

# 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 9.19.11 (revised 11-7-11) 11-29-11 JR

Program Area: BUS

**Semester /Year First affected:** FALL 2012

**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 BUSINESS

#### Programs Offered

- Bachelor of Arts in Economics  
(See ECON program)
- 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 Social Business
- Minor in Economics
- Certificate in Business Administration
- Certificate in Social Business
- 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.

- Master of Science in Biotechnology and Master of Business Administration (MBA)

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 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.

~~Professor of Management~~

~~— Director, School of Business & Economics~~

### 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 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

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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
— <b>TOTAL</b> .....	<b>120 units</b>

**Lower Division Requirements 9 - 10 units**

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

**Select either:**

— MATH 140 — Calculus for Business Applications .....	3
— <b>or</b>	
— 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

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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)

#### 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

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

Bachelor of Science Degree in  
 Business - (120 units)

Bachelor of Science Degree in  
 Business (120 units)

Lower Division Major Requirements ..... 21-22  
 Upper Division Major Requirements .....36  
 Upper Division Interdisciplinary Major Requirements ..... 6  
 Supporting and other GE Requirements ..... 56-57  
**TOTAL 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
BUS 320	Business Operations .....	3

Select either:

ECON 310	Intermediate Microeconomics .....	3
or		
ECON 329	Managerial Economics .....	3
	<i>(choose this course if pursuing the Marketing Option)</i>	

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

**Lower Division Major Requirements (21 - 22 units)**

ACCT 210	Financial Accounting .....	3
ACCT 220	Managerial Accounting .....	3
	<b>(Prereq: ACCT 210)</b>	

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
	<b>(Prereq: Passing Score on Calculus Placement Exam or MATH 101 or 105)</b>	

or

MATH 150	Calculus I .....	4
	<b>(Prereq: Passing Score on Calculus Placement Exam or MATH 101 or 105)</b>	

**Upper Division Major Requirements (36 units)**

ACCT 300	Applied Managerial Accounting .....	3
	<b>(Prereq: ACCT 210 &amp; 220 or equivalent courses)</b>	
BUS 320	Business Operations .....	3
	<b>(Prereq: MATH 140 or 150)</b>	

Select either:

ECON 310	Intermediate Microeconomics .....	3
	<b>(Prereq: ECON 110, 111, &amp; MATH 140 or 150)</b>	

or

ECON 329	Managerial Economics .....	3
	<b>(Prereq: ECON 110, 111, &amp; MATH 140 or 150)</b>	
	<i>(choose this course if pursuing the Marketing Option)</i>	

Select either:

ECON 311	Intermediate Macroeconomics .....	3
	<b>(Prereq: ECON 110, 111, &amp; MATH 140 or 150)</b>	

or

ECON 320	Money and Banking .....	3
	<b>(Prereq: ECON 110, 111, &amp; MATH 140 or 150)</b>	

Select either:

ENGL 330	Interdisciplinary Writing.....	3
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or

ENGL 483	Technical Visual Communication .....	3
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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 Management .....	3
Electives		.....	3

**Complete the following:**

FIN	300	Business Finance .....	3	(Prereq: ACCT 220 & MATH 140 or 150)
MATH	329	Statistics for Business and Economics ...	3	(Prereq: Math 101 or 105)
MGT	307	Management of Organizations .....	3	
MGT	326	Scientific and Professional Ethics (BIOL) .....	3	
MIS	310	Management Information Systems .....	3	(Prereq: COMP 101 or equivalent)
MKT	310	Principles of Marketing .....	3	
BUS	499	Capstone .....	3	(Prereq: All lower division and other upper division required core courses in the Business Major or consent of instructor)

**Upper Division Interdisciplinary Major Requirements (6 units)**

Select two courses from interdisciplinary courses offered by Business.

BUS 330-349 or 430-449 course .....	3
BUS 330-349 or 430-449 course .....	3

**Option (15 units) (use GillSansMT-ExtraBold 13)**

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 (GillSansMT-ExtraBold 13 point)**

BUS	341	Drug Discovery and Development (CHEM/ECON) .....	3	(may double count with Upper Division Interdisciplinary Major course)
MGT	325	Entrepreneurial Management .....	3	

Select three of the following:

ECON	411	Economics of Entrepreneurship .....	3	(Prereq: ECON 110 & 111)
MGT	424	Organizational Behavior (PSY) .....	3	(Prereq: MGT 307 or consent of instructor)
MKT	411	New Product Development and Management .....	3	(Prereq: MKT 310)

2. Finance Option

- 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

3. Global Business Option

- MGT 410 Management of International Business.3
- MKT 410 International Marketing Management....3

