

Program Modification

Program modifications must be submitted by October 15, 2010 for priority catalog review

Date (Change if modified and update the file name with the new date): 2010 2011 Catalog Copy; rev 11.15.10

Program Area: **BUS**

Semester /Year First affected: **FALL 2011**

Instructions: Please use this Program Modification form for changes to existing program requirements, units, outcomes, emphases or options, or for other programmatic concerns. For minor changes (faculty or address changes, additions of approved electives, minor editing for clarity, and other minor updates) use the Program Update form, available at the Curriculum website.

Paste the latest approved version of your entire program in the left AND right boxes below. Make your deletions in the LEFT column by using the strikethrough feature in Word or underlining, and highlight. Insert new language or other changes to the program on the RIGHT and highlight in **YELLOW** for easy identification. If possible, please align the two columns so that changes appear side-by-side with the original text.

CURRENTLY APPROVED PROGRAM

MARTIN V. SMITH SCHOOL OF BUSINESS AND ECONOMICS

Programs Offered

- Bachelor of Arts in Economics
- Bachelor of Science in Business
 - Option in Entrepreneurship
 - Option in Finance
 - Option in Global Business
 - Option in Management
 - Option in Marketing
- Minor in Business Management
- Minor in Economics
- Certificate in Business Administration
- Master of Business Administration (MBA)
- Master of Science in Biotechnology and Master of Business Administration (MBA)

PROPOSED PROGRAM

MARTIN V. SMITH SCHOOL OF BUSINESS AND ECONOMICS

Programs Offered

- Bachelor of Arts in Economics
- Bachelor of Science in Business
 - Option in Entrepreneurship
 - Option in Finance
 - Option in Global Business
 - Option in Management
 - Option in Marketing
- Minor in Business Management
- Minor in Economics
- Certificate in Business Administration
- Master of Business Administration (MBA)
- Master of Science in Biotechnology and Master of Business Administration (MBA)

The Bachelor of Arts in Economics focuses on the integration of core economic analysis with relevant interdisciplinary applications. The degree develops analytical tools and communication skills in the context of economic theory and its linkages to a broad array of human decisions. Economics, as a social science, seeks to explain and predict the behavior of consumers, producers, managers, government officials and citizens by examining the interactions of incentives and constraints in an environment of ever-present scarcity of time, skills and resources. Microeconomics focuses on the choices of individuals and firms, as well as their role in the marketplace, while macroeconomics aggregates economic activity to the national level to analyze trends and fluctuations in overall economic activity. The Bachelor of Arts in Economics offers flexibility and opportunity through its emphases: general, international and managerial. Economics majors are also encouraged to pursue minors to deepen their connections to other disciplines.

The Bachelor of Science in Business has a liberal arts and interdisciplinary focus. It is built on the three Cs: critical thinking, collaboration (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 and Economics Program is the requirement to take courses developed in conjunction with disciplines outside the traditional business curriculum. Examples include courses with Biology, Chemistry, Education, English, Fine Arts, History and Performing Arts.

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 encouraged to select one of five options: Entrepreneurship, Finance, Global Business, Management, and Marketing. All options draw on upper-division courses from accounting, economics, management and marketing to offer an in-depth perspective into five critical areas of business. We anticipate enhancing the curriculum with additional options choices as the program grows.

Careers

The Martin V. Smith School of Business and Economics programs prepares students to work in a variety of organizations—both public and private — as well as advanced studies in several types of graduate and professional programs: MBA, MPA, law school, MA In Economics.

The Bachelor of Arts in Economics focuses on the integration of core economic analysis with relevant interdisciplinary applications. The degree develops analytical tools and communication skills in the context of economic theory and its linkages to a broad array of human decisions. Economics, as a social science, seeks to explain and predict the behavior of consumers, producers, managers, government officials and citizens by examining the interactions of incentives and constraints in an environment of ever-present scarcity of time, skills and resources. Microeconomics focuses on the choices of individuals and firms, as well as their role in the marketplace, while macroeconomics aggregates economic activity to the national level to analyze trends and fluctuations in overall economic activity. The Bachelor of Arts in Economics offers flexibility and opportunity through its emphases: general, international and managerial. Economics majors are also encouraged to pursue minors to deepen their connections to other disciplines.

The Bachelor of Science in Business has a liberal arts and interdisciplinary focus. It is built on the three Cs: critical thinking, collaboration (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 and Economics Program is the requirement to take courses developed in conjunction with disciplines outside the traditional business curriculum. Examples include courses with Biology, Chemistry, Education, English, Fine Arts, History and Performing Arts.

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 encouraged to select one of five options: Entrepreneurship, Finance, Global Business, Management, and Marketing. All options draw on upper-division courses from accounting, economics, management and marketing to offer an in-depth perspective into five critical areas of business. We anticipate enhancing the curriculum with additional options choices as the program grows.

Careers

The Martin V. Smith School of Business and Economics programs prepares students to work in a variety of organizations—both public and private — as well as advanced studies in several types of graduate and professional programs: MBA, MPA, law school, MA In Economics.

Program Learning Outcomes for Business and Economics

- Prepare students for employment in a variety of public and private organizations.
- Prepare students for further study in graduate or professional schools.
- Demonstrate critical thinking skills by identifying, evaluating, synthesizing, and presenting issues related to accounting, economics, finance, information systems, management and marketing.
- Demonstrate communication skills by writing excellent reports and papers and making effective oral presentations in English.
- Demonstrate collaboration skills by working effectively with others in group settings - both inside and outside the classroom.

