



DAVIS, CALIFORNIA 95616-8609

May 21, 2016

To: Andre' Knoesen, Chair
Davis Division of the Academic Senate

From: Donald Palmer, Chair
Executive Committee, Graduate School of Management

Re: Proposed undergraduate business major

Dear Professor Knoesen,

The faculty of the Graduate School of Management has developed a proposal to amend the school's undergraduate technology management minor. The proposal outlines changes to the minor that will make the course of study more accessible to UCD undergraduates and alters its name to better reflect its content. GSM Dean Ann Stevens has reviewed the proposal and has written a letter indicating support for it.

After careful review of the proposal to amend the GSM's undergraduate Technology Management minor, the school's Executive Committee voted unanimously to support it. On behalf of the Executive Committee, I am forwarding the proposal to you for your consideration and for action by the Davis Division.

Sincerely,

A handwritten signature in blue ink, appearing to read "Donald Palmer", is written over a light blue circular stamp.

Donald Palmer



UC Davis Graduate School of Management
Office of the Dean
(530) 752-7366

ONE SHIELDS AVENUE
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May 20, 2016

Donald Palmer
Graduate School of Management
University of California, Davis
One Shields Avenue
Davis, CA 95616

Dear Professor Palmer:

I am pleased to offer my strong support of the proposed amendments to the Graduate School of Management's technology management minor, recently developed and unanimously supported by the GSM faculty. These small changes should increase the transparency and accessibility of the minor to all students across the UC Davis campus.

Sincerely,

A handwritten signature in cursive script that reads "Ann Huff Stevens".

Ann Huff Stevens
Dean

Undergraduate Minor in Business Administration

Offered by the Graduate School of Management (GSM)

Executive Summary

This document proposes amendments to the Technology Management Minor offered by the Graduate School of Management. The proposed changes will offer students expanded opportunities and flexibility in pursuing the Minor.

In brief, the proposed changes involve:

1. Streamlining and offering greater flexibility in the processes by which students enroll in courses and complete the Minor, to comport with the structures of other Minors across campus;
2. Shifting from Minor-level to course-level prerequisites, to foster flexibility and adaptability in the curriculum over time;
3. Amending the name of the Minor to “Minor in Business Administration.”

This proposal does not modify any existing courses in the Minor, or add new courses to the Minor. Nor does it change any fundamental criteria for admission to or completion of the Minor. Any requirements/processes not explicitly discussed in this proposal will continue to be bound by the general minor guidelines and processes described in the UC Davis Course Catalog, at <http://catalog.ucdavis.edu/academicinfo/minor.html>.

1. Streamlining the Enrollment and Completion Process

A. Shifting from Up-Front Application to Post-Coursework Certification

The proposed Minor structure will allow students to enroll in courses without prior application, assuming course prerequisites are met, receiving the Minor after satisfactory completion of the required coursework. Students previously intending to pursue the Minor in Technology Management were required to submit an application to the Graduate School of Management prior to enrollment.

This change brings the Minor into alignment with the structure of other Minors on campus, none of which are listed in the course catalog as requiring up-front applications.¹

¹ See <http://catalog.ucdavis.edu/academicinfo/minor.html>, which lists application processes for the current GSM Technology Management Minor but no others. The College of Engineering requires a “petition” for its minors, but it is not clear from the Course Catalog how that resembles the current GSM formal application process.

B. More Flexible Course Options

The proposed minor will require that students complete five of the six courses listed below.

- Management 120*
- Management 140*
- Management 150*
- Management 160
- Management 170*
- Management 180

For perspective, students previously have been required to take four of the courses listed above (denoted with asterisks), and then complete one of the remaining two as an elective.

2. Shifting from Minor-level to Course-level Prerequisites

The minor previously listed prerequisites for application (in math, statistics and accounting). The proposal does not do away with prerequisites, but rather defers them to the course level rather than the minor level. As an example, MGT160 listed below retains these prerequisites.

Again, this change brings the GSM minor into alignment with the structure of other minors on campus.²

3. Amendment to Minor Name

The new minor name will be *Minor in Business Administration*.

For reference, the attached document shows how the Minor would appear in the Course Catalog after implementation of the proposed changes. The analogous listing contained in the 2014 Course Catalog follows for reference.

² On this, the Course Catalog states regarding other minors: “You are also expected to complete all courses that are prerequisite to the upper division courses required for the minor.”

UCD Course Catalog Description

Program Description

The Graduate School of Management offers the Minor in Business Administration. Coursework in the minor will complement the student's undergraduate major studies with training in accounting, finance, marketing, organizational behavior and operations. The minor also provides students with business and management skills that will enable them to apply training from their major program in a business setting.

Minor Program Requirements:

Business Administration.....20

Students must take five of the six courses:

Management 120, 140 150, 160, 170, 180.....20 units

Minor Adviser: Faculty Committee Chairperson, Undergraduate Programs, Graduate School of Management

Minor Course Descriptions

120. Managing and Using Information Technology (4)

Lecture—3 hours; discussion—1 hour. Introduction to computer hardware, systems software, and information systems. Management of information technology and the impact of information systems on modern management.—III.

140. Marketing for the Technology-Based Enterprise (4)

Lecture—3 hours; discussion—1 hour. Marketing in technology-based companies, with emphasis on how scientists, engineers, and business people interact to develop and market products and services.—II.

150. Technology Management (4)

Lecture—3 hours; discussion—1 hour. Management of firms in high technology industries such as software development and biotechnology research. Motivating and managing workers, organizing for innovation, and making decisions.—III.

160. Financing New Business Ventures (4)

Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A, Mathematics 16B, 17B, or 21B, Statistics 13. Concepts and methods used to structure and finance new business ventures. Topics include the evaluation of new investment projects, raising venture capital, the role of the venture capitalist, and the choice of organizational structure in new ventures.—II.

170. Managing Costs and Quality (4)

Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A. Designing cost systems in high technology organizations and managing operations to maximize quality and minimize costs. Topics include activity based costing and management, managing quality and time to create value, ethical issues in cost assignment, and differential costing for decision making.—I.

180. Supply Chain Planning and Management (4)

Lecture—3 hours; discussion—1 hour. Quantitative techniques for analysis and management of modern supply chains for the production and delivery of goods and services.—I.