

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

PROGRAM MODIFICATION

PROGRAM CHANGES MUST BE SUBMITTED BY NOVEMBER 5, 2007

DATE : OCTOBER 12, 2007
 PROGRAM AREA: BUSINESS & ECONOMICS
 SEMESTER /YEAR FIRST EFFECTED: FALL 2008

Instructions: Please use the following format to modify any existing program. Your entire program, as last approved should be cut and pasted on the left side of the form: Deletions from an existing program need to be underlined (left hand column) Amendments to the program need to be in CAPS (right hand column) and highlight the changes in YELLOW. Thank you.

EXISTING PROGRAM	PROPOSED PROGRAM
<p>Name of Degree Program BS in Business</p> <p>Catalog Description of the Program PROGRAMS OFFERED</p> <ul style="list-style-type: none"> • Bachelor of Arts in Economics • Bachelor of Science in Business <ul style="list-style-type: none"> <u>Emphasis</u> in Entrepreneurship <u>Emphasis</u> in Finance <u>Emphasis</u> in Global Business <u>Emphasis</u> in Management <u>Emphasis</u> in Marketing • Minor in Business Management • Minor in Economics • Certificate in Business Administration • Master of Business Administration (MBA) <p>The Business and Economics Program 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</p>	<p>Name of Degree Program BS in Business</p> <p>Catalog Description of the Program PROGRAMS OFFERED</p> <ul style="list-style-type: none"> • Bachelor of Arts in Economics • Bachelor of Science in Business <ul style="list-style-type: none"> 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) <p>The Business and Economics Program 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</p>

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, 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, Finance, 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 five critical areas of business. We anticipate enhancing the curriculum with additional emphasis choices as the program grows.

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 program offers flexibility and opportunity through its emphases: general, environmental resource, international, managerial or quantitative economics. These emphases allow students to pursue specific interests and maximize connections to disciplines related to economics.

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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** as the program grows.

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CAREERS

The Martin V. Smith School of Business and Economics 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.

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 2027

Phone: (805) 437-8860

Email: william.cordeiro@csuci.edu

Priscilla Z. Liang, Ph.D.

Assistant Professor of Finance

Sage Hall, Room 2143

Phone: (805) 437-8926 Email: priscilla.liang@csuci.edu

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Priscilla Z. Liang, Ph.D.

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Phone: (805) 437-8926 Email: priscilla.liang@csuci.edu

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

Dennis Muraoka, Ph.D.
Professor of Economics
Sage Hall, Room 2061
Phone: (805) 437-8861
Email: dennis.muraoka@csuci.edu

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

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

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

CONTACT INFORMATION
<http://business.csuci.edu>
<http://econ.csuci.edu>

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

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

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

CONTACT INFORMATION
<http://business.csuci.edu>
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REQUIREMENTS FOR THE 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)
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)
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 and 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 and Professional Ethics (3)
MKT 310 Principles of Marketing (3)
BUS 499 Capstone (3)

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DEGREE IN BUSINESS
(120 UNITS)

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(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 Applications (3)
or
MATH 150 Calculus I (4)

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 and 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 and Professional Ethics (3)
MKT 310 Principles of Marketing (3)
BUS 499 Capstone (3)

UPPER DIVISION INTERDISCIPLINARY MAJOR COURSES (6 UNITS)

BUS 331 Biotechnology in the 21st Century (BIOL) (3)
BUS 334 The Business of Art (ART) (3)
BUS 335 BUSINESS AND THE PERFORMING ARTS (PA) (3)
BUS 340 Business and Economics in American Literature (ECON/ENGL) (3)
BUS 341 Drug Discovery & Development (ECON/CHEM) (3) (may double count in the Entrepreneur (Emphasis))
BUS 342 The Zoo: Conservation, Education and Recreation (ECONIBIOL/EDUC) (3)
BUS 344 THE LIBRARY: COLLECTIONS, SERVICES AND INSTRUCTION (LIB) (3)
BUS 349 History of Business and Economics in North America (ECON/HIST) (3)
BUS 434 The Museum: Culture, Business & Education (ART/EDUC) (3)
ECON 343 Capital Theory (FIN) (3)

EMPHASIS

Must Select one of the following emphases (15 units each):
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 Emphasis)

UPPER DIVISION INTERDISCIPLINARY MAJOR COURSES (6 UNITS)

BUS 331 Biotechnology in the 21st Century (BIOL) (3)
BUS 334 The Business of Art (ART) (3)
BUS 335 BUSINESS AND THE PERFORMING ARTS (PA) (3)
BUS 340 Business and Economics in American Literature (ECON/ENGL) (3)
BUS 341 Drug Discovery & Development (ECON/CHEM) (3) (may double count in the Entrepreneur (Emphasis))
BUS 342 The Zoo: Conservation, Education and Recreation (ECONIBIOL/EDUC) (3)
BUS 344 THE LIBRARY: COLLECTIONS, SERVICES AND INSTRUCTION (LIB) (3)
BUS 349 History of Business and Economics in North America (ECON/HIST) (3)
BUS 434 The Museum: Culture, Business & Education (ART/EDUC) (3)
ECON 343 Capital Theory (FIN) (3)

OPTION

STUDENTS MAY select one of the following OPTIONS (15 units each):

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)

