	<b>55</b>	<b>48</b>	<b>55</b>
<b>TOTAL UPPER DIVISION</b>	<b>59</b>	<b>64</b>	<b>59</b>	<b>64</b>	<b>57</b>	<b>64</b>	<b>57</b>	<b>64</b>

## ACCOUNTANCY OPTION (55 units)

**Eun Kang, Ph.D., Department Chair**  
**Associate Professor of Finance**  
**Craven Hall, Room 2203**  
**760-750-4223**  
**ekang@csusm.edu**

Accounting has often been called "the language of business." Through its accounting system an organization records its transactions and communicates its performance. The accountancy curriculum at CSUSM is designed, in part, to prepare students for careers in public accounting, including qualification to sit for the CPA examination. It also has the flexibility and provides sufficient electives to prepare students for careers in managerial accounting or governmental accounting, not-for-profit accounting, and other business-related areas.

### Foundations of Business Courses (12 units)

BUS 302	Foundations of Business Environments	2 units
BUS 304	Data Analysis	4 units
HTM 302	Foundations of Operations Management	2 units
MGMT 302	Foundations of Management	2 units
MKTG 302	Foundations of Marketing	2 units

### Core Accountancy Courses (26 units)

ACCT 305	Intermediate Accounting I	4 units
ACCT 308	Accounting Information & Systems	4 units
FIN 304	Introduction to Corporate Finance	4 units
ACCT 306	Cost Accounting	4 units
ACCT 307	Tax Accounting	4 units
ACCT 405	Intermediate Accounting II	2 units
ACCT 416	Auditing	4 units

### Accountancy Electives (8 units)

All 6 units must be selected from Accountancy; i.e. FIN, GBM, HTM, and SSM electives **cannot** be substituted.

ACCT 406	Cost Management, Measurement and Control (M,N)*	2 units
ACCT 407	Advanced Tax Accounting (F,M,N,T)*	2 units
ACCT 420	Managerial Accounting in Government & Non-profit Organizations (N)*	2 units
ACCT 421	Financial Accounting in Government & Non-profit Organizations (N*)	2 units
ACCT 422	Advanced Accounting (F)*	2 units
ACCT 423	International Accounting (F, M)*	2 units
ACCT 481-5	Selected Topics	1-4 units
ACCT 498	Independent Study	1-4 units

#### \*Recommended for:

F = Financial/Public Accounting

~~L = Internal Auditing~~

M = Management Accounting

N = Non-profit/Governmental Accounting

T = Tax Accounting

### Capstone (4 units)

BUS 444	Strategic Management in Global Environments	4 units
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### Senior Experience (5 units)

BUS 492	Problem Assessment	1 unit
BUS 493	Problem Analysis & Implementation	4 units

## FINANCE OPTION (55 units)

**Eun Kang, Ph.D., Department Chair**  
**Associate Professor of Finance**  
**Craven Hall, Room 2203**  
**760-750-4223**  
**ekang@csusm.edu**

Finance is the study of the interaction of firms and financial markets. Financial managers attempt to identify and undertake projects that increase firm value and determine the best means by which to finance the projects they undertake. Investors, the source of financing for these projects, are free to choose from many types of securities issued by different types of firms. The risk-return profiles of these individual securities, and the impact of portfolio design on the attainment of an optimal risk-return profile, are major topic areas of finance. CSUSM students who choose the finance track are able to specialize in the study of corporate finance, investment analysis, and international finance. Students are provided an education that permits them to enjoy careers as stockbrokers, financial analysts, investment advisers, and the like.

### Foundations of Business Courses (12 units)

BUS 302	Foundations of Business Environments	2 units
BUS 304	Data Analysis	4 units
HTM 302	Foundations of Operations Management	2 units
MGMT 302	Foundations of Management	2 units
MKTG 302	Foundations of Marketing	2 units

### Core Finance Courses (24 units)

ACCT 305	Financial Accounting	4 units
ACCT 308*	Accountancy Information & Systems	4 units
FIN 304	Intro to Corporate Finance	4 units
FIN 321	Investment Analysis	4 units
FIN 331	Financial Markets & Institutions	4 units
FIN 341	Multinational Financial Mgmt	4 units

\*HTM 304 can be substituted

### Finance Electives (10 units)

A minimum of 2 units must be selected from electives in Finance.

