

**University of Hawaii Maui College
Curriculum Action Request (CAR) Form
Program/Degree/Certificate**

For Banner use:

Req:	Rev:
___ Alpha	___
___ Program/name	___
___ Program Code	___
___ Concentration	___
___ Major Code	___

1. Author(s): Rick Miller

2. Department: Business

Program: e-Marketing

3. Date submitted to Curriculum Committee: 3/22/2012

4. Program proposal

☐ New program (attach program proposal and program map) ☐ Change of name to existing program

Existing program Title:

Proposed program Title:

5. Credential (degree or certificate) proposal

☒ New credential added to existing program ☐ Modification to existing credential

Type of credential

Degree: ☐ AA ☐ AS ☐ AASCertificate: ☐ CA ☒ CC ☐ CO ☐ ASC☐ Other, specify:

Existing credential: Title: CO

Proposed credential: Title: CC

Credits: 9

Credits: 12

If modification, describe change:

☐ Change in credential name☒ Change in course requirement(s); specify: Delete BUSN 262, Add MKT 120 and MKT 285☐ Change in prerequisite(s) for credential; specify: none☐ Other; specify:☒ Program map must be attached. (For modifications, write changes on copy of current catalog map.)

6. Reason for this curriculum action:

BUSN 262 was cancelled, MKT 120 and 285 were added

7. Proposed term of first offering: Spring semester of 2013 year.

8. Special fees required:

☒ no ☐ yes, explain:

9. Special resources (personnel, supplies, etc.) required:

☒ no ☐ yes, explain:

10. Special scheduling considerations:

☒ no ☐ yes, explain:

11. Which program SLOs does this certificate support? (list all that apply and explain, if necessary.)

☒ Program SLO 1: Develop a sense and appreciation of Entrepreneurship. Explain:☒ Program SLO 2: Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships. Explain:☐ Program SLO 3: Explain:

12. Current UHMC Catalog needs revision on page(s): 39

13. Additional Information:

The Business Careers program offers various levels of educational opportunity.

- Certificates of Competence designed for students and the community who wish to acquire or upgrade their skills and knowledge.
- One-year Certificate of Achievement in Business Careers that provides essential skills and knowledge in business, communication, writing, and mathematics.
- Two-year Associate in Applied Science in Business Careers with four options: Option I is general; Option II is articulated with the UH West Oahu Bachelor of Arts in Business Administration available in Maui County; and Option III provides the first two years for the Bachelor of Applied Science in Applied Business and Information Technology at UH Maui College; Option IV is Sustainable Science Management.
- Transferable courses for four-year business programs at UH Mānoa, UH Hilo, and other institutions available in conjunction with the Associate in Arts degree program.

Students entering Business Careers need to complete the College admission requirements and take the placement tests for English and mathematics. Many courses require a specific placement score. For students who do not meet the prerequisites, the following courses are suggested as preparation: ENG 19 or other appropriate English course(s), appropriate mathematics course(s); IS 105, LSK 30 or 110; and/or computer preparation course(s). Students interested in a baccalaureate program should take the appropriate mathematics sequence early in order to complete required course(s).

Students planning to transfer should see a counselor or the program coordinator about specific requirements for entrance to baccalaureate programs. *Not all Business Careers courses will transfer and fill baccalaureate requirements.* Baccalaureate programs additionally have specific GPA entrance requirements that may be higher than 2.0. Students should elect letter grades (A, B, C, etc.) for UH Maui College courses.

Certificate of Achievement requirements are 32 or more credits with a 2.0 or higher and no more than 15 credits taken for CR/NC grades. Grade C or better is required in the following: ENG 55 or higher, COM 145 or BUS/COM 130, and 3 credits of Accounting. Associate in Applied Science requirements are 62-66 credits with a 2.0 or higher with no more than 30 credits taken for CR/NC grades including the CA requirements above and 3 additional credits of English with grade C or better.

☎ Contact the program coordinator, Rick Miller, at 984-3211 or by email at rickm@hawaii.edu for more information.

