

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 499 CAPSTONE (3)

Three hours lecture per week.

Prerequisites: All Lower Division (24 units) and other Upper Division (33 units) required courses in the Business Major or consent of instructor.

An integration of all prior business core subject matter via two major components: 1) Teams of students participate in a PC-based simulation of an ongoing (fictitious) international business. Requires decision-making under uncertainty but within strict deadlines, competitor analysis, and formal oral/written reporting of results. 2) Individually and in teams, students analyze, research, discuss and report on complex written business cases – which provides interdisciplinary exposure.

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 upper division course in the Bachelor of Science in Business Program. The course is a culminating experience for business majors that attempts to integrate all previous business related material. Students are required to develop comprehensive approaches to business situations. They analyze cases and create their own businesses via an intensive simulation experience. It is essential for students to understand the inter-related nature of all business disciplines. Also, through intensive group activities, students gain an appreciation of working with others in stressful circumstances.

Learning Objectives:

Students who successfully complete this course will be able to:

- make and implement business decisions via a simulation exercise
- produce analyses and present analyses orally and in writing to their peers and to a larger audience
- create effective business plans and clearly describe strategies, goal and objectives
- summarize orally and in writing the performance of businesses

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. Accounting
2. Economics
3. Communications
4. MIS
5. Finance
6. Management
7. Small Group Processes
8. Production Planning
9. Inventory Management
10. Marketing
11. Marketing Planning
12. Strategic Planning
13. Business Planning
14. Tactical Planning
15. Case Analysis
16. Research Methods for Business Topics

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

1. Hill/Jones, *Strategic Management* (5th Edition), Houghlin Mifflin, 2001.
2. Wheeler/Hunger, *Cases in Strategic Management* (7th Edition), Prentice Hall, 2000.
3. Cotter/Fritsch, *Business Policy Game, International Version*, Prentice hall, 1995.

7. List Faculty Qualified to Teach This Course.

William Cordeiro and other business faculty

8. Frequency.

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

9. New Resources Required.

This course requires the purchase of a standalone PC, a high speed B/W laser printer, and the simulation software.

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

January 8, 2003
Date