FIN 404	Advanced Corporate Finance	2 units
FIN 422	Advanced Investment Analysis	2 units
FIN 481-5	Selected Topics	1-4 units
FIN 498	Independent Study	1-4 units

The remaining 8 units can be taken only from the following list.

ACCT 307	Tax Accounting	4 units
ACCT 405	Intermediate Accounting II	2 units
ACCT 422	Advanced Accounting	2 units
ACCT 407	Advanced Tax Accounting	2 units
ACCT 421	Financial Accounting in Gov't & Non-profit Organizations	2 units
HTM 406	Decision Models: A Computer Integrated Approach	4 units
ECON 301	Consumers and Exchange	3 units
ECON 302	Employment, Income, & Prices	3 units
ECON 323	Health Economics	3 units
ECON 331	Money, Banking, and the Econ	3 units
ECON 416	Law and Economics	3 units
ECON 417	Property, Transaction Costs and Information	3 units
ECON 421	The Public Economy	3 units
ECON 451	Business and Government	3 units
ECON 471	Econometrics	3 units
MATH 440	Introduction to Mathematical Probability and Statistics	4 units

### Capstone (4 units)

BUS 444	Strategic Management in Global Environments	4 units
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### Senior Experience (5 units)

BUS 492	Problem Assessment	1 unit
BUS 493	Problem Analysis & Implementation	4 units

## HIGH TECHNOLOGY MANAGEMENT OPTION (55 units)

**Sheldon Lou, Ph.D., Department Chair**  
**Professor of Information Technology**  
**Craven Hall, Room 2207**  
**760-750-4272, lou@csusm.edu**

Success in business is associated with firms that strategically use and develop sophisticated operations and information technologies. The High Technology Management (HTM) option is dedicated to the advancement of organizations through the use of state-of-the-art technologies, strategies, systems, tools and techniques. Students graduating with an Option in HTM are expected to have strong skills in a subset of information technology and operations management. Typical abilities of an HTM graduate should include proficiency areas such as systems analysis and design, database management, multi-media, information technology, e-commerce, telecommunications management, management science modeling, quality management, supply-chain management, and inventory management and control. Knowledge gained in HTM coursework can be applied to industries such as biotechnology, computer hardware, software and peripherals, telecommunications, manufacturing, defense and aerospace. However, nearly every organization, no matter how traditional or simple the product or service, can benefit from strategic, prudent use of technology.

### Foundations of Business Courses (14 units)

BUS 302	Foundations of Business Environments	2 units
BUS 304	Data Analysis	4 units
FIN 304	Introduction to Corporate Finance	4 units
MGMT 302*	Foundations of Management	2 units
MKTG 302*	Foundations of Marketing	2 units

*\*Equivalent 4-unit courses can be substituted for these 2-unit courses with 2 units applied toward HTM electives. However, only 4 excess units can be counted as HTM electives.*

### Core HTM Courses (12 units)

HTM 304	Management Information Systems	4 units
HTM 305	Operations Management	4 units
HTM 406	Decision Models: Computer Integrated Approach	4 units

### HTM Electives (20 units)

A minimum of **16 units** must be selected from HTM electives (units outside of HTM may be substituted with prior approval from CoBA). The remaining 4 units can be taken from electives in ACCT, FIN, GBM, HTM, or SSM. No more than 4 units from the ACCT, FIN, or SSM option core can be counted as elective credit.  
*Students in this option cannot take ACCT 308 for credit.*

