

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 520 STRATEGY AND LEADERSHIP (3)

Three hours seminar per week

Co-Requisites: BUS 510

An integrated overview of strategy, strategic planning and strategic management for business leaders. Through the use of complex business cases, the course analyzes the major elements of strategic management and the interactions among major participants. Special emphasis is given to the role of leadership in the strategic management process.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	<u> 3 </u>	<u> 1 </u>	<u> 25 </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 required course in the MBA curriculum promotes strategic and leadership skills necessary for effective managers. Successful MBA graduates must demonstrate a clear understanding of principles and applications related to strategic management. They must also demonstrate an ability to direct the work of others through the application of leadership skills. This required MBA course must be taken with BUS 510 (High Performance Management) in which students practice group process and group communication skills.

Learning Objectives

Students who successfully complete this course will be able to:

1. Read complex business cases and describe (orally and in writing) the strategic issues of the cases.
2. Organize and lead group discussions concerning complex business/organization issues.
3. In writing, demonstrate an understanding of the inter-relationships among the disciplines within business and economics.
4. Orally and in writing, identify key alternatives to business actions and justify recommended actions.
5. Orally direct and lead the activities of classmates during class exercises.

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]

Strategic Management/Planning

1. Assessing the Culture, Values and Internal/External Environment
2. Developing Mission, Vision, Strategy, Objectives
3. Implementing Strategy
4. Strategy and Structure

Leadership

1. Foundations of Human Behavior
2. Management of Groups
3. Motivation
4. Leadership Theories and Applications

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

Carey, Dennis and M. Von-Weichs. *How to Run a Company*. Random House. 2003.
Drucker, Peter. *Management: Tasks, Responsibilities, and Practices*. Harper & Row. 1973
Hammer, Michael. *The Agenda*. Random House. 2003.
Kleiner, Art. *Who Really Matters*. Random House. 2003.
Olmstead, Joseph. *Leading Groups in Stressful Times*. Praeger Press. 2003.
O'Toole, James. *Leading Change*. Random House. 2003.
Roney, C. W. *Strategic Management Methodology*. Praeger Press. 2003.
Robbins, Stephen and Mary Coulter. *Management* (7th Edition). Prentice Hall. 2001.
Steiner, George. *Strategic Planning*. Free Press: Macmillan Publishing. 1979.
Thompson, Arthur and A.J. Strickland. *Strategic Management* (11th Edition). Irwin McGraw Hill. 1999.
Wilson, Ian. *The Subtle Art of Strategy*. Praeger Press. 2003.

7. List Faculty Qualified to Teach This Course.

Dr. William Cordeiro
Dr. CB Claiborne
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