

**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 506 PRINCIPLES OF MANAGEMENT AND MARKETING (3)**

Three hours lecture per week

Presents an overview of the disciplines of management and marketing. Explains the basic elements of good management practices. Describes the key aspects of effective marketing. Combines management and marketing disciplines through cases, role-play simulations, and computer based simulations that are used to model managers' planning and decision-making processes. May be offered with an extensive online component.

**2. Mode of Instruction.**

	<b>Units</b>	<b>Hours per Unit</b>	<b>Benchmark Enrollment</b>
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 is a required "Foundations" course in the MBA curriculum for students who lack a Bachelors degree in business or in a closely related field. All managers must understand the basic principles of the management and the principles of effective marketing. This course presents the essential elements of each of the disciplines, and then integrates management and marketing through the use of cases and simulations. The course may be offered partially or wholly online.

Learning Objectives

Students who successfully complete this course will be able to:

1. Read business cases and describe (orally and in writing) the issues of the cases.
2. Describe (in writing) alternative marketing approaches and their organizational implications for managers.
3. Analyze management and marketing issues and offer recommendations for effective corrective actions.
4. In writing, demonstrate an understanding of the inter-relationships among the disciplines of management and marketing.
5. Orally and in writing, identify key alternatives to business actions based on management and marketing theories and justify recommended actions.

**4. Is this a General Education Course**                      **YES**                      **NO**  
**If Yes, indicate GE category:**

<b>A (English Language, Communication, Critical Thinking)</b>	
<b>B (Mathematics &amp; Sciences)</b>	
<b>C (Fine Arts, Literature, Languages &amp; Cultures)</b>	
<b>D (Social Perspectives)</b>	
<b>E (Human Psychological and Physiological Perspectives)</b>	

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

1. Principles of Management
2. Principles of Marketing
3. Managers and Marketing: Market-Based Management
4. The Marketing Plan
5. Profit Impact of Market-Based Management

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

Anderson, W. *Dynamic Marketing Behavior*. Richard D. Irwin. 1965.  
Best, Roger. *Market-Based Management* (3<sup>rd</sup> Edition). Prentice Hall. 2004.  
Drucker, Peter. *Management: Tasks, Responsibilities and Practices*. Harper & Row. 1973.  
Griffin, Ricky. *Fundamentals of Management* (3<sup>rd</sup> Edition). Houghlin Mifflin. 2003.  
Kerin, Roger and Robert Peterson. *Strategic Marketing Problems*. (9<sup>th</sup> Edition). Prentice Hall. 2001.  
Kotler, Philip. *A Framework for Marketing Management*. (2<sup>nd</sup> Edition). Prentice Hall. 2003.  
Kreitner, Robert. *Management* (9<sup>th</sup> Edition). Houghlin Mifflin. 2004.  
Senge, Peter. *The Fifth Discipline*. Currency Doubleday. 1990.  
Whyte, David. *The Heart Aroused: Poetry and the Preservation of the Soul in Corporate America*. Currency Doubleday. 1994.

**7. List Faculty Qualified to Teach This Course.**

William Cordeiro  
CB Claiborne  
Rudolph Estrada  
Business Faculty

**8. Frequency.**

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

**9. New Resources Required.**

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

None

**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 Cordeiro October 27, 2003  
Proposer of Course Date