HTM 411	Database Management Systems	4 units
HTM 425	Systems Analysis & Design	4 units
HTM 426	Telecommunications for Management	4 units
HTM 427	Multimedia in Business	4 units
HTM 428	Supply Chain Management	4 units
HTM 429	Java Programming Language	4 units
HTM 430	Wireless Communication Technology	4 units
HTM 481-5	Selected Topics	1-4 units
HTM 498	Independent Study	1-4 units

### Capstone (4 units)

BUS 444	Strategic Management in Global Environments	4 units
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### Senior Experience (5 units)

BUS 492	Problem Assessment	1 unit
BUS 493	Problem Analysis & Implementation	4 units

## MANAGEMENT OPTION (55 Units)

**Glen Brodowsky, Ph.D., Department Chair**  
**Associate Professor of Marketing**  
**Craven Hall, Room 2228**  
**760-750-4261**  
**glenbrod@csusm.edu**

The Management Option 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.

Students learn how to manage employees, through courses such as Leadership in Organizations (MGMT452) and Human Resource Management (MGMT415). Marketing courses are also taken by students to enhance their understanding of how firms develop mutually beneficial exchanges with consumers and other businesses.

### Foundations of Business Courses (12 units)

BUS 302	Foundations of Business Environments	2 units
BUS 304	Data Analysis	4 units
FIN 302*	Foundations of Finance	2 units
HTM 302*	Foundations of Operations Management	2 units
MIS 302*	Foundations of Management Information Systems	2 units

*\*Equivalent 4-unit courses can be substituted for these 2-unit courses with 2 units applied toward SSM electives. However, only 4 excess units can be counted as SSM elective credit.*

### Management Option Core Courses (20 units)

MGMT 305	Organizational Behavior	4 units
MKTG 305	Principles of Marketing	4 units
MGMT 415	Human Resources Management	4 units
MGMT 452	Leadership in Orgs	4 units
MGMT 461	Mgmt in Different Cultures	4 units

### Management Option Electives (14 units)

Students must take a minimum of 10 units in MGMT or MKTG Electives. The remaining 4 units can be taken from electives in ACCT, FIN, GBM, or HTM. No more than 4 units from the ACCT, FIN, or HTM option core can be counted as elective credit. *Students in this Option cannot take ACCT 308 for credit.* A maximum of 4 units may be taken outside the College with prior approval from CoBA.

MGMT 315	Services Management	2 units
MGMT 432	The Executive's Chair	2 units
MGMT 445	Career Development	2 units
MGMT 465	Developing Management Skills	4 units
MGMT 481-5	Selected Topics in Management	1-4 units
MGMT 498	Independent Study	1-4 units
MKTG 315	Services Marketing	4 units
MKTG 433	Marketing Communications	4 units
MKTG 442	Customer Analysis	4 units
MKTG 446	Sales Management	4 units
MKTG 448	Global and Cross Cultural Mkt	4 units
MKTG 449	Data Base Marketing	4 units
MKTG 481-5	Selected Topics in Marketing	1-4 units
MKTG 498	Independent Study	1-4 units

### Capstone (4 units)

BUS 444	Strategic Management in Global Environments	4 units
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### Senior Experience (5 units)

BUS 492	Problem Assessment	1 unit
BUS 493	Problem Analysis & Implementation	4 units

## MARKETING OPTION (55 Units)

**Glen Brodowsky, Ph.D., Department Chair**  
**Associate Professor of Marketing**  
**Craven Hall, Room 2228**  
**760-750-4261**  
**glenbrod@csusm.edu**

Marketing Option courses focus on the development of mutually beneficial exchanges between not-for-profit and profit-generating organizations and their customers, suppliers, and distributors. Students learn how to foster exchange with consumers and businesses, through courses such as Customer Analysis (MKTG442) and Marketing Communication (MKTG433).

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 increase their understanding of relationships among members of organizations as well as organization decision-making behavior and cultures.

