

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

**PROGRAM MODIFICATION**

PROGRAM AREA: BUSINESS & ECONOMICS

Please use the following format to modify any existing program. Any deletions from an existing program need to be underlined (left hand column), and any additions/changes to the program need to be in CAPS (right hand column).

<b>EXISTING PROGRAM</b>	<b>PROPOSED PROGRAM</b>
<p><b>Name of Degree Program</b>                      Bachelor of Science in Business                          Emphasis In Entrepreneurship                          Emphasis In Global Business                      • Minor in Business Management                      • Master of Business Administration (MBA)</p> <p><b>Catalog Description of the Program</b>                      The Business Program has a liberal arts and interdisciplinary focus. It is built on the three Cs: critical thinking, cooperation (working with others), and communication (oral and written English). Students learn the fundamental principles of accounting, economics, finance, information systems, management, and marketing as applied in a variety of organizational settings. A distinguishing aspect of the Business Program is the requirement to take courses developed in conjunction with disciplines outside the traditional business curriculum. Examples include courses with Biology, Chemistry, Economics, Education, English, Fine Arts, and History. In addition, a Capstone Course provides students with the opportunity to integrate their knowledge through a Global Strategy Simulation exercise. To foster an integrative and cross disciplinary experience in a relevant business area, students are required to select one of <u>two</u> emphases: Entrepreneurship or Global Business. <u>Both</u> emphases draw on upper-division courses from accounting, economics, management and marketing to offer an in-depth perspective into two critical areas of business. We anticipate enhancing the curriculum with additional emphasis choices as the program grows.</p> <p><b>CAREERS:</b> The Business Program prepares students to work in a variety of organizations - both public and private. The Bachelor of Science degree prepares students for several types of graduate and professional school studies: MBA, MPA, law school.</p> <p><b>CONTACT INFORMATION</b>                      business&amp;economics@csuci.edu</p>	<p><b>Name of Degree Program</b>                      Bachelor of Science in Business                          Emphasis In Entrepreneurship                          Emphasis In Global Business                          <b>EMPHASIS IN MARKETING</b>                      • Minor in Business Management                      • Master of Business Administration (MBA)</p> <p><b>Catalog Description of the Program</b>                      The Business Program has a liberal arts and interdisciplinary focus. It is built on the three Cs: critical thinking, cooperation (working with others), and communication (oral and written English). Students learn the fundamental principles of accounting, economics, finance, information systems, management, and marketing as applied in a variety of organizational settings. A distinguishing aspect of the Business Program is the requirement to take courses developed in conjunction with disciplines outside the traditional business curriculum. Examples include courses with Biology, Chemistry, Economics, Education, English, Fine Arts, and History. In addition, a Capstone Course provides students with the opportunity to integrate their knowledge through a Global Strategy Simulation exercise. To foster an integrative and cross disciplinary experience in a relevant business area, students are required to select one of <b>THREE</b> emphases: Entrepreneurship, <b>MARKETING</b> or Global Business. <b>ALL</b> emphases draw on upper-division courses from accounting, economics, management and marketing to offer an in-depth perspective into two critical areas of business. We anticipate enhancing the curriculum with additional emphasis choices as the program grows.</p> <p><b>CAREERS:</b> The Business Program prepares students to work in a variety of organizations - both public and private. The Bachelor of Science degree prepares students for several types of graduate and professional school studies: MBA, MPA, law school.</p> <p><b>CONTACT INFORMATION</b>                      business&amp;economics@csuci.edu</p>

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### **Requirements for the Degree Program** **REQUIREMENTS FOR THE BACHELOR** **OF SCIENCE DEGREE IN BUSINESS (120** **units)**

**Lower Division Requirements**  
**Lower Division Requirements (24 units):**  
ACCT 210 Financial Accounting (3)  
ACCT 220 Managerial Accounting (3)  
BUS 110 Business Law (3)  
CIS 110 Computer Information Systems (3)  
ECON 110 Principles of Microeconomics (3)  
ECON 111 Principles of Macroeconomics (3)

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ECON 111 Principles of Macroeconomics (3)  
ENGL 103 Stretch Composition II (3)

