

Curriculum for Consent Calendar

SUBJ	No	New No.	Course/Program Title	Form Type	Originator	Rec'd AP	To UCC/ Senate	UCC Action/ Appr.
KINE	400		Movement Theory and Practice of Elem Physical Education for Children	C-2	Paul Stuhr	2/12/09	2/16/09	3/23/09
KINE	401		Principles, Organization & Mgmt of Sec. School Physical Education	C-2	Paul Stuhr	2/12/09	2/16/09	3/23/09

1 For the complete curriculum associated with this proposal, visit the Curriculum Review website:
2 http://www2.csusm.edu/academic_programs/Curriculum_Review_08_09/index.htm#UCC_Packet_11 This proposal is in
3 Packet #11.
4

5 Proposed Catalog Language for the Entrepreneurship Tracks and Management & Organizations Track
6

7 **GLOBAL BUSINESS MANAGEMENT OPTION**
8

9 ***Entrepreneurship Track*** (55 units)
10

11 The Entrepreneurship track is specifically designed to help students incubate a business idea, learn the different components
12 essential to starting and managing a start-up business and evaluate closely the viability of their idea. The objective of the
13 outcome of this process is the development of a business plan. The program is designed to help students develop their ideas
14 into a well conceived business plan that can lead to a start-up business.
15

16
17 In order to accomplish these objectives, students will move through a sequence of courses that build upon one another. All
18 students must first take ENTR 320. This course will help students develop their idea, understand the challenges of
19 entrepreneurship, and do a first-level analysis of the viability of the idea. Students can then take New Venture Marketing,
20 New Venture Management and New Venture Financing to increase their understanding and skills to further develop their
21 business idea and determine its potential. Students will also benefit significantly from hearing the experiences of
22 entrepreneurs in the community and learning from their successes and failures in In the Trenches (ENTR 423). This course
23 features successful entrepreneurs in which they will highlight their successes and failures and what they have learned from
24 those experiences. The rack concludes with the development of a business plan in the capstone course, New Venture
25 Development (ENTR 430).
26

27 **Foundation of Business Courses** (16 units)
28

29	BUS 302	2
30	BUS 304	4
31	FIN 302	2
32	OM 302	2
33	MGMT 302	2
34	MIS 302	2
35	MKTG 302	2

36
37 **GBM Core Courses** (14 units)
38

39	GBM 425	International Business Management	4
40	GBM 426	Leadership in a Global Context	2
41	GBM 427	Cross-cultural negotiations	2
42	MGMT 461	Managing in Different Cultures	4
43	MKTG 448	Global and Cross-cultural Marketing	2

44
45 **Entrepreneurship Track Requirements** (14 units)
46

47	ENTR 320	Creativity, Innovation and Entrepreneurship	4
48	ENTR 420	New Venture Marketing	2
49	ENTR 421	New Venture Management	2
50	ENTR 422	New Venture Finance	2
51	ENTR 423	In the Trenches	2
52	ENTR 430	New Venture Development	2

53
54 **Electives** (2 units)
55

56 A student may take 2 units of any upper division course in CoBA or CoAS to fulfill the 2 unit elective requirement.
57 However, care should be taken to consider courses that support your entrepreneurship objectives, the challenges of starting
58 and managing a small business, and/or courses related to a specific geographical area of the world you might target for

59 business. Students should especially seek advisement from those teaching in the Entrepreneurship track and should consider
60 the area(s) of the world that relate to the student's business idea.

61
62 A Foreign Language Proficiency Exam
63

64 Students will be required to demonstrate proficiency at the advanced intermediate level in at least one foreign language.
65 Proficiency exams are administered by the Foreign Language Laboratory on campus and the Berlitz Language Center. See
66 www.csusm.edu/coba/businessmajor/gbm for details.

67
68 Captstone (4 units)
69 BUS 444 4

70
71 Global Management Experience (5 units)
72 GBM 497 5

73
74 Or Senior Experience (5 units)
75 BUS 492 1
76 BUS 493

77
78 **MANAGEMENT OPTION**

79
80 ***Entrepreneurship Track***
81 (55 units)

82
83 The Entrepreneurship track is specifically designed to help students incubate a business idea, learn the different components
84 essential to starting and managing a start-up business and evaluate closely the viability of their idea. The program is designed
85 to help students develop their ideas into a well conceived business plan that can lead to a start-up business.

86
87 In order to accomplish these objectives, students will move through a sequence of courses that build upon one another. All
88 students must first take Creativity, Innovation, and Entrepreneurship (ENTR 320). This course will help students explore
89 their personal creativity, turn creative thought into innovative new products and services, develop their idea, understand the
90 challenges of entrepreneurship, and do a first-level analysis of the viability of the idea. Students will then take new venture
91 courses in Marketing, Management and Finance to increase their understanding and functional skills to further develop their
92 business idea and determine its potential. Students will also benefit significantly from hearing the experiences of
93 entrepreneurs in the community and learning from their successes and failures through the In the Trenches (ENTR 423)
94 course. This course is interactive, immersive, and experiential in scope to get a clearer picture of the life of an entrepreneur.
95 The track concludes with the creation of a business plan through the capstone course in New Venture Development (ENTR
96 430).

