

NEW COURSE PROPOSAL

Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester for the next catalog production.

Use YELLOWED areas to enter data.

DATE (*Change if modified and redate file with current date*)

8 FEB 2011; REV 4.6.11

PROGRAM AREA(S)

BUS/ECON/SOC

1. Course Information. *[Follow accepted catalog format.]*

Prefix(es) (Add additional prefixes if cross-listed) **and Course No.** BUS ECON SOC 301

Title: SOCIAL BUSINESS PLANNING **Units:** 3

x Prerequisites BUS/ECON/SOC 203

Corequisites

Consent of Instructor Required for Enrollment

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.

Grading Scheme:

x A-F Grades

Credit/No Credit

Optional (Student Choice)

Repeatability:

Repeatable for a maximum of units

Total Completions Allowed

Multiple Enrollment in Same Semester

Course Level Information:

X Undergraduate

Post-Baccalaureate/Credential

Graduate

Mode of Instruction/Components (*Hours per Unit are defaulted*).

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the De(n))
Lecture	3	1	20	X	
Seminar		1			
Laboratory		3			
Activity		2			
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

3 hours **lecture** per week

hours blank per week

2. Course Attributes:

General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon 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

Meets University Language Requirement

American Institutions, Title V Section 40404: ☐ Government ☐ US Constitution ☐ US History

Refer to website, 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).

3. Justification and Requirements for the Course. (Make a brief statement to justify the need for the course)

A. Justification: 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.

B. Degree Requirement: ☒ Requirement for the Major/Minor
☐ Elective for the Major/Minor
☐ Free Elective

Note: Submit Program Modification if this course changes your program.

4. Student Learning Outcomes. (List in numerical order. You may wish to use the following resource in utilizing measurable verbs: <http://senate.csuci.edu/comm/curriculum/resources.htm>)

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

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.

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]

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

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. 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.

6. 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).
List each cross-listed prefix for the course: BUS/ECON/SOC 301

B. Program responsible for staffing: MVS School of Business and Economics/CISB

7. References. [Provide 3 - 5 references]

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.

8. Tenure Track Faculty Qualified to Teach This Course.

Paul Rivera, Dennis Downey, Claudio Paiva

9. Requested Effective Date:

First semester offered: Spring or Fall 2012

10. New Resources 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 (please refer to Dean's Office for additional processing) Yes ☐ No ☐

E. Other

☐

11. Will this new course 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.

Priority deadline for New Minors and Programs: October 4, 2010 of preceding year.

Priority deadline for Course Proposals and Modifications: October 15, 2010, of preceding year.

Last day to submit forms to be considered during the current academic year: April 15th.

Paul Rivera and Andrea Grove

8 Feb 2011

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

Date

Approval Sheet

Program/Course: BUS/ECON/SOC 301

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.

Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Center for International Affairs Director		
	Signature	Date
Center for Integrative Studies Director		
	Signature	Date
Center for Multicultural Engagement Director		
	Signature	Date
Center for Civic Engagement Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
Dean of Faculty		
	Signature	Date