

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

PROGRAM MODIFICATION

DATE: NOVEMBER 8, 2006

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).

EXISTING PROGRAM	PROPOSED PROGRAM
<p>Name of Degree Program Bachelor of Science in Business Emphasis In Entrepreneurship Emphasis In Global Business Emphasis In Marketing Emphasis In Management • Minor in Business Management • Master of Business Administration (MBA)</p> <p>Catalog Description of the Program 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 FOUR emphases: Entrepreneurship, Global Business, MANAGEMENT and Marketing. All 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>CAREERS: 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>CONTACT INFORMATION</p>	<p>Name of Degree Program Bachelor of Science in Business Emphasis In Entrepreneurship Emphasis In Global Business Emphasis In Marketing Emphasis in Management EMPHASIS IN FINANCE • Minor in Business Management • Master of Business Administration (MBA)</p> <p>Catalog Description of the Program 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 FIVE emphases: Entrepreneurship, Global Business, Management, Marketing and FINANCE. All 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>CAREERS: 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>CONTACT INFORMATION business&economics@csuci.edu</p> <p>FACULTY William P. Cordeiro, Ph.D.</p>

business&economics@csuci.edu

FACULTY

William P. Cordeiro, Ph.D.
Professor of Management
Director, Martin V. Smith School of Business &
Economics

DIRECTOR OF MBA PROGRAM
SAGE HALL, Room 237
Phone: (805) 437-8860
Email: william.cordeiro@csuci.edu

Dennis Muraoka, Ph.D.
Professor of Economics
SAGE HALL, Room 240
Phone: (805) 437-8861
Email: dennis.muraoka@csuci.edu

Ashish Vaidya, Ph.D.
Professor of Economics
Bell Tower West Room 1161
Phone: (805) 437-8986
Email: ashish.vaidya@csuci.edu

Paul Rivera, Ph.D.
Assistant Professor of Economics
Academic Advisor for Business & Economics
SAGE HALL, Room 214
Phone: (805) 437-8988
Email: paul.rivera@csuci.edu

J. Andrew Morris, Ph.D.
Associate Professor of Management
SAGE HALL, Room 207
Phone: (805) 437-2771
Email: john-andrew.morris@csuci.edu

Priscilla Liang, Ph.D.
Assistant Professor of Finance
SAGE HALL, Room 210
Phone: (805) 437-8926
Email: priscilla.liang@csuci.edu

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)

Professor of Management
Director, Martin V. Smith School of Business & Economics
DIRECTOR OF MBA PROGRAM
SAGE HALL, Room 237
Phone: (805) 437-8860
Email: william.cordeiro@csuci.edu

Dennis Muraoka, Ph.D.
Professor of Economics
SAGE HALL, Room 240
Phone: (805) 437-8861
Email: dennis.muraoka@csuci.edu

Ashish Vaidya, Ph.D.
Professor of Economics
Bell Tower West Room 1161
Phone: (805) 437-8986
Email: ashish.vaidya@csuci.edu

Paul Rivera, Ph.D.
Assistant Professor of Economics
Academic Advisor for Business & Economics
SAGE HALL, Room 214
Phone: (805) 437-8988
Email: paul.rivera@csuci.edu

J. Andrew Morris, Ph.D.
Associate Professor of Management
SAGE HALL, Room 207
Phone: (805) 437-2771
Email: john-andrew.morris@csuci.edu

Priscilla Liang, Ph.D.
Assistant Professor of Finance
SAGE HALL, Room 210
Phone: (805) 437-8926
Email: priscilla.liang@csuci.edu

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)
COMP 101 Computer Literacy (3)
ECON 110 Principles of Microeconomics (3)
ECON 111 Principles of Macroeconomics (3)
MATH 140 Calculus for Business & Economics (3)
OR

COMP 101 Computer Literacy (3)
ECON 110 Principles of Microeconomics (3)
ECON 111 Principles of Macroeconomics (3)
MATH 140 Calculus for Business & Economics (3)
OR
MATH 150 Calculus (4)

Upper Division Requirements

Upper Division Required Major Courses (36 units):

ACCT 300 Applied Managerial Accounting (3)
BUS 320 Business Operations (3)
MIS 310 Management Info Systems (3)
ECON 310 Intermediate Microeconomics (3)

OR

ECON 329 Managerial Economics (3)
ECON 311 Intermediate Macroeconomics (3)

OR

ECON 320 Money & Banking (3)
ENGL 483 Technical Visual Communication (3)
FIN 300 Business Finance (3)
MATH 329 Statistics for Business & Economics (3)
MGT 307 Management of Organizations (3)
MGT 326 Scientific & Professional Ethics (3)
MKT 310 Principles of Marketing (3)
BUS 499 Capstone: Global Strategic Simulation (3)

Upper Division Interdisciplinary Courses

Upper Division Interdisciplinary Major Courses (6 units):

