

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 550 THE CONTEMPORARY FIRM (3)

Three hours seminar per week

Prerequisites: BUS 540

This course emphasizes the strategic and management issues associated with the effective use of information technology. Topics include information systems & control, databases and data mining, systems development, IT infrastructure and strategy.

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 is a required course in the MBA curriculum. Electronics, computing, networks and software applications have become an integral part of the contemporary firm. The premise of the course is that adequate knowledge of information technology and its application is now a prerequisite for a successful manager. This course provides an introduction to the information technology (IT) used in modern organizations and a technical understanding of IT, emphasizing practical experience and management perspectives.

Learning Objectives

Students who successfully complete this course will be able to:

- describe the pivotal role of information in management and define the strategic, tactical, and operational roles and functions of information systems in contemporary firms
- describe, analyze, and develop IT strategies for the information age
- assess the value of information and be able to use IT applications and tools to develop executive reports and strategic plans
- describe ethical and social issues relating to information systems
- explain the role of IT infrastructure and describe emerging trends and technologies that will lead to business success

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]*

1. The Information Age
2. Using IT for Competitive Advantage
3. Databases and Data Warehouses
4. Decision Support Analysis
5. Electronic Commerce
6. Systems Development
7. IT Infrastructure
8. IT Strategy Implementation
9. Managing the Contemporary Firm
10. Emerging Trends and Technologies

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

Frenzel, Carroll W and John Frenzel Management of Information Technology, 4th ed., 2004. Thomson Learning.
 Haag, S, and Maeve Cummings, and D. McCubbrey, Management Information Systems, 4th ed. 2004. McGraw-Hill.
 Laudon, Kenneth C. and Jane P. Laudon, Management Information Systems, 8th ed., 2004. Prentice Hall
 McLeod, Raymond Jr., and George Schell, Management Information Systems, 9th ed., 2004. Prentice Hall.

7. List Faculty Qualified to Teach This Course.

Business and Economics 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