Faculty

William P. Cordeiro, Ph.D.
Professor of Management
Director, School of Business & Economics
Director, MBA Program
Sage Hall, Room 2011
Phone: (805) 437-8860

Program Learning Goals for Bachelor of Science in Business

- Prepare students for employment in a variety of public and private organizations.
- Prepare students for further study in graduate or professional schools.
- Demonstrate critical thinking skills by identifying, evaluating, synthesizing, and presenting issues related to accounting, economics, finance, information systems, management and marketing.
- Demonstrate communication skills by writing excellent reports and papers and making effective oral presentations in English.
- Demonstrate collaboration skills by working effectively with others in group settings - both inside and outside the classroom.
- Demonstrate personal conduct that reflects an ethical understanding of complex business, economic and social issues.
- Demonstrate basic competencies in the academic disciplines related to regional, national and global business and economics.

Program learning Goals for Bachelor of Arts in Economics

- Prepare students for employment in a variety of public and private organizations.
- Prepare students for further study in graduate or professional schools.
- Apply economic analysis to evaluate everyday decisions and policy proposals.
- Propose viable solutions to practical problems in economics.
- Use empirical evidence to support an economic argument.
- Conduct statistical analyses of data, and interpret statistical results.
- Communicate effectively in written, spoken and graphical form about economic issues.

Program Learning Goals for Masters in Business Administration

Graduates of Smith School's MBA will be able to :

- Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct and collaboration skills
- Demonstrate orally and in writing analytical and integrative skills in making business decisions
- Demonstrate an understanding of the global operating environment of business
- Produce written innovative and integrative business plans, including plans that adapt to uncertain and unpredictable environments.
- Demonstrate an understanding of relevant disciplines
- Demonstrate leadership skills in a variety of situations and settings

Faculty

William P. Cordeiro, Ph.D.

william.cordeiro@csuci.edu

Minder Chen, Ph.D.

Associate Professor of Management Information Systems
Sage Hall, Room 2027
Phone: (805) 437-2683
minder.chen@csuci.edu

Priscilla Z. Liang, Ph.D.

Assistant Professor of Finance
Sage Hall, Room 2143
Phone: (805) 437-8926
priscilla.liang@csuci.edu

J. Andrew Morris, Ph.D.

Associate Professor of Management
Sage Hall, Room 2149
Phone: (805) 437-2771
john-andrew.morris@csuci.edu

Dennis Muraoka, Ph.D.

Professor of Economics
Bell Tower West, Room 2115
Phone: (805) 437-8861
dennis.muraoka@csuci.edu

Claudio A. C. Paiva, Ph.D.

Associate Professor of Economics
Sage Hall, Room 2039
Phone: (805) 437-2684
claudio.paiva@csuci.edu

Paul A. Rivera, Ph.D.

Associate Professor of Economics
Academic Advisor for Undergraduate Programs
Sage Hall, Room 2135
Phone: (805) 437-8988
paul.rivera@csuci.edu

Professor of Management
Director, School of Business & Economics
Director, MBA Program
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Phone: (805) 437-8860
william.cordeiro@csuci.edu

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Associate Professor of Economics
Sage Hall, Room 2039
Phone: (805) 437-2684
claudio.paiva@csuci.edu

Paul A. Rivera, Ph.D.

Associate Professor of Economics

J. Goosby Smith, Ph.D.
 Associate Professor of Management
 Sage Hall, Room 2129
 Phone: (805) 437-3316
ieri-elavne.smith@csuci.edu

Sung Won Sohn, Ph.D.
 MVS Endowed Professor of Economics
 Sage Hall Room 2033
 Phone: (805) 437-2789
sung.sohn@csuci.edu

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

Contact Information
<http://business.csuci.edu>
<http://econ.csuci.edu>

Bachelor of Arts in
 Economics - (120 units)

Lower Division Required	9-10
Upper Division Required.....	19
Required Emphasis	12-17
General Education.....	48
American Institutions	6
Free Electives	20-26
TOTAL	120 units

Lower Division Requirements

9 - 10 units

ECON 110	Principles of Microeconomics	3
ECON 111	Principles of Macroeconomics	3

Select either:

Academic Advisor for Undergraduate Programs
 Sage Hall, Room 2135
 Phone: (805) 437-8988
paul.rivera@csuci.edu

J. Goosby Smith, Ph.D.
 Associate Professor of Management
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 Phone: (805) 437-3316
ieri-elavne.smith@csuci.edu

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 Phone: (805) 437-2789
sung.sohn@csuci.edu

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Bachelor of Arts in
 Economics - (120 units)

Lower Division Required	9-10
Upper Division Required.....	19
Required Emphasis	12-17
General Education.....	48
American Institutions.....	6
Free Electives	20-26
TOTAL	120 units

Lower Division Requirements

MATH	140	Calculus for Business Applications	3
or			
MATH	150	Calculus I.....	4

Upper Division Requirements - 19 units

ECON	310	Intermediate Microeconomics	3
ECON	311	Intermediate Macroeconomics.....	3
ECON	488	Applied Managerial Econometrics.....	4
ECON	496	Seminar in Economic Analysis.....	3
ECON	499	Capstone.....	3

Select either:

MATH	329	Statistics for Business and Economics.....	3
or			
MATH	352	Probability and Statistics.....	3

Required Emphasis - 12 - 17 units

Economics majors are required to complete one of the following three emphases:

For all emphases, ECON 492 may not be taken to fulfill the requirements of the economics major. ECON 497 must be taken for 3 units in order to be applied to the major.

