

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA BUSINESS & ECONOMICS

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and co requisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

MGT 307. MANAGEMENT (3 units)
Three hours per week.

Principles, methods and procedures planning, organizing, leading, and controlling people within organizations. Topics include the history of management thought, organizational culture and design, decision-making, managerial communication, and strategic management.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	3	1	15
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is an required course in the BS in Business. An understanding of the role of the management in leading and designing organizations in the global business environment is essential for managers in private and public organizations. The course will use cases and in-class exercises to illustrate various management topics. The course will address managerial, legal, ethical and operational aspects of management. This course strives to provide all managers with the knowledge, skills, and abilities to manage and motivate a diverse employee population effectively.

Learning Objectives:

Students who successfully complete this course will be able to:

- describe the fundamentals of management within domestic and global enterprises
- write analyses of complex cases related to management and organizational behavior principles
- formulate and execute management policies, strategies, plans and procedures
- identify, conceptualize, and develop solutions for successful resolutions to organizational problems

4. Is this a General Education Course YES NO

If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Life Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

1. Introduction to Management and Organizations
2. Management Yesterday and Today
3. Organizational Culture
4. Global Management
5. Social Responsibility and Ethics
6. Decision-Making
7. Planning
8. Strategic Management
9. Planning Tools and Techniques
10. Organizational Structure and Design
11. Managerial Communication
12. Human Resource Management
13. Managing Change and Innovation
14. Organizational Behavior
15. Groups and Teams
16. Motivation
17. Leadership
18. Control
19. Operations and Value Chain Management

6. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

1. Robbins, S.P. & Coulter, M., *Management*, 2002, Upper Saddle River, NJ:Prentice-Hall
2. Collins, J.C. & Porras, J.I., 1994, *Built to Last: Successful Habits of Visionary Companies*, New York: HarperCollins
3. Buckingham, M. & Coffman, C. , 1999, *First, Break All the Rules: What the World's Greatest Managers Do Differently*, Upper Saddle River, NJ: Simon & Schuster
4. Seglin, J.L. & Augustine, N.R., 2000, *The Good, the Bad, and Your Business: Choosing Right When Ethical Dilemmas Pull You Apart*, Hoboken, NJ: John Wiley & Sons
5. Collins, J., *Good to Great: Why Some Companies Make the Leap... and Others Don't*, New York: HarperCollins; 2001

7. List Faculty Qualified to Teach This Course.

William P. Cordeiro
Other Business & Economics faculty

8. Frequency.

a. Projected semesters to be offered: Fall 1 Spring 1 Summer

9. New Resources Required.

- a. Computer (data processing), audiovisual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Proposer of Course

Date

**California State University Channel Islands
New Course Proposal Consultation Sheet**

1. Course prefix, number, title, and units: BUS 307 Management (3 units)

2. Program Area: Business & Economics

Recommend Approval

Program Area/Unit	Program/Unit Coordinator	YES	NO (attach objections)	Date
Art				
Business & Economics				
Education				
ESRM				
Humanities				
Liberal Studies				
Mathematics & CS				
Sciences				
Library				
Information Technology				