

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

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

GLOBAL BUSINESS MANAGEMENT OPTION

Entrepreneurship Track (55 units)

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

In order to accomplish these objectives, students will move through a sequence of courses that build upon one another. Students begin by learning about the challenges of entrepreneurship, and by completing a first-level analysis of the viability of their business idea. Students then take courses in new venture marketing, management, and financing to increase their understanding and skills to further develop their business idea and determine its potential. Students will also benefit significantly from the experiences of entrepreneurs in the community, and learn from their successes and failures. The track concludes with the development of a business plan in the capstone course.

Foundation of Business Courses (16 units)

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

GBM Core Courses (16 units)

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

Entrepreneurship Track Requirements (14 units)

ENTR 320	Creativity, Innovation and Entrepreneurship	4
ENTR 420	New Venture Marketing	2
ENTR 421	New Venture Management	2
ENTR 422	New Venture Finance	2
ENTR 423	In the Trenches	2
ENTR 430	New Venture Development	2

53	A Foreign Language Proficiency Exam		
54			
55	Students will be required to demonstrate proficiency at the advanced intermediate level in at least one foreign language.		
56	Proficiency exams are administered by the Foreign Language Laboratory on campus and the Berlitz Language Center.		
57	See www.csusm.edu/coba/businessmajor/gbm for details.		
58			
59	Capstone (4 units)		
60	BUS 444		4
61			
62	Global Management Experience (5 units)		
63	GBM 497		5
64			
65	Or Senior Experience (5 units)		
66	BUS 492		1
67	BUS 493		4
68			
69	MANAGEMENT OPTION		
70			
71	<i>Entrepreneurship Track</i> (55 units)		
72			
73	The Entrepreneurship track is specifically designed to help students incubate a business idea, learn the different		
74	components essential to starting and managing a start-up business and evaluate closely the viability of their idea. The		
75	program is designed to help students develop their ideas into a well-conceived business plan that can lead to a start-up		
76	business.		
77			
78	In order to accomplish these objectives, students will move through a sequence of courses that build upon one another.		
79	Students begin by exploring their personal creativity, turning creative thought into innovative new products and		
80	services, developing their idea, understanding the challenges of entrepreneurship, and completing a first-level analysis		
81	of the viability of their business idea. Students then take courses in new venture marketing, management and finance to		
82	increase their understanding and functional skills to further develop their business idea and determine its potential.		
83	Students will also benefit significantly from the experiences of entrepreneurs in the community and learn from their		
84	successes and failures. The track concludes with the creation of a business plan through the capstone course.		
85			
86	Foundation of Business Courses (12 units)		
87	BUS 302		2
88	BUS 304		4
89	FIN 302		2
90	OM 302		2
91	MIS 302		2
92			
93	MGMT Core Courses (20 units)		
94	MGMT 305	Organizational Behavior	4
95	MGMT 415	Human Resource Management	4
96	MGMT 452	Leadership in Organizations	4
97	MGMT 461	Managing in Different Cultures	4
98	MKTG 305	Principles of Marketing	4
99			
100	Entrepreneurship Courses (14 units)		
101	ENTR 320	Creativity, Innovation, & Entrepreneurship	4
102	ENTR 420	New Venture Marketing	2
103	ENTR 421	New Venture Management	2
104	ENTR 422	New Venture Finance	2
105	ENTR 423	In the Trenches	2
106	ENTR 430	New Venture Development	2

107 **Capstone (4 units)**

108 BUS 444 4

109

110 **Senior Experience (5 units)**

111 BUS 492 1

112 BUS 493 4

113

114 **MANAGEMENT OPTION**

115

116 ***Management and Organizations Track (55 units)***

117

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

119 organizational context. Courses in the track relate specifically to developing leadership and management

120 competencies, understanding essential human resource practices, as well as building effective teams and organizational

121 cultures. Required and elective courses also allow students to be exposed to business and cross-cultural issues that are

122 common in the global business environment. Most courses focus on both theory and application of management and

123 organizational principles. The courses draw on many facets of the social and behavioral sciences to guide students in

124 their intellectual development. Common themes are the use of people skills, the ability to analyze complex situations,

125 and make effective decisions to achieve success in today's competitive environment.

126

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

128 BUS 302 2

129 BUS 304 4

130 FIN 302 2

131 OM 302 2

132 MIS 302 2

133

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

135 MGMT 305 Organizational Behavior 4

136 MGMT 415 Human Resource Management 4

137 MGMT 452 Leadership in Organizations 4

138 MGMT 461 Managing in Different Cultures 4

139 MKTG 305 Principles of Marketing 4

140

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

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

143 courses in ACCT, FIN, GBM, OM, IS, MGMT, or MKTG. Students in the track cannot take ACCT 308 for credit. A

144 maximum of 4 units may be taken outside the College with prior approval from CoBA.

145

146 ENTR 320 Creativity, Innovation, & Entrepreneurship 4

147 ENTR 421 New Venture Management 2

148 GBM 425 International Business Management 4

149 GBM 427 Cross-Cultural Negotiating & Global Business 2

150 MGMT 432 In the Executive's Chair 2

151 MGMT 445 Career Development 2

152 MGMT 465 Developing Management Skills 4

153 MGMT 498 Independent Study in Management 1-4

154

155

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.