Requirements for Certificates of Competence (CO):

Entrepreneurship I (3 credits):	BUS 125(3)
Entrepreneurship II (9 credits):	MGT 124(3), ACC 124 or 201(3), BLAW 200(3) (<i>Prereq: CO Entrepreneurship I</i>)
Marketing (3 credits):	MKT 120(3)
e-Marketing (9 credits):	BUSN 150(3), 261(3), 262(3) (<i>Prereq: CO Marketing</i>)
Supervision I (3 credits):	MGT 118(3)
Supervision II (9 credits):	MGT 118(3), 122(3); BUS/COM 130 (3)
Leadership Training (9 credits):	IS 101(3), 105C(1), 105D(1); BUS/COM 130 or COM 145(3); CASE 193v or HSER 193v or ED 191v(I)

Requirements for Certificate of Achievement (CA): 32 credits

Business 120(3)	Business Technology 189(3)* - or other appropriate mathematics course
Accounting 124(3) and 125(3), or	Business Technology 150 or Information & Computing Science 101(3)
Accounting 201(3) and Business elective(3)	Management 122 or Psychology 100 or Sociology 100(3)*
Marketing 120 or approved alternative(3)*	Interdisciplinary Studies 106(2)
Business elective(3)*	Business/Communication 130(3)
	English 55 or 100(3)**

Requirements for Associate in Applied Science (AAS) Degree : 62-66 credits

All CA courses(32) plus:

Business Law 200 or approved alternative(3)*	Natural Science elective(3) or (7) - depending on option selected*
English 100 or 209(3)**	Social Science elective(3)*
Humanities elective(3)	Program electives(15)*

* Note: Consult a counselor, the program coordinator, or appropriate faculty member. Also, see list on next page.

** Note: Preferred combinations are: 1) ENG 55 & 100 or 2) ENG 100 & 209. Students planning to transfer must complete ENG 100 & 209.

The AAS Business Careers program offers three options based on educational goals:

Option I: For students seeking a general two-year business program (AAS). See page 40.

Option II: For students planning to transfer to the BA in Business Administration at UH West Oahu (AAS > BABA). See page 41.

Option III: For students planning to enter the BAS in Applied Business and Information Technology at UH Maui College (AAS > BAS ABIT). See page 41.

Option IV: For students planning to enter the BAS in Sustainable Science Management at UH Maui College (AAS>SSM) (See page 42)

(continued on the next page)

Requirements for Certificates of Competence (CO):

Entrepreneurship I (3 credits): BUS 125(3)

Entrepreneurship II (9 credits): MGT 124(3), ACC 124 or 201(3), BLAW 200(3) (*Prereq: CO Entrepreneurship I*)

Marketing (3 credits): MKT 120(3)

~~e-Marketing (9 credits): BUSN 150(3), 261(3), 262(3) (*Prereq: CO Marketing*)~~

Supervision I (3 credits): MGT 118(3)

Supervision II (9 credits): MGT 118(3), 122(3); BUS/COM 130 (3)

Leadership Training (9 credits): IS 101(3), 105C(1), 105D(1); BUS/COM 130 or COM 145(3); CASE 193v or HSER 193v or ED 191v(1)

Requirements for Certificates of Completion (CC): 12 credits

e-Marketing (12 credits): MKT 120(3), BUSN 150(3), 261(3), MKT 285(3)

Requirements for Certificate of Achievement (CA): 32 credits

Business 120(3) Business Technology 189(3)* - *or other appropriate mathematics course*

Accounting 124(3) and 125(3), or Business Technology 150 or Information & Computing Science 101(3)

Accounting 201(3) and Business elective(3) Management 122 or Psychology 100 or Sociology 100(3)*

Marketing 120 or approved alternative(3)* Interdisciplinary Studies 106(2)

Business elective(3)* Business/Communication 130(3)

English 55 or 100(3)**

Requirements for Associate in Applied Science (AAS) Degree : 62-66 credits

All CA courses(32) plus:

Business Law 200 or approved alternative(3)* Natural Science elective(3) or (7) - *depending on option selected**

English 100 or 209(3)** Social Science elective(3)*

Humanities elective(3) Program electives(15)*

** Note: Consult a counselor, the program coordinator, or appropriate faculty member. Also, see list on next page.*

*** Note: Preferred combinations are: 1) ENG 55 & 100 or 2) ENG 100 & 209. Students planning to transfer must complete ENG 100 & 209.*