1. General Economics Emphasis
(12 units)

Upper Division - 12 units

A minimum of **four** upper division courses in economics (or approved courses outside of economics) as follows:

- A minimum of **two** courses must be taken from cross-disciplinary courses offered by economics (ECON 330-349 and 430-449).
- A minimum of **two** economics courses at the 400 level.

2. International Economics Emphasis
(17 units)

9 - 10 units

ECON	110	Principles of Microeconomics	3
ECON	111	Principles of Macroeconomics	3

Select either:

MATH	140	Calculus for Business Applications	3
or			
MATH	150	Calculus I.....	4

Upper Division Requirements - 19 units

ECON	310	Intermediate Microeconomics	3
ECON	311	Intermediate Macroeconomics.....	3
ECON	488	Econometrics	4
ECON	496	Seminar in Economic Analysis	3
ECON	499	Capstone.....	3

Select either:

MATH	329	Statistics for Business and Economics.....	3
or			
MATH	352	Probability and Statistics.....	3

Required Emphasis - 12 - 17 units

Economics majors are required to complete one of the following three emphases:

For all emphases, ECON 492 may not be taken to fulfill the requirements of the economics major. ECON 497 must be taken for 3 units in order to be applied to the major.

1. General Economics Emphasis
(12 units)

Upper Division - 12 units

A minimum of **four** upper division courses in economics (or approved courses outside of economics) as follows:

- A minimum of **two** courses must be taken from cross-disciplinary courses offered by economics (ECON 330-349 and 430-449).

Lower Division - 8 units

A minimum of two courses in the same foreign language or equivalent. [for example, SPAN 101 4 and 102 4] ASL courses will not be accepted.

Note: This requirement represents one additional course beyond the CI foreign language requirement.

Upper Division - 9 units

A minimum of three upper division courses in economics (or approved courses outside of economics) as follows:

ECON	471	International Trade	3
ECON	473	Development Economics	3

Choose one of the following:

ECON	370	The World Economy	3
ECON	444	Values and Valuables (ANTH)	3
ECON	472	International Macroeconomics	3
ESRM	483	Issues in Global Resource Management	3
POLS	328	United States Foreign Policy	3

ECON 300, 492, and 497 may not be taken to meet the requirements of the economics major.

3. Managerial Economics Emphasis (12 units)

Upper Division - 12 units

A minimum of four upper division courses in economics (or approved courses outside of economics) as follows:

FIN	300	Business Finance	3
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Select either:

ECON	320	Money and Banking.....	3
or			
ECON	329	Managerial Economics.....	3

- A minimum of two economics courses at the 400 level.

2. International Economics Emphasis (17 units)

Lower Division - 8 units

A minimum of two courses in the same foreign language or equivalent. [for example, SPAN 101 4 and 102 4] ASL courses will not be accepted.

Note: This requirement represents one additional course beyond the CI foreign language requirement.

Upper Division - 9 units

A minimum of three upper division courses in economics (or approved courses outside of economics) as follows:

ECON	471	International Trade	3
ECON	473	Development Economics	3

Choose one of the following:

ECON	370	The World Economy	3
ECON	444	Values and Valuables (ANTH)	3
ECON	472	International Macroeconomics	3
POLS	328	United States Foreign Policy	3

ECON 300, 492, and 497 may not be taken to meet the requirements of the economics major.

3. Managerial Economics Emphasis (12 units)

Upper Division - 12 units

A minimum of four upper division courses in economics (or approved courses outside of economics) as follows:

FIN	300	Business Finance	3
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Select either:

ECON	471	International Trade	3
or			
ECON	472	International Macroeconomics	3

- A minimum of one course must be taken from cross-disciplinary courses offered by economics (ECON 330-349 and 430-449).

Note: Students selecting this emphasis must take either ECON 320 or 329, but may not take both courses for credit in the major.

Required Supporting and Other GE Courses

75 - 81 units

General Education.....	48
American Institutions	6
Free Electives	21-27

Bachelor of Science Degree in Business - (120 units)

Lower Division Requirements

21 - 22 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

Select either:

MATH	140	Calculus for Business Applications	3
or			
MATH	150	Calculus I	4

Upper Division Required Major Courses 36 units

ACCT	300	Applied Managerial Accounting	3
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Select either:

ECON	320	Money and Banking	3
or			
ECON	329	Managerial Economics	3

Select either:

ECON	471	International Trade.....	3
or			
ECON	472	International Macroeconomics	3

- A minimum of one course must be taken from cross-disciplinary courses offered by economics (ECON 330-349 and 430-449).

Note: Students selecting this emphasis must take either ECON 320 or 329, but may not take both courses for credit in the major.