156	Capstone (4 units)	
157	BUS 444	4
158		
159	Senior Experience (5 units)	
160	BUS 492	1
161	BUS 493	4
162		
163		

New Course Descriptions

ENTR 320

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

ENTR 420

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

ENTR 421

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

ENTR 422

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

ENTR 423

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

ENTR 430

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

MEMORANDUM

DATE: April 8, 2009

TO: Susie Lan Cassel, Greg Toya, Evelyn Andrews, Bob Yamishita, David Barsky,
Vicki Golich, Dilcie Perez, Lorena Meza, Michael Yee, Nathan Evans, Allen Risley,
Anthony Lao, Krystal David

FROM: Emily F. Cutrer



SUBJECT: Appointment to the CSUSM Asian American and Native American and
Pacific Islander Task Force

Thanks to CSUSM's recently-achieved status as an Asian American and Native American Pacific Islander serving institution (AANAPISI), we have a number of new opportunities for program development and external funding, including eligibility to apply for AANAPISI grants under Title III programs. I'm pleased to learn that you are willing to serve on a task force charged with identifying opportunities to support Asian American and Native American Pacific Islander students and developing a grant proposal for Title III programs. Thus, I'm writing to officially appoint you to the group. Professor Susie Lan Cassel has graciously agreed to provide leadership for the task force.

Ms. Carol Givens, administrative coordinator in the Academic Affairs office, will be in touch with you soon to schedule the task force's first meeting. I hope to attend and personally thank you at that time for your participation. In the meantime, please know that your service to CSUSM and its students is recognized and very much appreciated.

EFC/cg

1 **Resolution to Support:**

2
3 **Asian American and Native American Pacific Islander-Serving Institution**
4 **(AANAPISI) Task Force**

5
6 WHEREAS, the Mission statement of CSUSM declares that “CSUSM provides a range
7 of services that responds to the needs of a student body with diverse backgrounds,
8 expanding student access to an excellent and affordable education,” and CSUSM values
9 “inclusiveness: individual and cultural diversity, and multiple perspectives” (CSUSM
10 Mission, Vision and Values Statement), and two of our strategic priorities include
11 focusing on “campus climate” and “educational equity”

12
13 WHEREAS, in 2007-2008, the Asian American and Native American Pacific Islander-
14 Serving Institution Program became law;

15
16 WHEREAS, in Spring 2008 CSUSM applied for and was designated an AANAPISI since
17 it met the criteria set forth under Title III, Part A and Title V of the Higher Education Act
18 of 1965, namely: 1) that it has an enrollment of undergraduate students that is at least 10
19 percent Asian American and Native American Pacific Islander students, and 2) the
20 majority of students on campus qualify for federal student aid.

21
22 WHEREAS, an AANAPISI designation serves the greater good of the CSUSM
23 community: it allows for the waiver of cost-sharing requirements for TRIO and SSS
24 programs, as well as some international studies and foreign language programs. Some
25 federal grants, such as NEH, in acknowledging that AANAPISI and other Minority
26 Serving Institutions face special challenges, will also give special preference to
27 faculty/staff/students at AANAPISI-designated institutions when they apply

28
29 WHEREAS, a task force was appointed by the Provost on April 8, 2008 to begin
30 developing a grant proposal in anticipation of a new AANAPISI grant cycle in 2009-
31 2010;

32
33 WHEREAS, AANAPISI and HSI are mutually exclusive and, in fact, complementary
34 programs; therefore be it

35
36 RESOLVED, that the Academic Senate of Cal State University San Marcos
37 acknowledges with pride our AANAPISI designation and

38
39 RESOLVED, that the Academic Senate of Cal State University San Marcos fully
40 supports the AANAPISI task force in the development and submission of an AANAPISI
41 grant application that will help CSUSM to “increase their self-sufficiency by improving
42 academic programs, institutional management, and fiscal stability” (AANAPISI Grant
43 Program Description, www.ed.gov/programs/aanapicraa/index.html as of April 13,
44 2009) .”

**Resolution Reaffirming the Mission, Vision, and Values of
California State University San Marcos (CSUSM)**

Whereas, from time to time it seems prudent to reaffirm the mission and commitment of our campus to diversity and free speech within a context of safety and tolerance; and

Whereas, our University Mission Statement declares “CSUSM provides a range of services that responds to the needs of a student body with diverse backgrounds, expanding student access to an excellent and affordable education”; and

Whereas, our University Vision statement proclaims “CSUSM will celebrate and capitalize on its diversity to form a learning community committed to this shared vision”; and

Whereas, among the core values identified in our university mission is “Inclusiveness” for individual and cultural diversity, and multiple perspectives; and

Whereas, CSUSM seeks to embody this mission, vision, and values by becoming a minority-serving institution including designations as an Asian American and Pacific Islander-Serving Institution (AANAPISI) and as an Hispanic-Serving Institution (HSI); be it

Resolved that the Latino Association of Faculty & Staff, reaffirms our university mission, vision, and core values embracing diversity.

APC report to EC for 4/15/09

1. Withdrawal policy updated per EO 1037 will come to EC very soon
2. Academic Renewal policy updated per EO 1037 will come to EC very soon
3. Graduate Probation policy updated per EO 1038 will come to EC soon
4. The last one, Special Grading Symbols, updated per EO1037 might come to EC this month.

- The Catalog Right policy was forwarded to GEC. We have not heard back to them.

- Informed SAC that Grade Appeals policy update is part of EO 1037

- At the request of the Chancellor's Office, APC worked on a rough draft of the Program Discontinuation policy stating that discontinuation should follow a similar path as creation involving UCC and BLP, but it probably will not be forwarded to the Chancellor's office by Barsky.