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 Management .....3
- MGT 471 Project Management .....3
- Electives .....3

4. Management Option

- MGT 410 Management of International Business.3
- MGT 421 Human Resource Management .....3
- MGT 424 Organizational Behavior (PSY) .....3

- Electives .....3

2. Finance Option (GillSansMT-ExtraBold 13 point)

- FIN 410 Financial Markets and Institutions .....3  
(Prereq: FIN 300)
- FIN 411 Corporate Finance Management .....3  
(Prereq: FIN 300)
- FIN 412 International Financial Management ....3  
(Prereq: FIN 300)
- FIN 413 Investment Analysis .....3  
(Prereq: FIN 300)

- Electives .....3

3. Global Business Option (GillSansMT-ExtraBold 13 point)

- MGT 410 Management of International Business.3  
(Prereq: MGT 307)
- MKT 410 International Marketing Management....3  
(Prereq: MKT 310)

Select three from the following:

- ACCT 410 International Accounting .....3  
(Prereq: ACCT 210 or 220)
- ECON 370 The World Economy .....3  
(Prereq: ECON 111)
- ECON 471 International Trade .....3  
(Prereq: ECON 310 or 329)
- ECON 472 International Macroeconomics .....3  
(Prereq: ECON 311 or 320)
- FIN 412 International Finance Management .....3  
(Prereq: FIN 300)
- MGT 471 Project Management .....3  
(Prereq: MGT 307)

- Electives .....3

4. Management Option (GillSansMT-ExtraBold 13 point)

- MGT 410 Management of International Business.3  
(Prereq: MGT 307)
- MGT 421 Human Resource Management .....3  
(Prereq: MGT 307)
- MGT 424 Organizational Behavior (PSY) .....3  
(Prereq: MGT 307 or consent of instructor)

Select **two** from the following:

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

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 <b>course</b> outside <b>Business</b> 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.

Select **two** from the following:

MGT	325	Entrepreneurial Management	3
MGT	429	Program Management	3
		(Prereq: MGT 307)	
MGT	471	Project Management	3
		(Prereq: MGT 307)	
MGT	490	Special Topics	3
		(Prereq: Consent of instructor)	
MGT	492	Service Learning/Internship	1-3
		(Prereq: Consent of instructor)	
MGT	497	Directed Study	1-3
		(Prereq: Consent of instructor)	

5. Marketing Option (GillSansMT-ExtraBold 13 point)

MKT	311	Consumer Behavior	3
		(Prereq: MKT 310)	
MKT	409	Marketing Research	3
		(Prereq: MKT 310)	
MKT	410	International Marketing Management	3
		(Prereq: MKT 310)	
MKT	411	New Product Development and Management	3
		(Prereq: MKT 310)	
Electives			3

Supporting and Other GE Requirements (56-57 units)

Upper Division Interdisciplinary <b>GE</b> Outside Major	3
American Institutions	6
Other GE Courses in Categories A-E	22
Free Electives..	25-26

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
<b>or</b>			
ECON	111	Principles of Macroeconomics	.....3

**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)**

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
<b>and</b>			
ECON	111	Principles of Macroeconomics	.....3

Select either:

MATH	140	Calculus for Business Applications	.....3
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**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
<b>or</b>			
ECON	111	Principles of Macroeconomics	.....3

**Upper Division Requirements - 12 units**

Choose four from the following:

BUS	320	Business Operations	.....3
<b>(Prereq: Math 140 or 150)</b>			
MATH	329	Statistics for Business and Economics	3 <b>(changing to Applied Stats)</b>
<b>(Prereq: MATH 101 or 105)</b>			
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
<b>(Prereq: MGT 307)</b>			
MGT	421	Human Resource Management	.....3
<b>(Prereq: MGT 307)</b>			
MKT	310	Principles of Marketing	.....3
MKT	311	Consumer Behavior	.....3
<b>(Prereq: MKT 310)</b>			

**Minor in Social Business (17-28 units including pre/co-requisites)**

This interdisciplinary minor will provide students in any major the opportunity to develop their knowledge of Social Business. Students will develop the tools and skills required to diagnose and address social problems at the local, national, and international levels and apply the necessary skills for effective analysis of a social business plan in one of these settings. The program will equip students to assess the success and challenges of an existing social business at the local, national, or international level. By choosing electives across discipline areas, students will gain an interdisciplinary perspective into Social Business and the challenges it seeks to address.

**Lower Division Requirement (3 units)**

BUS	203	Introduction to Social Business (ECON/SOC)	.....3
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—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

—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.