### Foundations of Business Courses (12 units)

BUS 302	Foundations of Business Environments	2 units
BUS 304	Data Analysis	4 units
FIN 302*	Foundations of Finance	2 units
HTM 302*	Foundations of Operations Management	2 units
MIS 302*	Foundations of Management Information Systems	2 units

*\*Equivalent 4-unit courses can be substituted for these 2-unit courses with 2 units applied toward SSM electives. However, only 4 excess units can be counted as SSM elective credit.*

### Marketing Option Core Courses (20 units)

MGMT 305	Organizational Behavior	4 units
MKTG 305	Principles of Marketing	4 units
MKTG 442	Customer Analysis	4 units
MKTG 433	Marketing Communications	4 units
MKTG 448	Global and Cross Cultural Marketing	4 units

### Marketing Option Electives (14 units)

Marketing track students must take a minimum of 10 units in MGMT or MKTG Electives. The remaining 4 units can be taken from electives in ACCT, FIN, GBM, or HTM. No more than 4 units from the ACCT, FIN, or HTM option core can be counted as elective credit. *Students in this Option cannot take ACCT 308 for credit.* A maximum of 4 units may be taken outside the College with prior approval from CoBA.

MKTG 315	Services Marketing	4 units
MKTG 446	Sales Management	4 units
MKTG 449	Data Base Marketing	4 units
MKTG 481-5	Selected Topics in Marketing	1-4 units
MKTG 498	Independent Study	1-4 units

MGMT 315	Services Management	2 units
MGMT 415	Human Resources Management	4 units
MGMT 432	The Executive's Chair	2 units
MGMT 445	Career Development	2 units
MGMT 452	Leadership in Organizations	4 units
MGMT 461	Management in Different Cultures	4 units
MGMT 465	Developing Management Skills	4 units
MGMT 481-5	Selected Topics in Management	1-4 units
MGMT 498	Independent Study	1-4 units

### Capstone (4 units)

BUS 444	Strategic Management in Global Environments	4 units
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### Senior Experience (5 units)

BUS 492	Problem Assessment	1 unit
BUS 493	Problem Analysis & Implementation	4 units



Course Proposal Forms Associated with the P-form for the  
BS in Business Administration

Curric. & Sched. No.	Course Prefix	Course Number	New Course #	Course/Program Title	Form(s)	Type Action	Curriculum & Scheduling Comments	Proposal Originator	Rec'd by Curr.& Sched.	C&S Sent to Senate	AS Sent to UCC
1	ACCT	201		Introduction to Financial Accounting	C	New		Larry Detzel	10/22/04	10/22/04	10/22/04
2	ACCT	202		Introduction to Managerial Accounting	C	New		Larry Detzel	10/22/04	10/22/04	10/22/04
4	ACCT	305	301	Intermediate Accounting I	C-2	Change	Number change, title change	Larry Detzel	10/22/04	10/22/04	10/22/04
5	ACCT	405	302	Intermediate Accounting II			Number, title, and description change	Larry Detzel	10/22/04	10/22/04	10/22/04
	BUS	203		Business Writing	C	New		Michael Pass	10/22/04	10/22/04	10/22/04
29	BUS	492		Problem Assessment and Critical Thinking	C-2	Change	Unit value and description change	Michael Pass	10/22/04	10/22/04	10/22/04
30	BUS	493		Problem Analysis and Implementation	C-2	Change	Unit value change	Michael Pass	10/22/04	10/22/04	10/22/04
99	HTM	390		Current Issues in Management	D	Deletion		Robert Aboolian	10/22/04	10/22/04	10/22/04
100	HTM	413		Management of High Tech Startups	D	Deletion		Robert Aboolian	10/22/04	10/22/04	10/22/04
101	HTM	429		Java Programming	C	New		Jack Leu	10/22/04	10/22/04	10/22/04
102	HTM	430		Wireless Communication Technology	C	New		Sheldon Leu	10/22/04	10/22/04	10/22/04
130	MGMT	305		Organizational Behavior	C	New		Michael Pass	10/22/04	10/22/04	10/22/04
131	MGMT	315		Services Management	C	New	Course, description change, added prerequisite (formerly SSM 304)	Michael Pass	10/22/04	10/22/04	10/22/04
132	MGMT	415		Human Resources Management	C	New	Course and description change; other prerequisite change (formerly SSM 415)	Michael Pass	10/22/04	10/22/04	10/22/04
133	MGMT	432		In the Executive Chair	C-2	Change	Course number and description change (formerly SSM 432)	Michael Pass	10/22/04	10/22/04	10/22/04
134	MGMT	445		Career Development	C-2	Change	Course number and description change (formerly SSM 445)	Michael Pass	10/22/04	10/22/04	10/22/04
135	MGMT	452		Leadership in Organizations	C-2	Change	Course number and description change (formerly SSM 452)	Michael Pass	10/22/04	10/22/04	10/22/04
136	MGMT	461		Management in Different Cultures	C-2	Change	Course number and description change (formerly SSM 461)	Michael Pass	10/22/04	10/22/04	10/22/04
137	MGMT	465		Developing Management Skills	C-2	Change	Course number, description, and other prerequisite change (formerly SSM 465)	Michael Pass	10/22/04	10/22/04	10/22/04
138	MGMT	481		Selected Topics in Management	C-2	Change	Course and title change (formerly SSM 481)	Michael Pass	10/22/04	10/22/04	10/22/04
139	MGMT	482		Selected Topics in Management	C-2	Change	Course and title change (formerly SSM 482)	Michael Pass	10/22/04	10/22/04	10/22/04
140	MGMT	483		Selected Topics in Management	C-2	Change	Course and title change (formerly SSM 483)	Michael Pass	10/22/04	10/22/04	10/22/04

