

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

PROGRAM MODIFICATION

PROGRAM AREA

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 BUSINESS</p> <p>PROGRAMS OFFERED Bachelor of Science in Business Option in Business Economics Option in Management Minor in Business Management Minor in Economics</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 Chemistry, Economics, English, Fine Arts, and History. In addition, a Capstone Course will provide students with the opportunity to integrate their knowledge through a Global Strategy Simulation exercise.</p> <p>CAREERS: An objective of the Business Program is to prepare students for working 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>Name of Degree Program BUSINESS</p> <p>PROGRAMS OFFERED Bachelor of Science in Business EMPHASIS IN GLOBAL BUSINESS EMPHASIS IN ENTREPRENEURSHIP <u>Option in Business Economics</u> <u>Option in Management</u> Minor in Business Management Minor in Economics</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 Chemistry, Economics, English, Fine Arts, and History. In addition, a Capstone Course will provide students with the opportunity to integrate their knowledge through a Global Strategy Simulation exercise. IN ORDER TO PROVIDE AN INTEGRATIVE AND CROSS DISCIPLINARY EXPERIENCE IN A RELEVANT BUSINESS AREA, STUDENTS ARE REQUIRED TO SELECT ONE OF TWO EMPHASES: GLOBAL BUSINESS OR ENTREPRENEURSHIP. 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 TODAY. WE ANTICIPATE ENHANCING THE CURRICULUM WITH ADDITIONAL CHOICES AS THE PROGRAM GROWS.</p> <p>CAREERS: An objective of the Business Program is to prepare students for working 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>

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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 Accounting3
 BUS 110 Business Law.....3
 CIS 110 Computer Information Systems3
 ECON 110 Principles of Microeconomics.....3
 ECON 111 Principles of Macroeconomics3
 ENGL 105 Composition & Rhetoric I3
 (or)
 ENGL 103 Stretch Composition II.....3
 MATH 140 Calculus for Business & Economics (or)3

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 (or)
 ENGL 103 Stretch Composition II.....3
 MATH 140 Calculus for Business & Economics (or)3

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
BUS 499 Capstone: Global Strategic Simulation	3
CIS 310 Management Info Systems	3
ECON 310 Intermediate Microeconomics (or).....	3
ECON 329 Managerial Economics.....	3
ECON 311 Intermediate Macroeconomics (or)	3
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 346 Scientific & Professional Ethics.....	3
MKT 310 Principles of Marketing.....	3
Upper Division Interdisciplinary Courses	
UPPER DIVISION INTERDISCIPLINARY MAJOR COURSES (6 Units):	
BUS 341 Drug Discovery & Development (CHEM)	3
BUS 434 The Museum: Culture, Business & Education (ART, EDUC)	3
BUS 340 Business and Money in American Literature (ENGL).....	3
BUS 334 The Business of Art (ART).....	3
BUS 349 History of Business & Economics in North America (HIST)	3
ECON 343 Capital Theory (FIN).....	3

.....	3
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
BUS 499 Capstone: Global Strategic Simulation	3
CIS 310 Management Info Systems	3
ECON 310 Intermediate Microeconomics (or).....	3
ECON 329 Managerial Economics.....	3
ECON 311 Intermediate Macroeconomics (or)	3
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 346 Scientific & Professional Ethics.....	3
MKT 310 Principles of Marketing.....	3
Upper Division Interdisciplinary Courses	
UPPER DIVISION INTERDISCIPLINARY MAJOR COURSES (6 Units):	
BUS 341 Drug Discovery & Development (CHEM)	3
BUS 434 The Museum: Culture, Business & Education (ART, EDUC)	3
BUS 340 Business and Money in American Literature (ENGL).....	3
BUS 334 The Business of Art (ART).....	3
BUS 349 History of Business & Economics in North America (HIST)	3
ECON 343 Capital Theory (FIN).....	3
EMPHASIS (MUST SELECT #1 OR #2) (15 UNITS)	
1. ENTREPRENEURSHIP	
BUS 342 DRUG DISCOVERY &	

**Required Supporting and other GE Courses
REQUIRED SUPPORTING AND OTHER GE
COURSES**

(48 units):

Upper Division Interdisciplinary courses outside Business
Major.....3
American Institutions Requirement
.....6
Other GE Courses in Categories A-
E.....39

Emphasis or Option Requirements

**REQUIREMENTS FOR THE OPTION IN BUSINESS
ECONOMICS
(15-16 units)**

**Business Economics requires a minimum of 15 upper
division units in economics from the following courses:**

ECON 310.*	Intermediate Microeconomics (3).
ECON 311.*	Intermediate Macroeconomics (3).
ECON 320.*	Money and Banking (3).
ECON 329.*	Managerial Economics (3).
ECON 340.	Business and Money in American Literature (3) (also BUS 340 and ENG 340).
ECON 341.	Drug Discovery and Development (3) (also BUS 341 and CHEM 341).
ECON 349.	History of Business and Economics in North