### Upper Division Requirements (5-6 units)

- BUS 301 Social Business Planning (ECON/SOC) 3  
(Prereq: BUS/ECON/SOC 203)
- BUS 498 Faculty-Student Research Seminar in  
Social Business (ECON/POLS/SOC).2-3  
(Prereq: BUS/ECON/SOC 203 & 301  
and consent of instructor)

### Additional Requirements (9 units)

Select three courses from the following (one of the courses may be lower-division):

#### Economics and Poverty

- ANTH 444 Values and Valuables (ECON) .....3  
(Prereq: ANTH 102 or ECON 110)
- BUS 336 Social Entrepreneurship (SOC) .....3
- BUS 448 Globalization and Development  
(ECON/SOC) .....3  
(Prereq: SOC 100)
- ECON 362 Environmental Economics .....3  
(Prereq: ECON 110 & 111)
- ECON 411 Economics of Entrepreneurship .....3  
(Prereq: ECON 110 & 111)
- ECON 473 Development Economics .....3  
(Prereq: ECON 310 or 311)
- POLS 426 Politics of Developing Countries .....3  
(Prereq: POLS 103)

#### Science and Technology

- BIOL 331 Biotechnology in the Twenty-first  
Century (BUS) ..... 3  
(Prereq: Junior standing or consent of  
instructor)
- BIOL 345 Science and Public Policy (POLS) ..... 3  
(Prereq: Junior standing or consent of  
instructor)
- PHYS 448 Team Based Research ..... 3  
(Prereq: Upper division standing)

#### Culture and Politics

- ANTH 102 Cultural Anthropology ..... 3
- ANTH 444 Values and Valuables (ECON) ..... 3

(Prereq: ANTH 102 or ECON 110)

CHS	292	Chicana/o Studies Service Learning and Civic Engagement .....	3
		(Prereq: CHS 100, sophomore status or consent of instructor)	
GLST	200	Introduction to Global Studies .....	3
POLS	426	Politics of Developing Countries .....	3
		(Prereq: POLS 103)	
SOC	201	Social Problems .....	3

*Health and Environment*

BIOL	331	Biotechnology in the Twenty-first Century (BUS) .....	3
BIOL	333	Emerging Public Health Issues .....	3
BIOL	345	Science and Public Policy (POLS) .....	3
CHS	343	Health Issues in the Latino/a Community (NRS) .....	3
		(Prereq: CHS 100 or equivalent)	
ESRM	100	Introduction to Environmental Science and Resource Management .....	3
ESRM	340	Politics and the Environment (POLS) .....	3
		(Prereq: Junior standing and consent of instructor)	

**Certificate in Social Business (15 units)**

The certificate in Social Business is designed to provide students of all majors and non-matriculated students at CSU Channel Islands and the external community coming from any discipline with an interdisciplinary background in (1) the diagnosis of social problems at the local, national, and international levels; and (2) the application of the social business concept as a significant tool in addressing those problems.

**Requirements for the Certificate (15 units)**

**Core Courses (8 units)**

BUS	203	Introduction to Social Business (ECON/ SOC).....	3
BUS	301	Social Business Planning (ECON/SOC) (Prereq: BUS/ECON/SOC 203)	3
BUS	498	Faculty-Student Research Seminar in Social Business (ECON/SOC).....	2-3
		(Prereq: BUS/ECON/SOC 203 & 301 and consent of instructor)	

**Note: Complete a minimum of 3 units BUS 498**

### Additional Courses (6 units)

Six units required from a minimum of two problem-based areas (Economics and Poverty, Culture and Politics, Health and Environment). At least 3 of the 6 units must be upper-division courses (300-level or 400-level).

#### *Economics and Poverty*

ANTH	444	Values and Valuables (ECON) .....	3
		(Prereq: ANTH 102 or ECON 110)	
BUS	336	Social Entrepreneurship (SOC) .....	3
BUS	448	Globalization and Development (ECON/SOC) .....	3
		(Prereq: SOC 100)	
ECON	362	Environmental Economics .....	3
		(Prereq: ECON 110 & 111)	
ECON	411	Economics of Entrepreneurship .....	3
		(Prereq: ECON 110 & 111)	
ECON	473	Development Economics	3
		(Prereq: ECON 310 or 311)	
POLS	426	Politics of Developing Countries .....	3
		(Prereq: POLS 103)	

#### *Science and Technology*

BIOL	331	Biotechnology in the Twenty-first Century (BUS) .....	3
BIOL	345	Science and Public Policy (POLS) .....	3
		(Prereq: Junior standing or consent of instructor)	
PHYS	448	Team Based Research .....	3
		(Prereq: Upper division standing)	