<p>ENGL 103 Stretch Composition II (3)  <b>OR</b>  ENGL 105 Composition &amp; Rhetoric I (3)  MATH 140 Calculus for Business &amp; Economics (3)  <b>OR</b>  MATH 150 Calculus (4)</p> <p><b>Upper Division Requirements</b>  <b>Upper Division Required Major Courses (36 units):</b>  ACCT 300 Applied Managerial Accounting (3)  BUS 320 Business Operations (3)  BUS 499 Capstone: Global Strategic Simulation (3)  CIS 310 Management Info Systems (3)  ECON 310 Intermediate Microeconomics (3)  <b>OR</b>  ECON 329 Managerial Economics (3)  ECON 311 Intermediate Macroeconomics (3)  <b>OR</b>  ECON 320 Money &amp; Banking (3)  ENGL 483 Technical Visual Communication (3)  FIN 300 Business Finance (3)  MATH 329 Statistics for Business &amp; Economics (3)  MGT 307 Management of Organizations (3)  MGT 326 Scientific &amp; Professional Ethics (3)  MKT 310 Principles of Marketing (3)</p> <p><b>Upper Division Interdisciplinary Courses</b>  <b>Upper Division Interdisciplinary Major Courses (6 units):</b>  BUS 334 The Business of Art (ART) (3)  BUS 340 Business and Money in American Literature (ENGL) (3)  BUS 341 Drug Discovery &amp; Development (CHEM) (3)  BUS 342 The Zoo: Conservation, Education and Recreation (BIOL, ECON, EDUC) (3)  BUS 349 History of Business &amp; Economics in North America (HIST) (3)  BUS 434 The Museum: Culture, Business &amp; Education (ART, EDUC) (3)  ECON 343 Capital Theory (FIN) (3)</p> <p><b>Electives</b></p> <p><b>Required Supporting and other GE Courses</b>  <b>Required Supporting and other GE Courses (48 units):</b>  Upper Division Interdisciplinary course outside Business Major (3)  Title V: United States History, Constitution and American Ideals (6)  Other GE Courses in Categories A-E (39)</p> <p><b>Emphasis or Option Requirements</b>  <b>Emphasis: MUST SELECT 1 OR 2, (15 units each):</b>  1. ENTREPRENEURSHIP</p>	<p><b>OR</b>  ENGL 105 Composition &amp; Rhetoric I (3)  MATH 140 Calculus for Business &amp; Economics (3)  <b>OR</b>  MATH 150 Calculus (4)</p> <p><b>Upper Division Requirements</b>  <b>Upper Division Required Major Courses (36 units):</b>  ACCT 300 Applied Managerial Accounting (3)  BUS 320 Business Operations (3)  BUS 499 Capstone: Global Strategic Simulation (3)  CIS 310 Management Info Systems (3)  ECON 310 Intermediate Microeconomics (3)  <b>OR</b>  ECON 329 Managerial Economics (3)  ECON 311 Intermediate Macroeconomics (3)  <b>OR</b>  ECON 320 Money &amp; Banking (3)  ENGL 483 Technical Visual Communication (3)  FIN 300 Business Finance (3)  MATH 329 Statistics for Business &amp; Economics (3)  MGT 307 Management of Organizations (3)  MGT 326 Scientific &amp; Professional Ethics (3)  MKT 310 Principles of Marketing (3)</p> <p><b>Upper Division Interdisciplinary Courses</b>  <b>Upper Division Interdisciplinary Major Courses (6 units):</b>  BUS 334 The Business of Art (ART) (3)  BUS 340 Business and Money in American Literature (ENGL) (3)  BUS 341 Drug Discovery &amp; Development (CHEM) (3)  BUS 342 The Zoo: Conservation, Education and Recreation (BIOL, ECON, EDUC) (3)  BUS 349 History of Business &amp; Economics in North America (HIST) (3)  BUS 434 The Museum: Culture, Business &amp; Education (ART, EDUC) (3)  ECON 343 Capital Theory (FIN) (3)</p> <p><b>Electives</b></p> <p><b>Required Supporting and other GE Courses</b>  <b>Required Supporting and other GE Courses (48 units):</b>  Upper Division Interdisciplinary course outside Business Major (3)  Title V: United States History, Constitution and American Ideals (6)  Other GE Courses in Categories A-E (39)</p> <p><b>Emphasis or Option Requirements</b>  <b>Emphasis: MUST SELECT 1, 2 OR 3, (15 units each):</b></p>
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<p>BUS 342 Drug Discovery &amp; Development (3)  ECON 411 Economics of Entrepreneurship (3)  MGT 325 Entrepreneurial Management (3)  MKT 411 New Product Development And Management (3)  Electives (3)  2. GLOBAL BUSINESS  ACCT 410 International Accounting (3)  MGT 310 Management of International Business (3)  MKT 410 International Marketing Management (3)  <i>Select one from the following:</i>  ECON 370 World Economy (3)  ECON 471 International Trade (3)  ECON 472 International Macroeconomics (3)  Electives (3)</p> <p><b>Additional Courses</b></p>	<p>1. ENTREPRENEURSHIP  BUS 342 Drug Discovery &amp; Development (3)  ECON 411 Economics of Entrepreneurship (3)  MGT 325 Entrepreneurial Management (3)  MKT 411 New Product Development And Management (3)  Electives (3)  2. GLOBAL BUSINESS  ACCT 410 International Accounting (3)  MGT 310 Management of International Business (3)  MKT 410 International Marketing Management (3)  <i>Select one from the following:</i>  ECON 370 World Economy (3)  ECON 471 International Trade (3)  ECON 472 International Macroeconomics (3)  Electives (3)  3. MARKETING  MKT 311 CONSUMER BEHAVIOR (3)  MKT 409 MARKETING RESEARCH (3)  MKT 410 INTERNATIONAL MARKETING MANAGEMENT (3)  MKT 411 NEW PRODUCT DEVELOPMENT (3)  ELECTIVES (3)</p> <p><b>Additional Courses</b></p>
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## **SUMMARY OF CHANGES**

1. Changing professor's listing
2. Adding the Marketing Emphasis (with two newly proposed courses)

## **JUSTIFICATION**

1. Departmental changes – new faculty with expertise to offer new Marketing Emphasis
2. Adding Marketing Emphasis to meet student demand as described in *Report of the Academic Master Plan Task Force*.

<u>Damon Aiken</u>	<u>11/02/05</u>
Proposer of Program Modification	Date

## Approvals

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Program Chair Date

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Curriculum Committee Chair Date

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Dean Date

**California State University Channel Islands  
Program Modification Consultation Sheet**

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1. Course Title: \_\_\_\_\_  
 \_\_\_\_\_

2. Program Area: \_\_\_\_\_

**Recommend Approval**

<b>Program Area/Unit</b>	<b>Program/Unit Chair</b>	<b>YES</b>	<b>NO</b> (attach objections)	<b>Date</b>
Art				
Biology				
Business & Economics				
Education				
English				
History				
Liberal Studies				
Mathematics & CS				
Multiple Programs				
Psychology				
Library				
Information Technology				