<p>1. ENTREPRENEURSHIP <u>EMPHASIS</u> BUS 341 Drug Discovery & Development (3) MGT 325 Entrepreneurial Management (3)</p> <p>Select three from the following: ECON 411 Economics of Entrepreneurship (3) MGT 424 Organizational Behavior (3) MKT 411 New Product Development and Management (3) Electives (3)</p> <p>2. FINANCE <u>EMPHASIS</u> 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> <p>3. GLOBAL BUSINESS <u>EMPHASIS</u> MGT 310 Management of International Business (3) MKT 410 International Marketing Management (3)</p> <p>Select three from the following: 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 (3) MGT 471 Project Management (3) Electives (3)</p> <p>4. MANAGEMENT <u>EMPHASIS</u> MGT 310 Management of International Business (3) MGT 421 Human Resource Management (3)</p>	<p>1. ENTREPRENEURSHIP <u>OPTION</u> BUS 341 Drug Discovery & Development (3) MGT 325 Entrepreneurial Management (3)</p> <p>Select three from the following: ECON 411 Economics of Entrepreneurship (3) MGT 424 Organizational Behavior (3) MKT 411 New Product Development and Management (3) Electives (3)</p> <p>2. FINANCE <u>OPTION</u> 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> <p>3. GLOBAL BUSINESS <u>OPTION</u> MGT 310 Management of International Business (3) MKT 410 International Marketing Management (3)</p> <p>Select three from the following: 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 (3) MGT 471 Project Management (3) Electives (3)</p> <p>4. MANAGEMENT <u>OPTION</u> MGT 310 Management of International Business (3) MGT 421 Human Resource Management (3)</p>
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<p>MGT 424 Organizational Behavior (3)</p> <p>Select two from the following:</p> <p>MGT 325 Entrepreneurial Management (3)</p> <p>MGT 422 Strategic Planning (3)</p> <p>MGT 428 Contract Management (3)</p> <p>MGT 429 Program Management (3)</p> <p>MGT 471 Project Management (3)</p> <p>MGT 490 Special Topics (3)</p> <p>MGT 492 Service Learning /Internship (3)</p> <p>MGT 497 Directed Study (3)</p> <p>5. <u>MARKETING EMPHASIS</u></p> <p>MKT 311 Consumer Behavior (3)</p> <p>MKT 409 Marketing Research (3)</p> <p>MKT 410 International Marketing Management (3)</p> <p>MKT 411 New Product Development and Management (3)</p> <p>Electives (3)</p> <p>REQUIRED SUPPORTING AND OTHER GE COURSES (48 UNITS)</p> <p>Upper Division Interdisciplinary course outside Business Major (3)</p> <p>American Institutions (6)</p> <p>Other GE Courses in Categories A-E (39)</p>	<p>MGT 424 Organizational Behavior (3)</p> <p>Select two from the following:</p> <p>MGT 325 Entrepreneurial Management (3)</p> <p>MGT 422 Strategic Planning (3)</p> <p>MGT 428 Contract Management (3)</p> <p>MGT 429 Program Management (3)</p> <p>MGT 471 Project Management (3)</p> <p>MGT 490 Special Topics (3)</p> <p>MGT 492 Service Learning /Internship (3)</p> <p>MGT 497 Directed Study (3)</p> <p>5. <u>MARKETING OPTION</u></p> <p>MKT 311 Consumer Behavior (3)</p> <p>MKT 409 Marketing Research (3)</p> <p>MKT 410 International Marketing Management (3)</p> <p>MKT 411 New Product Development and Management (3)</p> <p>Electives (3)</p> <p>REQUIRED SUPPORTING AND OTHER GE COURSES (56-57 UNITS)</p> <p>Upper Division Interdisciplinary course outside Business Major (3)</p> <p>American Institutions (6)</p> <p>Other GE Courses in Categories A-E (39)</p> <p><u>FREE ELECTIVES (8-9)</u></p>
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REQUIREMENTS FOR THE 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)

ECON 110 Principles of Microeconomics (3)

or

ECON 111 Principles of Macroeconomics (3)

or

ECON 300 Fundamentals of Economics (3)

UPPER DIVISION REQUIREMENTS (12 UNITS) Choose from the following:

BUS 320 Business Operations (3)

BUS 420 Cases in Strategy (3)

BUS 424 Business, Government and Society (3)

MATH 329 Statistics for Business & Economics (3)

MGT 307 Management of Organizations (3)

MGT 310 Management of International Business (3)

MGT 325 Entrepreneurial Management (3)

MGT 326 Scientific and Professional Ethics (3)

MGT 421 Human Resource Management (3)

MKT 310 Principles of Marketing (3)

MKT 311 Consumer Behavior (3)

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MGT 326 Scientific and Professional Ethics (3)

MGT 421 Human Resource Management (3)

MKT 310 Principles of Marketing (3)

MKT 311 Consumer Behavior (3)

SUMMARY OF CHANGES

- Modified all emphases to options.

JUSTIFICATION

These changes offer greater flexibility and opportunities for our students, allowing them to graduate sooner and pursue academic interests outside of Business.

Paul A. Rivera, PhD

December 12, 2007

Proposer of Program Modification

Date

Approvals

Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Service Learning Ctr Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
Dean of Faculty		
	Signature	Date