

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA BUSINESS & ECONOMICS

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and co requisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

BUS 320 Business Operations (3)
 Three hours lecture per week.
 Prerequisite: MATH 140 or 150

Exploration and application of quantitative techniques, systems analysis and operations analysis of business functions, with an emphasis on the optimization of process and operational efficiencies. A variety of management science methodologies will be applied to theoretical and real-world situations.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	___3___	___1___	___25___
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a required course for the Bachelor of Science in Business. An understanding of the role of quantitative analysis techniques is essential for students of business. The course will use lectures, cases, projects, and in-class exercises to illustrate the importance of productivity to business organizations. This course will provide business students with the knowledge, skills, and abilities to analyze operational strategy, operating systems, facilities and process technology.

Learning Objectives:

Students who successfully complete this course will be able to:

- describe the fundamentals of productivity and its linkage to the operations management process
- write analyses of complex cases related to operations management
- formulate operations strategy
- identify, conceptualize, and develop solutions for operational problems, especially through the use of management science techniques

4. Is this a General Education Course YES NO

If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Life Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

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

1. Principles of operations management
2. Productivity
3. Manufacturing vs. service organizations
4. Developing and implementing operating systems
5. Designing and utilizing facilities
6. Promoting innovation
7. Management science and decision-making
8. Mathematical models
9. IT Systems and operations management – computer aided manufacturing
10. Production planning and scheduling
11. Emerging issues in operations management
12. eCommerce

6. References. [Provide 3 - 5 references on which this course is based and/or support it.]

1. Kopelman, Richard, 1986, *Managing Productivity in Organizations*, New York: McGraw Hill
2. Schroeder, Roger, 1989, *Operations Management*, New York: McGraw Hill.
3. McLeavey, Dennis and S.L. Narasimhan, 1985, *Production Planning and Inventory Control*, Boston: Allyn & Bacon.
4. Adam, Everett & Ronald Ebert, 1986, *Production and Operations Management* (3rd Edition), Englewood Cliffs, NJ: Prentice Hall.

7. List Faculty Qualified to Teach This Course.

William P. Cordeiro
Other Business & Economics faculty

8. Frequency.

- a. Projected semesters to be offered: Fall 1 Spring 1 Summer

9. New Resources Required.

- a. Computer (data processing), audiovisual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Proposer of Course

Date