

**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</p> <p><b>Catalog Description of the Program</b> The Business program has a liberal arts and interdisciplinary focus. It was built on the three C's: 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.</p> <p>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 two emphases: Entrepreneurship or Global Business. Both 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>Name of Degree Program</b> Bachelor of Science in Business</p> <p><b>Catalog Description of the Program</b> The Business program has a liberal arts and interdisciplinary focus. It was built on the three C's: 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.</p> <p>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 two emphases: Entrepreneurship or Global Business. Both 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>

**Requirements for the Degree Program  
(120 units)**

**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)

**Engl 103: Stretch Composition II (3)**

or

**Engl 105: Composition and Rhetoric I (3)**

Math 140: Calculus for Business & Economics (3)  
or  
Math 150: Calculus (4)

**Upper Division Requirements (36 units)**

Acct 300: Applied Managerial Accounting (3)  
Bus 320: Business Operations (3)  
BUS 499: Capstone: Global Strategic Simulation (3)  
CIS 310: Management Information 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)

**Upper Division Interdisciplinary Courses (6 units)**

Bus 334: The Business of Art (ART) (3)  
Bus 340: Business and Money in American Literature  
(ENGL) (3)  
Bus 341: Drug Discovery & Development (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)

**Required Supporting and other GE Courses (48 units)**

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)

**Requirements for the Degree Program  
(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)  
Math 140: Calculus for Business & Economics (3)

or

Math 150: Calculus (4)

**Upper Division Requirements (36 units)**

Acct 300: Applied Managerial Accounting (3)  
Bus 320: Business Operations (3)  
BUS 499: Capstone: Global Strategic Simulation (3)  
CIS 310: Management Information Systems (3)  
Econ 310: Intermediate Microeconomics (3)  
or  
Econ 329: Managerial Economics (3)  
Econ 311: Intermediate Macroeconomics (3)  
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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)

**Upper Division Interdisciplinary Courses (6 units)**

Bus 331: Biotechnology in the 21<sup>st</sup> Century (BIOL) (3)  
Bus 334: The Business of Art (ART) (3)  
Bus 340: Business and Money in American Literature  
(ENGL) (3)  
Bus 341: Drug Discovery & Development (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)  
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Major (3)  
Title V: United States History, Constitution and American  
Ideals (6)  
Other GE Courses in Categories A-E (39)

**Emphasis or Option Requirements**

**Must select 1 or 2 (15 units each):**

1. Entrepreneurship

**Bus 342: 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)

2. Global Business

Acct 410: International Accounting (3)

Mgt 310: Management of International Business (3)

Mkt 410: International Marketing Management (3)

*Select one from the following:*

Econ 380: World Economy (3)

Econ 471: International Trade (3)

Econ 472: International Macroeconomics (3)

Electives (3)

**Emphasis or Option Requirements**

**Must select 1 or 2 (15 units each):**

1. Entrepreneurship

**BUS 341: DRUG DISCOVERY & DEVELOPMENT (3)**

Econ 411: Economics of Entrepreneurship (3)

Mgt 325: Entrepreneurial Management (3)

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Electives (3)

2. Global Business

Acct 410: International Accounting (3)

Mgt 310: Management of International Business (3)

Mkt 410: International Marketing Management (3)

*Select one from the following:*

Econ 380: World Economy (3)

Econ 471: International Trade (3)

Econ 472: International Macroeconomics (3)

Electives (3)

## SUMMARY OF CHANGES

- Dropped CIS 110 as a lower division requirement, and replaced it with COMP 101.
- Dropped Engl 103 as an explicit lower division requirement for the major.
- Dropped Engl 105 as an explicit lower division requirement for the major.
- Corrected a typographical error in the requirements for the Entrepreneurship emphasis: Bus 341 was listed as Bus 342.

## JUSTIFICATION

CIS 110 is a Business-specific course, but, for the purposes of our program, the learning outcomes of an introductory computer course more closely match the broad computer literacy approach followed in COMP 101. This modification will also streamline transfers from local community colleges without compromising the integrity and rigor of our degree.

Engl 103 and Engl 105 were originally listed as explicit options to fulfill a lower division requirement for the Business major to emphasize the program's commitment to "the three C's," one of which is Communication in written and oral English. However, those are also required general education courses, and their explicit listing within the major has caused confusion. Their deletion here does not affect the curriculum of the Business program and does not alter the total number of units students are required to take.

Paul Rivera  
Proposer of Program Modification

September 9, 2005  
Date

## Approvals

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Program Chair Date

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Curriculum Committee Chair Date

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Dean Date