

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

COURSE MODIFICATION PROPOSAL

Courses must be submitted by October 15, 2014, and finalized by the end of the fall semester to make the next catalog (2015-16) production

DATE (CHANGE DATE EACH TIME REVISED): 09.17.2015

PROGRAM AREA(S): BUS COURSE NO: 301

Directions: All sections of this form must be completed. Use YELLOWED areas to enter data. All documents are stand-alone sources of course information.

1. Indicate Changes and Justification for Each. [Mark all change areas that apply]

- Course title, Prefix/suffix, Course number, Units, X Staffing formula and enrollment limits, Prerequisites/Corequisites, Catalog description, Mode of Instruction, Course Content, Course Learning Outcomes, References, GE, Other, Reactivate Course

Justification: The enrollment benchmark has been adjusted to reflect the nature of the course and current budgetary realities. (Please provide justification(s) for each marked item above). Be as brief as possible but use as much space as necessary.]:

2. Course Information.

[Follow accepted catalog format.] (Add additional prefixes if cross-listed)

OLD Prefix BUS ECON SOC Course# 301 Title SOCIAL BUSINESS PLANNING Units (3) 3 hours lecture per week hours blank per week

NEW Prefix BUS ECON SOC Course# 301 Title SOCIAL BUSINESS PLANNING Units (3) 3 hours lecture per week hours blank per week

X Prerequisites: BUS ECON SOC 203
Consent of Instructor Required for Enrollment
Corequisites:
Catalog Description (Do not use any symbols): Addresses the major issues confronted when planning a social business: identification, diagnosis and measurement of social problem, elements of a social business plan including all types of resource flows, plausible forecasting about them, tax issues, and legal issues. Students will interact with an existing social business and research its business plan.
General Education Categories:
Grading Scheme (Select one below): X A - F
Credit/No Credit
Optional (Student's Choice)
Repeatable for up to units
Total Completions
Multiple Enrollment in Same Semester Y/N N
Course Level: X Undergraduate
Post-Baccalaureate
Graduate

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Graduate

3. Mode of Instruction (Hours per Unit are defaulted)

Hegis Code(s) (Provided by the Dean)

Existing**Proposed**

| | Units | Hours Per Unit | Benchmark Enrollment | Graded | | Units | Hours Per Unit | Benchmark Enrollment | Graded | CS No. (filled out by Dean) |
|---------------|----------|----------------|----------------------|--------|---------------|----------|----------------|----------------------|--------|-----------------------------|
| Lecture | <u>3</u> | <u>1</u> | <u>20</u> | X | Lecture | <u>3</u> | <u>1</u> | <u>40</u> | X | |
| Seminar | | <u>1</u> | | | Seminar | | <u>1</u> | | | |
| Lab | | <u>3</u> | | | Lab | | <u>3</u> | | | |
| Activity | | <u>2</u> | | | Activity | | <u>2</u> | | | |
| Field Studies | | | | | Field Studies | | | | | |
| Indep Study | | | | | Indep Study | | | | | |
| Other blank | | | | | Other blank | | | | | |
| Online | | | | | Online | | | | | |

4. Course Attributes:

General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapp> completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- B-1 Physical Sciences
- B-2 Life Sciences – Biology
- B-3 Mathematics – Mathematics and Applications
- B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- C-1 Art
- C-2 Literature Courses
- C-3a Language
- C-3b Multicultural

D (Social Perspectives)**E (Human Psychological and Physiological Perspectives)****UDIGE/INTD Interdisciplinary**

Meets University Writing Requirement (Graduation Writing Assessment Requirement)

Meets University Language Requirement

American Institutions, Title V Section 40404: Government US Constitution US History
Regarding Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

Online Course (Answer YES if the course is ALWAYS delivered online).

5. Justification and Requirements for the Course. [Make a brief statement to justify the need for the course]**OLD**

This is a required core course in the Social Business minor, providing a common foundation for all students in the program. Beyond understanding the theory of social business, students need the content of this course to enable them to analyze effectively a social business plan.