**DEVELOPMENT.....3
ECON 411 ECONOMICS OF
ENTREPRENEURSHIP.....3
MGT 325 MANAGEMENT OF
ENTREPRENEURSHIP.....3
MKT 411 NEW PRODUCT DEVELOPMENT AND
MANAGEMENT.....3
ELECTIVES.....3**

2. GLOBAL BUSINESS

ACCT 410 INTERNATIONAL ACCOUNTING...3

**ONE FROM THE FOLLOWING THREE:
ECON 370 WORLD ECONOMY.....3
ECON 471 INTERNATIONAL TRADE.....3
ECON 472INTERNATIONAL
MACROECONOMICS.....3**

**MGT 310 MANAGEMENT OF INTERNATIONAL
BUSINESS.....3
MKT 410 INTERNATIONAL MARKETING
MANAGEMENT....3
ELECTIVES...3**

**Required Supporting and other GE Courses
REQUIRED SUPPORTING AND OTHER GE
COURSES**

(48 units):

Upper Division Interdisciplinary courses outside Business
Major.....3
American Institutions Requirement
.....6
Other GE Courses in Categories A-
E.....39

OPTIONS

**REQUIREMENTS FOR THE OPTION IN BUSINESS
ECONOMICS
(15-16 units)**

**Business Economics requires a minimum of 15 upper
division units in economics from the following courses:**

<u>ECON 310.*</u>	<u>Intermediate Microeconomics (3).</u>
<u>ECON 311.*</u>	<u>Intermediate Macroeconomics (3).</u>
<u>ECON 320.*</u>	<u>Money and Banking (3).</u>
<u>ECON 329.*</u>	<u>Managerial Economics (3).</u>
<u>ECON 340.</u>	<u>Business and Money in American Literature (3) (also BUS 340 and ENG 340).</u>
<u>ECON 341.</u>	<u>Drug Discovery and Development (3) (also BUS 341 and CHEM 341).</u>
<u>ECON 349.</u>	<u>History of Business and Economics in North America. (3) (BUS 342 and HIST 349).</u>

ECON 343.	America. (3) (BUS 342 and HIST 349).
ECON 370.**	Capital Theory (3) (also FIN 343).
ECON 471.**	The World Economy (3).
ECON 472.**	International Trade (3).
ECON 488.	International Macroeconomics (3).
	Applied Managerial Econometrics (4).

- These courses may be taken to meet the requirements of the option in business economics if they have not been taken to meet the upper division requirements for the Bachelor of Science in Business.

REQUIREMENTS FOR THE OPTION IN MANAGEMENT (15 units):

Management Option requires 15 units from the following courses:

All four of the following courses:

MGT 310 Management of International Businesses.....	3
MGT 325 Entrepreneurial Management	3
BUS 420 Cases in Strategy	3
BUS 424 Business in Its Social Setting	3

One of the following courses:

MGT 421 Human Resource Management	3
MGT 425 Management of Educational Organizations	3
MGT 426 Management of Healthcare Organizations	3
MGT 427 Management of Not-for-Profit Organizations	3

Additional Courses

ECON 343.	Capital Theory (3) (also FIN 343).
ECON 370.**	The World Economy (3).
ECON 471.**	International Trade (3).
ECON 472.**	International Macroeconomics (3).
ECON 488.	Applied Managerial Econometrics (4).

- These courses may be taken to meet the requirements of the option in business economics if they have not been taken to meet the upper division requirements for the Bachelor of Science in Business.

REQUIREMENTS FOR THE OPTION IN MANAGEMENT (15 units):

Management Option requires 15 units from the following courses:

All four of the following courses:

<u>MGT 310 Management of International Businesses.....</u>	<u>3</u>
<u>MGT 325 Entrepreneurial Management</u>	<u>3</u>
<u>BUS 420 Cases in Strategy</u>	<u>3</u>
<u>BUS 424 Business in Its Social Setting</u>	<u>3</u>

One of the following courses:

<u>MGT 421 Human Resource Management</u>	<u>3</u>
<u>MGT 425 Management of Educational Organizations</u>	<u>3</u>
<u>MGT 426 Management of Healthcare Organizations</u>	<u>3</u>
<u>MGT 427 Management of Not-for-Profit Organizations</u>	<u>3</u>

Additional Courses

SUMMARY OF CHANGES

Require the students to select from one of two emphases: Entrepreneurship or Global Business.

JUSTIFICATION

The purpose is to further the Mission of the University in support of interdisciplinarity. While students will have at least one course in each of the major disciplines related to business and economics, requiring an Emphasis will provide them with opportunities for more in depth knowledge in several related areas. The recommended courses build on the current faculty's strengths and offer students examples and applications of theoretical principles from their basic courses.

William Cordeiro
Proposer of Program Modification

11-11-03
Date

Approvals

Program Chair Date

Curriculum Committee Chair Date

Dean Date

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

1. Course Title: Add a requirement that students select from one of two Emphases

2. Program Area: Business & Economics

Recommend Approval

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