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 530 MANAGING BUSINESS OPERATIONS (3)**

Three hours seminar per week
Prerequisites: BUS 520
Corequisite: BUS 540

Building on previous business courses this courses develop skills required for managers to operate a business organization. Topics include change management, product design, process selection, quality management, supply chain design, strategy and control. Managing a firm’s business operations involves the design, operation and improvement of systems that create and deliver an organization’s product and services to customers.

2. **Mode of Instruction.**

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
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</thead>
<tbody>
<tr>
<td>Seminar</td>
<td>3</td>
<td>1</td>
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<tr>
<td>Laboratory</td>
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<tr>
<td>Activity</td>
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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 presents an operational view of the organization. Successful MBA graduates must demonstrate a clear understanding of principles and applications related to operational management. They must also demonstrate an ability to apply specific tools of operational management related to product design, process flows, quality control, and supply chain management and control. This required MBA course builds on the skills obtained in BUS 510 (High Performance Management) and BUS 520 (Strategy and Leadership). This course is taken concurrently with BUS 540 in a learning communities/cohort model.

Learning Objectives
Students who successfully complete this course will be able to:

1. Read complex business cases and describe (orally and in writing) the operational issues of the cases.
2. Orally and in writing, analyze and describe the essential elements of business operations.
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 operational actions and justify recommended actions.

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)

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

   1. Operation Strategy and Managing Change
   2. Project Management
   3. Product Design and Process Selection
   4. Total Quality Management
   5. Operations Consulting and Re-Engineering
   6. Supply Chain Design
   7. Strategic Capacity Management
   8. J-I-T Systems
   9. Planning and Controlling the Supply Chain
   10. Forecasting
   11. Inventory Control
   12. Material Requirements Planning
   13. Theory of Constraints

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


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

   William Cordeiro  
   CB Claiborne  
   Dennis Muraoka  
   Paul Rivera  
   Ashish Vaidya  
   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

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  
   Proposer of Course  
   Date

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