X Requirement for the Major/Minor

NEW

This is a required core course in the Social Business minor, providing a common foundation for all students in the program. Beyond understanding the theory of social business, students need the content of this course to enable them to analyze effectively a social business plan.

X Requirement for the Major/Minor

Elective for the Major/Minor
 Free Elective

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 Free Elective

Submit Program Modification if this course changes your program.

6. Student Learning Outcomes. (List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy: <http://senate.csuci.edu/comm/curriculum/resources.htm>. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

Upon completion of the course, the student will be able to:

OLD

1. Outline the major steps in the diagnosis of a social problem.
2. Describe common procedures for the measurement of social problems.
3. Explain the elements of a social business plan.
4. Analyze the progress of an existing social business through direct contact.
5. Critique a social business plan based on concepts learned in course.

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5. Critique a social business plan based on concepts learned in course.

7. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

1. Diagnosis and measurement of social problem
2. Elements of a social business plan:
 - a. Value proposition and opportunity costs analysis
 - b. Resource flows
 - c. Cost structure
 - d. Tax issues
 - e. Legal issues
3. Analysis of an existing social business

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 - a. Value proposition and opportunity costs analysis
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 - c. Cost structure
 - d. Tax issues
 - e. Legal issues
3. Analysis of an existing social business

Does this course content overlap with a course offered in your academic program? Yes No

If YES, what course(s) and provide a justification of the overlap.

If YES, what course(s) and provide a justification of the overlap. BUS 320: Business Operations. Because a social business plan is a variation of any business plan, a portion of the material in BUS 320 would apply. However, BUS 301 is intended for all majors and has the significantly different element of applying knowledge to analysis of an existing social business. It will not cover the array of management science methodologies taught in BUS 320.

Does this course content overlap a course offered in another academic area? Yes No

If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

8. Cross-listed Courses (Please note each prefix in item No. 1)

- A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
- B. List each cross-listed prefix for the course: BUS/ECON/SOC
- C. Program responsible for staffing: BUSINESS/ECONOMICS

9. References. [Provide 3-5 references]

OLD

Yunus, Muhammad (2010). *Building Social Business*. New York: Public Affairs.
Chambers, K. (2008). *The Entrepreneur's Guide to Writing Business Plans and Proposals*. Westport, Conn.: Praeger.
Additional articles from scholarly journals.

NEW

Yunus, Muhammad (2010). *Building Social Business*. New York: Public Affairs.
Chambers, K. (2008). *The Entrepreneur's Guide to Writing Business Plans and Proposals*. Westport, Conn.: Praeger.
Additional articles from scholarly journals.

10. Tenure Track Faculty qualified to teach this course.

Dennis Downey, Claudio Paiva

11. Requested Effective Date or First Semester offered: Fall 2016

12. New Resource Requested: Yes No
If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

C. Facility/Space/Transportation Needs:

D. Lab Fee Requested: Yes No (Refer to the Dean's Office for additional processing)

E. Other.

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes No

If, YES attach a program update or program modification form for all programs affected.

Deadline for New Minors and Programs: **October 1, 2014.**

Deadline for Course Proposals and Modifications, and for Program Modifications: **October 15, 2014.**

Last day to submit forms to be considered during the current academic year: **April 1, 2015.**

_____ _____
Proposer(s) of Course Modification Date
Type in name. Signatures will be collected after Curriculum approval.

Approval Sheet

Course:

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

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| Program Chair | | |
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Signature

Date

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| Program Chair | | |
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Signature

Date

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| Program Chair | | |
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Signature

Date

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| General Education Chair | | |
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Signature

Date

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| Center for Intl Affairs Director | | |
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Signature

Date

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| Center for Integrative Studies Director | | |
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Signature

Date

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| Center for Multicultural Engagement Director | | |
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Signature

Date

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| Center for Community Engagement Director | | |
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Signature

Date

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| Curriculum Chair | | |
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Signature

Date

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| AVP | | |
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Signature

Date