

**CALIFORNIA STATE UNIVERSITY, EAST BAY**

Designation Code: **2009-10 CAPR 6**

Date Submitted: October 27, 2009

TO: The Academic Senate

FROM: Committee on Academic Planning & Review (CAPR)

SUBJECT: BS Business Administration Options Discontinuance

PURPOSE: For Action by the Academic Senate

**ACTION**

**REQUESTED:** That the Academic Senate approve the discontinuation of three BS Business Administration Options in Sales, Organizational Communication and Public Relations, and E-Commerce Marketing Management; effective 2011-12 catalog

**BACKGROUND**

Although there was no representative from the College of Business and Economics at its October 1 meeting to explain the request for discontinuation of the 3 options, the committee felt it had enough information to reach a decision. Supporting documentation indicated that the department had lost key faculty teaching courses in these three options and is trying to move its curriculum back to basics with diminished resources. The options enrolled very few students. The motion to accept the discontinuation request was adopted unanimously at the CAPR meeting on October 1, 2009.

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First Quarter/Year of Discontinuance  
Quarter: **FALL**  
Year: 2011  
Date Submitted to APGS: 7/21/09  
Catalog: 2011-12

**REQUEST FOR APPROVAL OF DISCONTINUANCE OF THE SALES, ORGANIZATIONAL COMMUNICATION AND PUBLIC RELATIONS, AND E-COMMERCE MARKETING MANAGEMENT OPTIONS IN THE BS BUSINESS ADMINISTRATION**

1. **Department:** Marketing and Entrepreneurship
2. **Full and exact title:** BS Business Administration, Options in Sales, Organizational Communication and Public Relations, and E-Commerce Marketing Management
3. List of **other options, minors, certificates, or credentials** in the major/department. Accounting, Advertising (&Public Relations), Business Economics, Corporate Management, Entrepreneurship, Finance, Human Resources Management, Information Technology Management, Marketing Management, Operations and Enterprise Resource Management, Real Estate Management, Supply Chain Management
4. **Purpose** of the Proposed Discontinuance: Department lost key faculty teaching courses in these three options and is trying to move its curriculum back to basics with diminished resources. The options enrolled very few students.
5. **How many students** are currently pursuing these options? Only 2 students graduated in E-Commerce Marketing Management Option in 07-08 (10 students currently enrolled). Only 4 students graduated in Sales (15 currently enrolled). Only 8 students are currently enrolled in the Organizational Communication and Public Relations Option.
6. The **Department is responsible for accommodating students** who are currently pursuing this option, minor, certificate, or credential in finishing their program. Coursework will remain available to students currently enrolled in these options through independent studies or substitution.
7. **RESOURCE IMPLICATIONS:** Frees up much needed resources. Faculty can be moved from low enrolled options to higher enrolled ones.
8. **CONSULTATION** with other affected departments and program committee:
  - a) The following **department(s)** has (have) been consulted and raise **no objections:**  
The Department of Communication was consulted with these changes and All Departments in the College of Business and Economics were consulted and there were no objections.
9. Certification of **DEPARTMENT APPROVAL** by the chair and faculty.

Chair: Original Signed by Nan Maxwell  
Nan L. Maxwell, Interim Chair

Date: July 21, 2009

10. Certification of **COLLEGE APPROVAL** by the dean/associate dean and college curriculum committee.

Dean/Associate Dean: Original Signed by Dean Terri Swartz  
Terri Swartz, Dean

Date: July 21, 2009

Curriculum Committee: Original Signed by Nan Maxwell  
Nan L. Maxwell, Chair

Date: July 21, 2009