Required Supporting and Other GE Courses

75 - 81 units

General Education.....	48
American Institutions.....	6
Free Electives	21-27

Bachelor of Science Degree in Business - (120 units)

Lower Division Requirements

21 - 22 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

Select either:

MATH	140	Calculus for Business Applications	3
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BUS 320 Business Operations 3

Select either:

ECON 310 Intermediate Microeconomics 3

or

ECON 329 Managerial Economics 3
(choose this course if pursuing the Marketing Option)

Select either:

ECON 311 Intermediate Macroeconomics 3

or

ECON 320 Money and Banking 3
ENGL 483 Technical Visual Communication 3
FIN 300 Business Finance 3
MATH 329 Statistics for Business and Economics 3
MGT 307 Management of Organizations 3
MGT 326 Scientific and Professional Ethics (BIOL) ...3
MIS 310 Management Information Systems 3
MKT 310 Principles of Marketing 3
BUS 499 Capstone 3

Upper Division Interdisciplinary Major Courses - 6 units

Any BUS 330-349 or 430-449

Option - 15 units

Students may select one of the following options:

To complete the elective requirements indicated below, choose any upper division course from ACCT, BUS, ECON, FIN, MGT, MKT or MIS not already used in the major. (Not applicable to the Management Option)

1. Entrepreneurship Option

BUS 341 Drug Discovery and Development
(CHEM/ECON)..... 3
MGT 325 Entrepreneurial Management 3

Select three of the following:

ECON 411 Economics of Entrepreneurship 3
MGT 424 Organizational Behavior (PSY) 3
MKT 411 New Product Development and

or

MATH 150 Calculus I 4

Upper Division Required Major Courses 36 units

ACCT 300 Applied Managerial Accounting 3
BUS 320 Business Operations 3

Select either:

ECON 310 Intermediate Microeconomics 3

or

ECON 329 Managerial Economics 3
(choose this course if pursuing the Marketing Option)

Select either:

ECON 311 Intermediate Macroeconomics 3

or

ECON 320 Money and Banking 3

ENGL 330 Interdisciplinary Writing..... 3

or

ENGL 483 Technical Visual Communication 3

FIN 300 Business Finance 3

MATH 329 Statistics for Business and Economics 3
MGT 307 Management of Organizations 3
MGT 326 Scientific and Professional Ethics (BIOL) ...3
MIS 310 Management Information Systems 3
MKT 310 Principles of Marketing 3
BUS 499 Capstone 3

Upper Division Interdisciplinary Major Courses - 6 units

Any BUS 330-349 or 430-449

Option - 15 units

Students may select one of the following options:

To complete the elective requirements indicated below, choose any upper division course from ACCT, BUS, ECON, FIN, MGT, MKT or MIS not already used in the major. (Not applicable to the Management Option)

Management 3	
Electives 3	
<i>2. Finance Option</i>	
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	
<i>3. Global Business Option</i>	
MGT 410 Management of International Business 3	
MKT 410 International Marketing Management..... 3	
<i>Select <u>three</u> from the following:</i>	
ACCT 410 International Accounting 3	
ECON 370 The World Economy 3	
ECON 471 International Trade 3	
ECON 472 International Macroeconomics 3	
FIN 412 International Finance Management 3	
MGT 471 Project Management 3	
Electives 3	
<i>4. Management Option</i>	
MGT 410 Management of International Business 3	
MGT 421 Human Resource Management 3	
MGT 424 Organizational Behavior (PSY) 3	
<i>Select <u>two</u> from the following:</i>	
MGT 325 Entrepreneurial Management 3	
MGT 429 Program Management 3	
MGT 471 Project Management 3	
MGT 490 Special Topics 3	
MGT 492 Service Learning/Internship 1-3	
MGT 497 Directed Study 1-3	
<i>5. Marketing Option</i>	
MKT 311 Consumer Behavior 3	
MKT 409 Marketing Research 3	
MKT 410 International Marketing Management 3	
	<i>1. Entrepreneurship Option</i>
	BUS 341 Drug Discovery and Development (CHEM/ECON)..... 3
	MGT 325 Entrepreneurial Management 3
	<i>Select <u>three</u> of the following:</i>
	ECON 411 Economics of Entrepreneurship 3
	MGT 424 Organizational Behavior (PSY) 3
	MKT 411 New Product Development and Management 3
	Electives 3
	<i>2. Finance Option</i>
	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
	<i>3. Global Business Option</i>
	MGT 410 Management of International Business..... 3
	MKT 410 International Marketing Management..... 3
	<i>Select <u>three</u> from the following:</i>
	ACCT 410 International Accounting 3
	ECON 370 The World Economy 3
	ECON 471 International Trade 3
	ECON 472 International Macroeconomics 3
	FIN 412 International Finance Management 3
	MGT 471 Project Management 3
	Electives 3
	<i>4. Management Option</i>
	MGT 410 Management of International Business..... 3
	MGT 421 Human Resource Management 3
	MGT 424 Organizational Behavior (PSY) 3
	<i>Select <u>two</u> from the following:</i>
	MGT 325 Entrepreneurial Management 3

MKT	411	New Product Development and Management	3
Electives			3

Required Supporting and Other

GE Courses - 56 - 57 units

Upper Division Interdisciplinary course outside Business Major	3
American Institutions	6
Other GE Courses in Categories A-E	39
Free Electives.....	8-9

**Minor in Business
Management - (21 units)**

The minor in Business Management offers students a foundation in principles related to managing people. The minor stresses critical thinking and the application of management concepts in a variety of organizational environments. The minor provides non-business majors with a basic understanding of management issues.