Course Proposal Forms Associated with the P-form for the  
BS in Business Administration

Curric. & Sched. No.	Course Prefix	Course Number	New Course #	Course/Program Title	Form(s)	Type Action	Curriculum & Scheduling Comments	Proposal Originator	Rec'd by Curr. & Sched.	C&S Sent to Senate	AS Sent to UCC
141	MGMT	484		Selected Topics in Management	C-2	Change	Course and title change (formerly SSM 484)	Michael Pass	10/22/04	10/22/04	10/22/04
142	MGMT	485		Selected Topics in Management	C-2	Change	Course and title change (formerly SSM 498)	Michael Pass	10/22/04	10/22/04	10/22/04
143	MGMT	498		Independent Study in Management	C-2	Change	Course and title change (formerly SSM 485)	Michael Pass	10/22/04	10/22/04	10/22/04
144	MKTG	305		Principles of Marketing	C	New		Michael Pass	10/22/04	10/22/04	10/22/04
145	MKTG	315		Services Marketing	C-2	Change	Number, description change; added prerequisite and other prerequisite change (formerly SSM 305).	Michael Pass	10/22/04	10/22/04	10/22/04
146	MKTG	433		Marketing Communication	C-2	Change	Number and description change; other prerequisite change (formerly SSM 333)	Michael Pass	10/22/04	10/22/04	10/22/04
147	MKTG	442		Customer Analysis	C-2	Change	Course number and description change (formerly SSM 442)	Michael Pass	10/22/04	10/22/04	10/22/04
148	MKTG	446		Sales Management			Course number and description change (formerly SSM 446)	Michael Pass	10/22/04	10/22/04	10/22/04
149	MKTG	448		Global and Cross-Cultural Marketing	C-2	Change	Course number, description change, other prerequisite change (formerly SSM 449)	Michael Pass	10/22/04	10/22/04	10/22/04
150	MKTG	449		Database Marketing	C-2	Change	Course number, description change, other prerequisite change (formerly SSM 448)	Michael Pass	10/22/04	10/22/04	10/22/04
151	MKTG	481		Selected Topics in Marketing	C-2	Change	Number and title change (formerly SSM 481)	Michael Pass	10/22/04	10/22/04	10/22/04
152	MKTG	482		Selected Topics in Marketing	C-2	Change	Number and title change (formerly SSM 482)	Michael Pass	10/22/04	10/22/04	10/22/04
153	MKTG	483		Selected Topics in Marketing	C-2	Change	Number and title change (formerly SSM 483)	Michael Pass	10/22/04	10/22/04	10/22/04
154	MKTG	484		Selected Topics in Marketing	C-2	Change	Number and title change (formerly SSM 484)	Michael Pass	10/22/04	10/22/04	10/22/04
155	MKTG	485		Selected Topics in Marketing	C-2	Change	Number and title change (formerly SSM 485)	Michael Pass	10/22/04	10/22/04	10/22/04
156	MKTG	498		Independent Study in Marketing	C-2	Change	Number and title change (formerly SSM 498)	Michael Pass	10/22/04	10/22/04	10/22/04
240	SSM	353		Security Management Issues	D	Deletion		Michael Pass	10/22/04	10/22/04	10/22/04

