

**CALIFORNIA STATE UNIVERSITY, EAST BAY**

Designation Code: **2010-11 CAPR 13**

Date Submitted: March 25, 2011

TO: The Academic Senate

FROM: Committee on Academic Planning & Review (CAPR)

SUBJECT: Approval of a new option in the College of Business and Economics:  
Global Innovators Option, M.B.A.

PURPOSE: For Action by the Academic Senate

**ACTION**

REQUESTED: That the Academic Senate approve the request of the College of Business and Economics to establish the following: Global Innovators Option, M.B.A. to begin in Fall 2012.

**BACKGROUND**

INFORMATION: At its meeting on March 03, 2011, CAPR discussed the proposal by the College of Business and Economics to approve a new option in the M.B.A program. This Global Innovators Option, M.B.A. will add to the seven other options in the M.B.A. but is specifically geared to students admitted to a self-support M.B.A. program cohort and thus will not affect enrollment in those other options. This option emphasizes the business knowledge and skills applicable to innovation in the context of a global economy and the elective courses offered in each Global Innovator Option cohort are pre-selected for the student by the Global Innovators Option Advisor. The option requires completion of 12 elective credit units specified for the cohort into which a student is admitted. CAPR heard from Associate Dean Agrawal and advisor Glen Taylor that this option includes face-to-face courses and requires a travel component for international fieldwork. Courses will be taught primarily off-load (extra pay for extra work) by regular faculty, with the potential for some in-load regular faculty or hiring of lecturers in the future. Students enroll for the entire package, with advance knowledge of the 18 month schedule.

The CAPR vote was to approve this new option with nine in favor, one abstention.

(See also CIC 13)

First Quarter/Year of Offering Quarter: <b>Fall</b> Year: 2012 Date Submitted to APGS: 1/31/11 Catalog: 2012-2013
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**REQUEST FOR APPROVAL OF THE GLOBAL INNOVATORS OPTION IN THE MBA**

1. **Department:**  
College of Business and Economics (Finance, Management, Marketing and Entrepreneurship)
2. Full and exact **title** of the Option, along with the degree and major program under which the option will be offered:  
Global Innovators Option, M.B.A.
3. Full and exact **title** of the Minor:  
No minor.
4. **Options or Minors already existing** under the major program for which the new aggregate of courses is proposed.  
Entrepreneurship Option (M.B.A.)  
Finance Option (M.B.A.)  
Human Resources and Organizational Behavior Option (M.B.A.)  
Information Technology Management Option (M.B.A.)  
Marketing Management Option (M.B.A.)  
Operations and Supply Chain Management Option (M.B.A.)  
Strategy and International Business Option (M.B.A.)
5. **Purpose** of the proposed aggregate of courses:  
The Global Innovators option for the MBA is specifically designed for students admitted to a self-support MBA program cohort. This option does not affect other options in the MBA program.
6. List of all **requirements** including the **courses**, by catalog prefix number, title, and units of credit, as well as **total units** to be required under the proposed **option** or **minor**.

The Global Innovators option for the MBA is designed for students admitted to a self-support MBA program cohort. This option emphasizes the business knowledge and skills applicable to innovation in the context of a global economy.

### **Option Learning Objectives**

At the time of completion of their MBA program, students in the Global Innovator Option should demonstrate their ability to:

- Identify and research potential global markets for an innovative product, service or technology
- Lead a team tasked with an innovation mission
- Identify and analyze the attractiveness of potential global strategic alliance partners

The elective courses offered in each Global Innovator Option cohort are pre-selected for the student by the Global Innovators Option Advisor. The option requires completion of 12 elective credit units specified for the cohort into which a student is admitted. Examples of courses that might be selected by the Option Advisor include:

- ENTR 6485 New Venture Development
- FIN 6305 New Venture Financing
- MGMT 6440 Global Strategy
- MGMT 6150 Global Supply Chain Management
- MGMT 6460 Strategic Management for a Sustainable Society
- MGMT 6470 Management of Technology and Innovation
- MGMT 6615 Strategic Compensation, Incentives and Productivity
- MGMT 6560 High Performance Management
- MKTG 6401 Marketing Research

7. For a new option, list of all **requirements** including **courses**, by catalog prefix, number, title, and units of credit, as well as **total units** to be required **for the major** in which the proposed option is to be included. The Global Innovators Option requires that all the fundamental, core courses, and capstone in the MBA must be completed prior to degree completion.

**Total Units: 52-64**

#### **1. Fundamental Coursework (0-12 units)**

Fundamental coursework must be completed before enrolling in any M.B.A. core course, except MKTG 6120 Managerial Communication and MGMT 6120 Globalization, Innovation and Sustainability. Fundamental coursework can be waived by passing an exam on a course by course basis. Exams are offered once per quarter. There is a fee of \$25 for each exam. Please see the M.B.A. website <http://www.M.B.A.csueastbay.edu/> or contact the CBE Graduate Programs Office (VBT 430, phone 510-885-2419) for dates and registration information.

- a. ACCT 6015 Financial Accounting (4)
- b. ITM 6015 Information Systems Development and Management (4)
- c. MGMT 6015 Data Analysis and Decision Modeling for Managers (4)

#### **2. Core Coursework (36 units)**

MGMT 6120 and MKTG 6120 should be taken before other core courses. These two courses only require proficiencies as prerequisites. All remaining core courses require both proficiencies and fundamental coursework.

- a. MGMT 6120 Globalization, Innovation and Sustainability (4)
- b. MKTG 6120 Managerial Communication (4)
- c. ACCT 6215 Managerial Accounting (4)
- d. ECON 6215 Economics for Managers in a Global Economy (4)
- e. FIN 6215 Corporate Financial Management (4)

- f. MGMT 6215 Business, Government and Society (4)
- g. MGMT 6220 Operations and Supply Chain Management (4)
- h. MGMT 6225 Executive Leadership (4)
- i. MKTG 6215 Marketing Management (4)

### 3. Capstone (4 units)

ENTR 6800 Entrepreneurship Practicum (4) OR MGMT 6800 Seminar in Strategic Management (4)

8. List of **new courses** that were developed and existing **courses** that needed **modification** as a result of this new Option or Minor, if any, submitted along with this proposal:  
None.

9. **RESOURCE IMPLICATIONS** of the proposed new Option or Minor, if any:  
None.

10. **CONSULTATION** with other affected departments and program committee:

a) The following **department(s)** has (have) been consulted and raise **no objections**:  
All Academic Departments and Programs at CSUEB were consulted using the Sharepoint Curriculum site and there were no objections.

b) The following **department(s)** has (have) been consulted and **raised concerns**: None.

11. Certification of **DEPARTMENT APPROVAL** by the chair and faculty.

James Ahiakpor, Interim Chair, Department of Economics Date: 1/19/11

Micah Frankel, Chair, Department of Accounting and Finance Date: 1/19/11

Joanna Lee, Chair, Department of Marketing and Entrepreneurship Date: 1/19/11

Xinjian Lu, Chair, Department of Management Date: 1/20/11

12. Certification of **COLLEGE APPROVAL** by the dean and college curriculum committee.

Jed DeVaro, Chair, CBE Curriculum Committee Date: 1/26/11

Terri Swartz, Dean, College of Business and Economics Date: 1/21/11