Lower Division Requirements - 9 units

ACCT	210	Financial Accounting	3
BUS	110	Business Law	3

Select one of the following:

ECON	110	Principles of Microeconomics	3
or			
ECON	111	Principles of Macroeconomics	3

Upper Division Requirements - 12 units

Choose four from the following:

BUS	320	Business Operations	3
BUS	424	Business, Government and Society	3
MATH	329	Statistics for Business and Economics	3
MGT	307	Management of Organizations	3
MGT	325	Entrepreneurial Management	3
MGT	326	Scientific and Professional Ethics (BIOL)	3

MGT	429	Program Management	3
MGT	471	Project Management	3
MGT	490	Special Topics	3
MGT	492	Service Learning/Internship	1-3
MGT	497	Directed Study	1-3

5. Marketing Option

MKT	311	Consumer Behavior	3
MKT	409	Marketing Research	3
MKT	410	International Marketing Management	3
MKT	411	New Product Development and Management	3
Electives			3

Required Supporting and Other

GE Courses - 56 - 57 units

Upper Division Interdisciplinary course outside Business Major	3
American Institutions.....	6
Other GE Courses in Categories A-E.....	39
Free Electives.....	8-9

**Minor in Business
Management - (21 units)**

The minor in Business Management offers students a foundation in principles related to managing people. The minor stresses critical thinking and the application of management concepts in a variety of organizational environments. The minor provides non-business majors with a basic understanding of management issues.

Lower Division Requirements - 9 units

ACCT	210	Financial Accounting	3
BUS	110	Business Law	3

Select one of the following:

ECON	110	Principles of Microeconomics	3
or			
ECON	111	Principles of Macroeconomics	3

MGT	410	Management of International Business	3
MGT	421	Human Resource Management	3
MKT	310	Principles of Marketing	3
MKT	311	Consumer Behavior	3

Minor in Economics - (20 - 22 units)

The economics minor familiarizes students with the tools of economics analysis, and applies these tools to economic decisions made by individuals in their personal and professional lives, and to the workings of national economies and the world economy.

Careers

The economics minor is suitable for students desiring careers in all fields of business, education, journalism, law and government.

Lower Division Requirements

9 - 10 units

ECON	110	Principles of Microeconomics	3
and			
ECON	111	Principles of Macroeconomics	3

Select either:

MATH	140	Calculus for Business Applications	3
or			
MATH	150	Calculus I	4

Upper Division Requirements - 6 units

Select either:

ECON	310	Intermediate Microeconomics	3
or			
ECON	329	Managerial Economics	3

Select either:

ECON	311	Intermediate Macroeconomics	3
or			

Upper Division Requirements - 12 units

Choose *four* from the following:

BUS	320	Business Operations	3
MATH	329	Statistics for Business and Economics	3
MGT	307	Management of Organizations	3
MGT	325	Entrepreneurial Management	3
MGT	326	Scientific and Professional Ethics (BIOL)	3
MGT	410	Management of International Business.....	3
MGT	421	Human Resource Management	3
MKT	310	Principles of Marketing	3
MKT	311	Consumer Behavior	3

Minor in Economics - (20 - 22 units)

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Careers

The economics minor is suitable for students desiring careers in all fields of business, education, journalism, law and government.

Lower Division Requirements

9 - 10 units

ECON	110	Principles of Microeconomics	3
and			
ECON	111	Principles of Macroeconomics	3

Select either:

MATH	140	Calculus for Business Applications.....	3
or			
MATH	150	Calculus I	4

ECON 320 Money and Banking 3

Electives - 5-9 units

Additional upper division courses in economics.

(Minimum total of 21 units)

For Business Majors Only

Courses used to fulfill Upper Division Interdisciplinary and Emphasis requirements may not be used (double counted) for ECON minor electives.

Postbaccalaureate Certificate in Business Administration

The Certificate in Business Administration provides basic business skills to post baccalaureate and graduate students. The certificate program is suitable for: (i) Business professionals who wish to update their knowledge, skills, and abilities; (ii) Managers in science, technology, or engineering who seek a business orientation; (iii) Individuals making a transition into a managerial position; (iv) Individuals returning to the workforce, or considering a career change; (v) Those without an undergraduate degree in business who are considering an MBA. The program provides the essentials of business administration to students with limited or no formal business education. The coursework completed under this Certificate fulfills the prerequisite course requirements for the MBA Program. Courses offered under the Certificate may be delivered partially via distance education and consist of four 3 unit courses and one 4 unit course for a total of 16 units.

Prerequisite

A Bachelor's degree in any field or consent of advisor.

Requirements for Certificate - 16 units

BUS 500	Economics for Managers	3
BUS 502	Quantitative Methods for Decision-Making	3
BUS 504	Introduction to Accounting and Finance..	4
BUS 506	Principles of Management and Marketing	3

Upper Division Requirements - 6 units

Select either:

ECON 310 Intermediate Microeconomics 3

or

ECON 329 Managerial Economics 3

Select either:

ECON 311 Intermediate Macroeconomics 3

or

ECON 320 Money and Banking 3

Electives - 5-9 units

Additional upper division courses in economics.

(Minimum total of 21 units)

For Business Majors Only

Courses used to fulfill Upper Division Interdisciplinary and Emphasis requirements may not be used (double counted) for ECON minor electives.

Postbaccalaureate Certificate in Business Administration

The Certificate in Business Administration provides basic business skills to post baccalaureate and graduate students. The certificate program is suitable for: (i) Business professionals who wish to update their knowledge, skills, and abilities; (ii) Managers in science, technology, or engineering who seek a business orientation; (iii) Individuals making a transition into a managerial position; (iv) Individuals returning to the workforce, or considering a career change; (v) Those without an undergraduate degree in business who are considering an MBA. The program provides the essentials of business administration to students with limited or no formal business education. The coursework completed under this Certificate fulfills the prerequisite course requirements for the MBA Program. Courses offered under the Certificate may be delivered partially via distance education and consist of four 3 unit courses and one 4 unit course for a total of 16 units.