**Resolution to Support Process for CSUSM to Achieve Hispanic-Service Institution Status**

1  
2  
3 WHEREAS, the Mission statement of Cal State San Marcos declares “CSUSM provides a range of  
4 services that responds to the needs of a student body with diverse backgrounds, expanding student  
5 access to an excellent and affordable education;” and

6  
7 WHEREAS, the Vision statement of Cal State San Marcos affirms “All members of the campus will  
8 work to provide an environment that supports the work of students and faculty. CSUSM will celebrate  
9 and capitalize on its diversity to form a learning community committed to this shared vision;” and

10  
11 WHEREAS, among the core Values of Cal State San Marcos are “Inclusiveness: individual and  
12 cultural diversity, and multiple perspectives;” and

13  
14 WHEREAS, the current strategic plan of Cal State San Marcos cites “the goal of attaining HSI  
15 (Hispanic-Serving Institution) status” (Goal 4.2); and

16  
17 WHEREAS, at the recommendation of the Cal State San Marcos Hispanic Advisory Council and the  
18 African-American Advisory Council, and in consultation with the Transition Team and Cabinet, President  
19 Haynes appointed an HSI Communication Task Force to investigate and communicate to the campus  
20 community and the external community the benefits of HSI status and to make recommendations on  
21 strategies that will reach and maintain full HSI status; and

22  
23 WHEREAS, an HSI is defined by federal agencies as an accredited U.S. college or university with at  
24 least 25% Hispanic full-time student enrollment; and

25  
26 WHEREAS, as of Fall 2004 Cal State San Marcos has a total enrolled student population that is 53%  
27 White, 20% Latino, 11% Asian, 3% African American, and 3% American Indian. Moreover, Latinos  
28 comprised 22% of the Fall 2004 CSUSM undergraduates; and

29  
30 WHEREAS, HSIs are eligible to apply for federal grants that support educational projects, such as  
31 science, information technology, healthcare, community development, and academic preparation  
32 programs. In addition, students are eligible to apply for scholarships, internships, and academic  
33 advancement programs. Moreover, faculty and staff are eligible to apply for grants that support  
34 research, teaching/professional development opportunities, and student support programs; and

35  
36 WHEREAS, the California State University system has demonstrated initiative and leadership toward  
37 achieving HSI eligibility across various campuses. Of the 23 CSU campuses, 10 have achieved HSI  
38 status and several of these campuses have successfully obtained federal grants. These resources  
39 benefit the entire campus community by enhancing student learning and providing a climate for  
40 academic success of all students; therefore, be it

41  
42 RESOLVED, That the Academic Senate of Cal State San Marcos supports the process for CSUSM to  
43 achieve HSI status as soon as possible; and be it further

44  
45 RESOLVED, That the process for CSUSM to achieve and maintain HSI status include exploring  
46 strategies, such as broadening recruitment and retention activities, strengthening partnerships with high  
47 schools, increasing outreach and visibility in under-served communities, and promoting a learning  
48 environment that is responsive to students of diverse backgrounds.