#### *Culture and Politics*

ANTH	102	Cultural Anthropology .....	3
ANTH	444	Values and Valuables (ECON) .....	3
		(Prereq: ANTH 102 or ECON 110)	
CHS	292	Chicana/o Studies Service Learning and Civic Engagement .....	3
		(Prereq: CHS 100, sophomore status or consent of instructor)	
GLST	200	Intro to Global Studies .....	3
SOC	201	Social Problems .....	3
POLS	426	Politics of Developing Countries .....	3
		(Prereq: POLS 103)	

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

### Health and Environment

BIOL 331	Biotechnology in the Twenty-first Century (BUS) .....	3
BIOL 333	Emerging Public Health Issues .....	3
BIOL 345	Science and Public Policy (POLS) .....	3
CHS 343	Health Issues in the Latino/a Community (NRS) .....	3
	(Prereq: CHS 100 or equivalent)	
ESRM 100	Intro to Environmental Science and Resource Management .....	3
ESRM 340	Politics and the Environment (POLS) ....	3
	(Prereq: Junior standing and consent of instructor)	

## Postbaccalaureate Certificate in Business Administration (16 units)

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
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 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

## Master of Business Administration (MBA)

*Offered through California State University Channel Islands Extended University*

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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

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Claudio A. C. Paiva, Ph.D.

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

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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

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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
		(Co-req: BUS 520)	
BUS	520	Strategy and Leadership .....	3
		(Co-req: BUS 510)	

BUS	550	The Contemporary Firm .....	3
BUS	560	The Entrepreneurial Manager .....	3
BUS	570	Competing in a Global Environment .....	6

BUS	530	Managing Business Operations .....	3	(Prereq: BUS 520; Co-requisite: BUS 540)
BUS	540	Financial Reporting and Analysis .....	3	(Prereq: BUS 520; Co-requisite: BUS 530)
BUS	550	The Contemporary Firm .....	3	(Prereq: BUS 540)
BUS	560	The Entrepreneurial Manager .....	3	(Prereq: BUS 540)
BUS	570	Competing in a Global Environment .....	6	(Prereq: Completion of all other MBA Core courses)

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 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.

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.

**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 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.

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

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

## 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.
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  - 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
		<b>(Prereq: CHEM 105 or CHEM 121)</b>	
BIOL	300	Cell Biology	.....4
		<b>(Prereq: BIOL 201 with a grade of C or better and CHEM 122)</b>	
BIOL	400	Molecular Biology	.....4
		<b>(Prereq: BIOL 300 or BIOL 302 with a grade of C or better)</b>	

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

2. *Elective Courses - 7 units*

A minimum of seven units from the following courses:

BIOL	505	Molecular Structure .....	4
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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
		(Prereq: MGT 307)	
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
		(Prereq: BIOL 400 or consent of the instructor)	
BIOL	502	Techniques in Genomics/Proteomics ...	2
		(Prereq: BIOL 400, BIOL 401 or BIOL 501 or consent of the instructor)	
BIOL	503	Biotechnology Law and Regulation .....	3
BIOL	504	Molecular Cell Biology .....	3
		Prereq: BIOL 300 and BIOL 400 or BIOL 501 or consent of the instructor)	
BIOL	510	Tissue Culture Techniques and Stem Cell Technology .....	3
		(Prereq: BIOL 504)	
BIOL	601	Seminar in Biotechnology and Bioinformatics .....	1

2. *Elective Courses (7 units)*

Select a minimum of seven units from the following courses:

BIOL	505	Molecular Structure .....	4
		(Prereq: BIOL 504 or consent of	

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	507	Pharmacogenomics and Pharmacoproteomics .....	3
BIOL	508	Advanced Immunology .....	4
BIOL	509	Plant Biotechnology .....	4

(Prereq: BINF 500, BIOL 504 or consent of the instructor)

(Prereq: BIOL 504 or consent of the instructor)

(Prereq: BIOL 504 or consent of the instructor)

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

(Co-req: BUS 520)

(Co-req: BUS 510)

(Prereq: BUS 520; Co-requisite: BUS 540)

(Prereq: BUS 520; Co-requisite: BUS 530)

(Prereq: BUS 540)

(Prereq: BUS 540)

2. *Elective Courses (6 units)*

*Double-counted courses:*

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

(Prereq: BIOL 400 or consent of the instructor)

**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.

**SUMMARY OF CHANGES**

- 1) Removed ECON program from BUS program.
- 2) On page 15 and 16 of this document, courses were added to the Social Business Certificate that were previously omitted in the program medication dated 3.3.11 and ensuing modificaitons.

**JUSTIFICATION**

- 1) ECON program is of sufficient size to stand on its own.
- 2) See Note 2 above. This corrects the Social Business Certificate.

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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