BUS/ 331 Biotechnology in the 21st Century (3)
BIOL
BUS 334 The Business of Art (ART) (3)
BUS 340 Business and Money in American Literature (ENGL) (3)
BUS 341 Drug Discovery & Development (ECON/CHEM) (3)
BUS 342 The Zoo: Conservation, Education and Recreation (BIOL, ECON, EDUC) (3)
BUS 349 History of Business & Economics in North America (HIST) (3)
BUS 434 The Museum: Culture, Business & Education (ART, EDUC) (3)
ECON 343 Capital Theory (FIN) (3)

Electives

Required Supporting and other GE Courses

Required Supporting and other GE Courses (48 units):

Upper Division Interdisciplinary course outside Business Major (3)
American Institutions (6)
Other GE Courses in Categories A-E (39)

MATH 150 Calculus (4)

Upper Division Requirements

Upper Division Required Major Courses (36 units):

ACCT 300 Applied Managerial Accounting (3)
BUS 320 Business Operations (3)
MIS 310 Management Info Systems (3)
ECON 310 Intermediate Microeconomics (3)

OR

ECON 329 Managerial Economics (3)
ECON 311 Intermediate Macroeconomics (3)

OR

ECON 320 Money & Banking (3)
ENGL 483 Technical Visual Communication (3)
FIN 300 Business Finance (3)
MATH 329 Statistics for Business & Economics (3)
MGT 307 Management of Organizations (3)
MGT 326 Scientific & Professional Ethics (3)
MKT 310 Principles of Marketing (3)
BUS 499 Capstone: Global Strategic Simulation (3)

Upper Division Interdisciplinary Courses

Upper Division Interdisciplinary Major Courses (6 units):

BUS/ 331 Biotechnology in the 21st Century (3)
BIOL
BUS 334 The Business of Art (ART) (3)
BUS 340 Business and Money in American Literature (ENGL) (3)
BUS 341 Drug Discovery & Development (ECON/CHEM) (3)
BUS 342 The Zoo: Conservation, Education and Recreation (BIOL, ECON, EDUC) (3)
BUS 349 History of Business & Economics in North America (HIST) (3)
BUS 434 The Museum: Culture, Business & Education (ART, EDUC) (3)
ECON 343 Capital Theory (FIN) (3)

Electives

Required Supporting and other GE Courses

Required Supporting and other GE Courses (48 units):

Upper Division Interdisciplinary course outside Business Major (3)
American Institutions (6)
Other GE Courses in Categories A-E (39)

Emphasis or Option Requirements

Emphasis: MUST SELECT 1, 2, 3, 4 or 5 (15 units each):

1. ENTREPRENEURSHIP
BUS 341 Drug Discovery & Development (3)
ECON 411 Economics of Entrepreneurship (3)

<p>Emphasis or Option Requirements Emphasis: MUST SELECT 1, 2 OR 3, (15 units each):</p> <p>1. ENTREPRENEURSHIP BUS 341 Drug Discovery & Development (3) ECON 411 Economics of Entrepreneurship (3) MGT 325 Entrepreneurial Management (3) MKT 411 New Product Development And Management (3) Electives (3)</p> <p>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>3. MANAGEMENT MGT 310 Management of International Business (3) MGT 421 Human Resource Management (3) MGT 424 Organizational Behavior (3) SELECT TWO FROM THE FOLLOWING: MGT 325 Entrepreneurial Management (3) MGT 422 Strategic Planning MGT 428 Contract Management MGT 429 Program Management MGT 471 Project Management MGT 490 Special Topics MGT 492 Service Learning/Internship MGT 497 Directed Studies</p> <p>4. 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>MGT 325 Entrepreneurial Management (3) MKT 411 New Product Development And Management (3) Electives (3)</p> <p>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>3. MANAGEMENT MGT 310 Management of International Business (3) MGT 421 Human Resource Management (3) MGT 424 Organizational Behavior (3) SELECT TWO FROM THE FOLLOWING: MGT 325 Entrepreneurial Management (3) MGT 422 Strategic Planning MGT 428 Contract Management MGT 429 Program Management MGT 471 Project Management MGT 490 Special Topics MGT 492 Service Learning/Internship MGT 497 Directed Studies</p> <p>4. 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>5. FINANCE FIN 410 FINANCIAL MARKETS AND INSTITUTIONS (3) FIN 411 CORPORATE FINANCE MANAGEMENT (3) FIN 412 INTERNATIONAL FINANCIAL MANAGEMENT (3) FIN 413 INVESTMENT ANALYSIS (3) Electives (3)</p>
---	--

--	--

SUMMARY OF CHANGES

1. Changing professor's listing
2. Adding the FINANCE Emphasis (with one newly proposed course)

JUSTIFICATION

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

____Priscilla Liang

Proposer of Program Modification

10/11/06_____

Date

Approvals

Program Chair

Date

Curriculum Committee Chair

Date

Dean

Date