

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 500 ECONOMICS FOR MANAGERS (3)

Three hours lecture per week

A course in Economics for MBA students covering material from both microeconomics and macroeconomics. Topics include market structure, demand analysis, consumer behavior, nature of the firm, measuring economic activity, inflation, unemployment, money and banking, and the role of the government. May be offered with an extensive online component.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	<u> 3 </u>	<u> 1 </u>	<u> 25 </u>
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 course is a pre-requisite for the MBA program intended for those students that do not have an undergraduate degree in business. It is imperative that students with non-business degrees, have a reasonable background in economics before they begin taking the MBA core courses. Knowledge of how the market functions, how quantities of goods are bought and sold in such markets, and how prices at which they are bought and sold are determined, is essential. Furthermore it is important to understand how the entire economy functions and therefore what determines the total output of goods and services are produced, the unemployment rate, the rate of inflation, and the interest rate. In this course, the student's real world work experiences in this subject are integrated into the course curriculum. In the course, active learning activities are designed for learning levels consistent with a bachelor's degree. The course may be offered partially or wholly online.

Learning Objectives:

Students who successfully complete this course will be able to:

- explain the economic behavior of households and individual firms
- apply the principles of supply and demand to determine prices and identify the factors that affect supply and demand
- explain the workings of the national economy
- measure aggregate levels of economic activity
- evaluate the costs and benefits of alternative forms of public policy

4. Is this a General Education Course **YES** **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]*

PART I. WHAT IS ECONOMICS

- Tools of Economic Analysis
- The US and Global Economic System

PART II. MICROECONOMICS

- Theory of the Consumer
- Theory of the Producer
- Market Competition
- Government and the Microeconomy

PART III. MACROECONOMICS

- Measuring Macroeconomic Activity
- Aggregate Demand and Supply
- Fiscal and Monetary Policy
- Money and Banking

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

Arthur O'Sullivan and Steven Sheffrin, Principle of Economics, 3rd edition, 2002, Prentice-Hall.
N. Gregory Mankiw, Principles of Economics, 2nd edition, 2001, Harcourt College.
William Baumol and Alan Blinder, Principles of Economics, 8th edition, 2002, Harcourt College.
Campbell R. McConnell and Stanley L. Brue, Economics, 15th edition, 2002, McGraw Hill.
Robert H. Frank and Ben Bernanke, Principles of Economics, 2001, McGraw Hill.
Robert Guell, Issues in Economics Today, 2003, McGraw Hill.

7. List Faculty Qualified to Teach This Course.

Dr. Dennis Muraoka
Dr. Paul Rivera
Dr. Ashish Vaidya

8. Frequency.

a. Projected semesters to be offered: Fall __1__ Spring __1__ Summer __1__

9. New Resources Required.

- Computer (data processing), audio visual, broadcasting needs, other equipment
- Library needs
- 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.

Ashish Vaidya
Proposer of Course

October 21st, 2003
Date