97
98 **Foundation of Business Courses (12 units)**

99 BUS 302 2
100 BUS 304 4
101 FIN 302 2
102 OM 302 2
103 MIS 302 2

104
105 **MGMT Core Courses (20 units)**

106 MGMT 305 Organizational Behavior 4
107 MGMT 415 Human Resource Management 4
108 MGMT 452 Leadership in Organizations 4
109 MGMT 461 Managing in Different Cultures 4
110 MKTG 305 Principles of Marketing 4

111
112 **Entrepreneurship Courses (14 units)**

113 ENTR 320 Creativity, Innovation, & Entrepreneurship 4
114 ENTR 420 New Venture Marketing 2
115 ENTR 421 New Venture Management 2
116 ENTR 422 New Venture Finance 2

117	ENTR 423	In the Trenches	2
118	ENTR 430	New Venture Development	2
119			
120	Capstone (4 units)		
121	BUS 444		4
122			
123	Senior Experience (5 units)		
124	BUS 492		1
125	BUS 493		4
126			

127

128 **MANAGEMENT OPTION**

129

130 ***Management and Organizations Track***

131 (55 units)

132

133 The Management and Organizations track is designed to help students become effective leaders and managers in any

134 organizational context. Courses in the track relate specifically to developing leadership and management competencies,

135 understanding essential human resource practices, as well as building effective teams and organizational cultures. Required

136 and elective courses also allow students to be exposed to business and cross-cultural issues that are common in the global

137 business environment. Most courses focus on both theory and application of management and organizational principles. The

138 courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development.

139 Common themes are the use of people skills, the ability to analyze complex situations, and make effective decisions to

140 achieve success in today's competitive environment.

141

142 **Foundation of Business Courses (12 units)**

143	BUS 302		2
144	BUS 304		4
145	FIN 302		2
146	OM 302		2
147	MIS 302		2
148			

149 **MGMT Core Courses (20 units)**

150	MGMT 305	Organizational Behavior	4
151	MGMT 415	Human Resource Management	4
152	MGMT 452	Leadership in Organizations	4
153	MGMT 461	Managing in Different Cultures	4
154	MKTG 305	Principles of Marketing	4
155			

156 **Management and Organizations Track Electives (14 units)¹**

157 A minimum of 10 units must be selected from the list of electives below. The remaining 4 units can be taken from courses in

158 ACCT, FIN, GBM, OM, IS, MGMT, or MKTG. Students in the track cannot take ACCT 308 for credit. A maximum of 4

159 units may be taken outside the College with prior approval from CoBA.

160			
161	ENTR 320	Creativity, Innovation, & Entrepreneurship	4
162	ENTR 421	New Venture Management	2
163	GBM 425	International Business Management	4
164	GBM 427	Cross-Cultural Negotiating & Global Business	2
165	MGMT 432	In the Executive's Chair	2
166	MGMT 445	Career Development	2
167	MGMT 465	Developing Management Skills	4
168	MGMT 498	Independent Study in Management	1-4

¹ A new course, Personnel Selection & Appraisal (MGMT 420) has been proposed, and is presently in the review process to make it a new permanent course. It has previously been offered twice as a Special Topics course. If approved, it will be added to the electives.

169		
170	Capstone (4 units)	
171	BUS 444	4
172		
173	Senior Experience (5 units)	
174	BUS 492	1
175	BUS 493	4
176		
177		

New Course Descriptions

180 **ENTR 320**

181 Explores the impact of creativity on innovation and entrepreneurship by encouraging students to look inward, explore
 182 outward, and uncover insights about their environment. Topics include: barriers to creativity, creative problem solving, idea
 183 generation, opportunity identification, new product development, product/service innovation, concept formulation and
 184 refinement, and other elements of the entrepreneurial and intrapreneurial experience. By course end, students will have
 185 developed one marketable product or service from which a business plan could be developed.

187 **ENTR 420**

188 In a new venture, marketing activities are critical. The process of identifying potential consumers, researching consumers'
 189 needs, creating products or services they want, developing an interactive communication process, and creating a process for
 190 getting those products to consumers are essential to success but must be performed with entrepreneurial constraints.. With a
 191 limited staff and budget, creative and innovative techniques are used to achieve the same results as a specialized staff and a
 192 large budget in well established companies.

194 **ENTR 421**

195 This course explores the management challenges inherent in starting a new venture. The course topics will include a survey
 196 review of the following: human resources (actions of the founder, compensation, selection), physical resource acquisition
 197 (real estate space & equipment leasing), materials sourcing, regulatory processes (licenses, certifications), negotiation
 198 strategies, and business formation. The course is designed around a hybrid instruction model including in-class discussion
 199 and outside-of-class experiential activities, field research, and WebCT discussions. In-class sessions will include rich
 200 discussion of short case studies and reading materials. The outside-of-class activities will be extensive and focused on the
 201 practical management challenges of entrepreneurship. WebCT will be used as the meeting place and reporting area for the
 202 outside of class activities.

204 **ENTR 422**

205 This is a survey course to help students understand the various options to finance a new venture, both those with a domestic
 206 or international focus. It also explores the relationship between financing and incorporation and discusses risk exposure as
 207 well.

209 **ENTR 423**

210 This course is intended to provide an immersive, hands-on experience for aspiring entrepreneurs. Students will encounter
 211 and learn of the life of an entrepreneur through real-world stories and experiences of entrepreneurs discussing their business
 212 successes and failures. The focus of the course will be on both serial entrepreneurs, as well as nascent entrepreneurs within
 213 their first three years of starting their new venture. Students will see and experience “entrepreneurship in action” by
 214 encouraging students to bridge theory and practice while working on a project of strategic importance for an existing
 215 entrepreneurial organization.

217 **ENTR 430**

218 This is an integrative course for the Entrepreneurship track in Management and Marketing. Students work in teams to apply
 219 a broad range of skills acquired from the undergraduate business sequence by developing a business plan for a new venture
 220 of the team’s choosing. This includes: Market, product, and competitive research; analysis of competitive advantage;
 221 market analysis; fund raising strategies; establishment of a management team; evaluation of risks and contingencies from
 222 inception through post-launch, advisory board utilization, and exit strategies.