Prerequisite

BUS 508 Business Ethics and Law..... 3

Master of Business Administration (MBA)

Offered through California State University Channel Islands Extended University

The MBA Program is designed to develop business leaders capable of working in an increasingly multicultural and global environment. Key elements include:

- Learning Community/Cohort Experience
- Evening Classes
- Online Foundations of Business courses
- Focus on International Business and Entrepreneurial Innovation
- International Study Tour Option
- Real-World Orientation

The MBA Curriculum

The curriculum is comprised of three parts: Foundations of Business (0-16 semester units), Required Core (24 semester units), and Electives (9 semester units) for a total of 33-49 semester units.

Foundations of Business

The Foundations of Business courses provide the theoretical concepts and quantitative tools that form the basis for making business decisions. These courses are designed to provide students with a general understanding of accounting, economics, finance, ethics and law, statistics, management, and marketing. Some or all of these courses may be waived depending upon the applicant’s undergraduate degree and coursework. Students with a bachelor’s degree in business from CI or from other accredited institutions within the last 10 years will have met the Foundations of Business requirements. Individual business courses taken as an undergraduate student at CI or another institution may also meet specific Foundations requirements. Upon acceptance to the program, a student’s transcripts will be reviewed for completion of the necessary coursework for mastery of the Foundations of Business. A grade of “C” or better is required to meet the criteria.

Required Core

The core MBA courses are presented in a cross-functional, integrative manner that

A Bachelor’s degree in any field or consent of advisor.

Requirements for Certificate - 16 units

BUS 500	Economics for Managers.....	3
BUS 502	Quantitative Methods for Decision-Making	3
BUS 504	Introduction to Accounting and Finance ..	4
BUS 506	Principles of Management and Marketing	3
BUS 508	Business Ethics and Law	3

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Foundations of Business

The Foundations of Business courses provide the theoretical concepts and quantitative tools that form the basis for making business decisions. These courses are designed to provide students with a general understanding of accounting, economics, finance, ethics and law, statistics, management, and marketing. Some or all of these courses may be waived depending upon the applicant’s undergraduate degree and coursework.

provides a comprehensive view of the structure of business operations. Students learn to analyze business from a variety of perspectives. The seven core courses provide the skills and competencies students will need to be effective business leaders in the 21st century. A distinguishing aspect of the MBA Program is its focus on entrepreneurship and global business awareness. The Capstone Course (BUS 570) provides students with the opportunity to integrate their knowledge through an International Business Simulation exercise.

Electives

With advisor approval, students will choose nine additional units of upper-division or graduate level courses.

Faculty

William P. Cordeiro, Ph.D.

- Professor of Management
- Director, MBA Program
- Sage Hall, Room 2011
- Phone: (805) 437-8860 Fax: (805) 437-8951
- <http://business.csuci.edu/mba>
- william.cordeiro@csuci.edu

Mary Fleck, Ph.D.

- Associate Director, MBA Program
- Sage Hall, Room 2115
- Phone: (805) 437-3269
- Fax: (805) 437-8951
- mary.fleck@csuci.edu

Students with a bachelor's degree in business from CI or from other accredited institutions within the last 10 years will have met the Foundations of Business requirements. Individual business courses taken as an undergraduate student at CI or another institution may also meet specific Foundations requirements. Upon acceptance to the program, a student's transcripts will be reviewed for completion of the necessary coursework for mastery of the Foundations of Business. A grade of "C" or better is required to meet the criteria.

Required Core

The core MBA courses are presented in a cross-functional, integrative manner that provides a comprehensive view of the structure of business operations. Students learn to analyze business from a variety of perspectives. The seven core courses provide the skills and competencies students will need to be effective business leaders in the 21st century. A distinguishing aspect of the MBA Program is its focus on entrepreneurship and global business awareness. The Capstone Course (BUS 570) provides students with the opportunity to integrate their knowledge through an International Business Simulation exercise.

Special Topic Courses

Students will take three graduate courses (9 units) in which professors provide in-depth coverage of selected business and economics subjects. Topics vary based on the discipline expertise of the assigned professor.

Faculty

William P. Cordeiro, Ph.D.

- Professor of Management
- Director, School of Business & Economics
- Director, MBA Program
- Sage Hall, Room 2011
- Phone: (805) 437-8860
- william.cordeiro@csuci.edu

Minder Chen, Ph.D.

- Associate Professor of Management Information Systems
- Sage Hall, Room 2027
- Phone: (805) 437-2683

minder.chen@csuci.edu

Priscilla Z. Liang, Ph.D.
Assistant Professor of Finance
Sage Hall, Room 2143
Phone: (805) 437-8926
priscilla.liang@csuci.edu

J. Andrew Morris, Ph.D.
Associate Professor of Management
Sage Hall, Room 2149
Phone: (805) 437-2771
john-andrew.morris@csuci.edu

Dennis Muraoka, Ph.D.
Professor of Economics
Bell Tower West, Room 2115
Phone: (805) 437-8861
dennis.muraoka@csuci.edu

Claudio A. C. Paiva, Ph.D.
Associate Professor of Economics
Sage Hall, Room 2039
Phone: (805) 437-2684
claudio.paiva@csuci.edu

Paul A. Rivera, Ph.D.
Associate Professor of Economics
Academic Advisor for Undergraduate Programs
Sage Hall, Room 2135
Phone: (805) 437-8988
paul.rivera@csuci.edu

J. Goosby Smith, Ph.D.
Associate Professor of Management
Sage Hall, Room 2129
Phone: (805) 437-3316
jeri-elayne.smith@csuci.edu

Requirements for Master of Business

Administration - 33 - 49 units

Foundations of Business - 0 - 16 units

BUS	500	Economics for Managers	3
BUS	502	Quantitative Methods for Decision-Making.....	3
BUS	504	Introduction to Accounting and Finance .	4
BUS	506	Principles of Management and Marketing	3
BUS	508	Business Ethics and Law	3

Required Core - 24 units

BUS	510	High Performance Management	3
BUS	520	Strategy and Leadership	3
BUS	530	Managing Business Operations	3
BUS	540	Financial Reporting and Analysis	3
BUS	550	The Contemporary Firm	3
BUS	560	The Entrepreneurial Manager	3
BUS	570	Competing in a Global Environment	6

Electives - 9 units

With advisor approval, nine units of upper-division or graduate-level courses.

