

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 corequisites. 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 420 Cases in Strategy (3)

Three hours of seminar/discussion per week

Prerequisites: Senior status or consent of professor

A case study seminar that integrates functional areas of business into the development and analysis of strategy and strategic planning. Emphasizes practical strategic solutions that could reasonably lead to success in the marketplace. Topics include: Competitive Analysis, Value Chain Analysis, Globalization Strategies and Strategies for Chaotic Environments.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	<u> 3 </u>	<u> 1 </u>	<u> 30 </u>
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 an elective course in the Business Program. It provides students with an opportunity for the in-depth study of strategy, strategic planning and strategic decision-making. The key aspect of the course is the use of cases that contain comprehensive problems and situations. The real world of business does not fit neatly into simple issues related to a specific discipline. Rather, business problems, especially strategic problems, involve the simultaneous interacting of multiple environmental forces, business disciplines and business activities. The use of cases allows students an opportunity to analyze and appreciate the complexity of strategic thinking.

Learning Objectives: Students will be able to

1. Analyze and describe –in written reports and oral presentations/discussions – approaches to complex strategic business issues.
2. Integrate and describe – in written reports and oral presentations/discussions – principles from business disciplines and economics.
3. Conduct research and describe –in written reports and oral presentations/discussions – the research results with recommendations to address strategic problems.

4. Is this a General Education Course **NO**

If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & 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. Professor will select comprehensive cases (usually one case per class session) for analysis and discussion.
2. Students will be assigned cases individually and in groups
3. Cases will integrate business and economics disciplines: accounting, finance, marketing, management, information technology, operations. Many cases will involve international issues.

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

Strategic Management by Hitt, Ireland, Hoskisson, South-Western College Publishing, 2001.
Strategic Management and Business Policy by Wheelan and Hunger, Prentice Hall, 2000.
Strategic Management Concepts by Thompson and Strickland, Mc Graw Hill, 2001.
Strategic management by Saloner, Shepard, Podolny, John Wiley and Sons, 2001.

7. List Faculty Qualified to Teach This Course.

William P. Cordeiro and other faculty in Business and Economics

8. Frequency.

a. Projected semesters to be offered: Fall _____ Spring x Summer _____

9. New Resources Required.

No new resources will be required.

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.

William P. Cordeiro
Proposer of Course

3-24-03
Date