Graduate Writing

Assessment Requirement

Writing proficiency prior to the awarding of the degree is demonstrated by successful completion of BUS 520 Strategy and Leadership with a grade of B or higher.

Master of Science Degree in Biotechnology and Master of Business Administration - (71 units*)

*Assumes that at least one set of the Foundation Courses listed below has been completed in a business or science undergraduate degree program.

Program Description

Sung Won Sohn, Ph.D.

MVS Endowed Professor of Economics

Sage Hall Room 2033

Phone: (805) 437-2789

sung.sohn@csuci.edu

Requirements for Master of Business

Administration - 33 - 49 units

Foundations of Business - 0 - 16 units

BUS	500	Economics for Managers	3
BUS	502	Quantitative Methods for Decision-Making.....	3
BUS	504	Introduction to Accounting and Finance .	4
BUS	506	Principles of Management and Marketing	3
BUS	508	Business Ethics and Law	3

Required Core - 24 units

BUS	510	High Performance Management	3
BUS	520	Strategy and Leadership	3
BUS	530	Managing Business Operations	3
BUS	540	Financial Reporting and Analysis	3
BUS	550	The Contemporary Firm	3
BUS	560	The Entrepreneurial Manager	3
BUS	570	Competing in a Global Environment	6

Special Topics - 9 units

Nine units of upper- graduate-level courses.

Graduate Writing

Assessment Requirement

Writing proficiency prior to the awarding of the degree is demonstrated by successful completion of BUS 520 Strategy and Leadership with a grade of B or higher.

Master of Science Degree in Biotechnology and Master of Business

The Master of Science in Biotechnology and Master of Business Administration is a dual professional degree program designed to meet the needs of biotechnology industry and related public and private agencies and organizations. The program combines rigorous scientific training in biotechnology with graduate course work and experience in business management and regulatory affairs. The program includes the foundation courses for the dual degree program, a set of graduate level core courses in both biotechnology and business, and several elective courses.

Our approach includes team projects drawn from biotechnology industries to focus on real-world problems and applications of biological sciences and business. We approach interpersonal skills and problem-solving skills from multiple perspectives.

Admission Requirements

1. Applicants must have a BA/BS degree in Biology, Chemistry, Biochemistry, or Business/ Economics related discipline. Alternatively, applicants with a BA/BS degree in any field and equivalent work experiences in one of the above fields may be admitted and must fulfill the foundation course requirements before taking the core courses and electives in the degree program.
2. Applicants seeking admission to the dual degree program must be officially accepted into CI as graduate students.
3. Applicants must declare themselves as graduate students in the dual degree program.
4. Applicants will be evaluated by the program admissions committee which will consider the applicants in the context of the total applicant pool using our general admission standards. The following materials are required for our evaluation and admission process:
 - Applicants must submit their transcript(s) from their undergraduate institution(s) and Graduate Record Examinations (GRE) General Test scores.
 - Applicants who have received their undergraduate degrees from a university where English is not the language of instruction, or have studied fewer than two years at a university where instruction is in English, must submit their Test of English as a Foreign Language (TOEFL) scores.
 - Applicants must submit a one page "Statement of Purpose" and two letters of recommendations from people able to judge the applicant's capacity for both academic and professional success.

Degree Requirements

Required Foundation Courses - 16 units

Administration - (71 units*)

*Assumes that at least one set of the Foundation Courses listed below has been completed in a business or science undergraduate degree program.

Program Description

The Master of Science in Biotechnology and Master of Business Administration is a dual professional degree program designed to meet the needs of biotechnology industry and related public and private agencies and organizations. The program combines rigorous scientific training in biotechnology with graduate course work and experience in business management and regulatory affairs. The program includes the foundation courses for the dual degree program, a set of graduate level core courses in both biotechnology and business, and several elective courses.

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 - Applicants must submit their transcript(s) from their undergraduate institution(s) and Graduate Record Examinations (GRE) General Test scores.
 - Applicants who have received their undergraduate degrees from a university where English is not the language of instruction, or have studied fewer than two years at a university where instruction is in English, must submit their Test of

1. *Required Foundation Courses in Biology and Chemistry*
for students without a BS in Biology or Chemistry
16 units

CHEM	110	Chemistry of Life	4
BIOL	201	Principles of Cell and Molecular Biology ..	4
BIOL	300	Cell Biology	4
BIOL	400	Molecular Biology	4

2. *Required Foundation Courses in Business Economics for students without a BS/BA in Business or Economics or a related discipline* 16 units

BUS	500	Economics for Managers	3
BUS	502	Quantitative Methods for Decision-Making	3
BUS	504	Introduction to Accounting and Finance ..	4
BUS	506	Principles of Management and Marketing	3
BUS	508	Business Ethics and Law	3

Core Courses

Common Required Courses in the Dual Degree Program - 9 units

MGT	471	Project Management	3
BIOL	610	Capstone Project for MS/MBA Dual Degree (BUS)	6

Required Courses in the Master of Science in Biotechnology - 22 units

1. *Required Core Courses - 15 units*

BINF	500	DNA & Protein Sequence Analysis	3
BIOL	502	Techniques in Genomics/Proteomics	2
BIOL	503	Biotechnology Law and Regulation	3
BIOL	504	Molecular Cell Biology	3
BIOL	510	Tissue Culture Techniques and Stem Cell Technology	3
BIOL	601	Seminar in Biotechnology and Bioinformatics	1

English as a Foreign Language (TOEFL) scores.

- Applicants must submit a one page "Statement of Purpose" and two letters of recommendations from people able to judge the applicant's capacity for both academic and professional success.

Degree Requirements

Required Foundation Courses - 16 units

1. *Required Foundation Courses in Biology and Chemistry*
for students without a BS in Biology or Chemistry
16 units

CHEM	110	Chemistry of Life	4
BIOL	201	Principles of Cell and Molecular Biology ..	4
BIOL	300	Cell Biology	4
BIOL	400	Molecular Biology	4

2. *Required Foundation Courses in Business Economics for students without a BS/BA in Business or Economics or a related discipline* 16 units

BUS	500	Economics for Managers	3
BUS	502	Quantitative Methods for Decision-Making	3
BUS	504	Introduction to Accounting and Finance ..	4
BUS	506	Principles of Management and Marketing	3
BUS	508	Business Ethics and Law	3

Core Courses

Common Required Courses in the Dual Degree Program - 9 units

MGT	471	Project Management	3
BIOL	610	Capstone Project for MS/MBA Dual Degree (BUS)	6

Required Courses in the Master of Science in Biotechnology - 22 units

1. *Required Core Courses - 15 units*

BINF	500	DNA & Protein Sequence Analysis	3
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2. Elective Courses - 7 units

A minimum of seven units from the following courses:

BIOL	505	Molecular Structure	4
BIOL	507	Pharmacogenomics and Pharmacoproteomics	3
BIOL	508	Advanced Immunology	4
BIOL	509	Plant Biotechnology	4

Required Courses in the Master of Business Administration - 24 units

1. Required Core Courses - 18 units

BUS	510	High Performance Management	3
BUS	520	Strategy and Leadership	3
BUS	530	Managing Business Operations	3
BUS	540	Financial Reporting and Analysis	3
BUS	550	The Contemporary Firm	3
BUS	560	The Entrepreneurial Manager	3

2. Elective Courses - 6 units

Double-counted courses:

BINF	500	DNA and Protein Sequence Analysis	3
BIOL	503	Biotechnology Law and Regulation	3

Graduate Writing

Assessment Requirement

Writing proficiency prior to the awarding of the degree is demonstrated by successful completion of BIOL 502 Techniques in Genomics and Proteomics for MS/MBA Dual Degree with a grade of B or higher.

BIOL	502	Techniques in Genomics/Proteomics	2
BIOL	503	Biotechnology Law and Regulation	3
BIOL	504	Molecular Cell Biology	3
BIOL	510	Tissue Culture Techniques and Stem Cell Technology	3
BIOL	601	Seminar in Biotechnology and Bioinformatics	1

2. Elective Courses - 7 units

A minimum of seven units from the following courses:

BIOL	505	Molecular Structure	4
BIOL	507	Pharmacogenomics and Pharmacoproteomics	3
BIOL	508	Advanced Immunology	4
BIOL	509	Plant Biotechnology	4

Required Courses in the Master of Business Administration - 24 units

1. Required Core Courses - 18 units

BUS	510	High Performance Management	3
BUS	520	Strategy and Leadership	3
BUS	530	Managing Business Operations	3
BUS	540	Financial Reporting and Analysis	3
BUS	550	The Contemporary Firm	3
BUS	560	The Entrepreneurial Manager	3

2. Elective Courses - 6 units

Double-counted courses:

BINF	500	DNA and Protein Sequence Analysis	3
BIOL	503	Biotechnology Law and Regulation	3

Graduate Writing

Assessment Requirement

Writing proficiency prior to the awarding of the degree is demonstrated by successful completion of BIOL 502 Techniques in Genomics and Proteomics for MS/MBA Dual Degree with a grade of B or higher.

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SUMMARY OF CHANGES

JUSTIFICATION

- 1) Explicitly state Program Learning Goals for each degree program
- 2) Update faculty list
- 3) Allow ENGL 330 to substitute for ENG 483 since it meets PLG and provides more choices for students.
- 4) Eliminate Bus 424- never offered
- 5) For MBA recognize that electives have never been offered. Students are assigned their courses (9 units) with professor who offers their special topics/disciplines. Changing title reflects the reality that students are required to take these Special Topics courses and do not have the option of “elective courses”.
- 6) Changing the title of Econ 488 to “Econometrics” to more accurately reflect the intention and focus of the course. This will eliminate confusion for both our students and potential graduate schools.
- 7) ESRM 483, Issues in Global Resource Management, needs to be removed from the upper division elective choices for the International Economics Emphasis. ESRM 483 is an inactive course.

Proposer of Program Modification

Date

Program:

Program Chair		
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Signature

Date

Curriculum Chair		
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Signature

Date

Dean of Faculty		
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Signature

Date