

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
COURSE MODIFICATION PROPOSAL

Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester to make the next catalog (2011-12) production

DATE (CHANGE DATE EACH TIME REVISED): 10.7.10 REV 11.17.10

PROGRAM AREA(S): BUS

Directions: All of sections of this form must be completed for course modifications. Use **YELLOWED areas to enter data. All documents are stand alone sources of course information.**

1. Course Information.

[Follow accepted catalog format.] (Add additional prefixes if cross-listed)

OLD

Prefix MGT Course# 422 Title Strategic Planning Units (3)
3 hours lecture per week
 hours blank per week

X Prerequisites: MGT 307

Consent of Instructor Required for Enrollment

Corequisites:

Catalog Description (Do not use any symbols):

Examines principles, methods and procedures for strategic planning for all types of organizations. Topics include developing missions, strategies, tactics, goals/objectives, strategic divisions, internal and external environmental analysis, strategic implementation and monitoring/control mechanisms. Strategic planning is explored for both non-profit and for-profit organizations. Special emphasis will be given to the development of realistic strategic plans that can be implemented. Measured and controlled in a real world environment.

NEW

Prefix MGT Course# 422 Title Strategic Planning Units (3)
3 hours lecture per week
 hours blank per week

3 Prerequisites: MGT 307

Consent of Instructor Required for Enrollment

Corequisites:

Catalog Description (Do not use any symbols):

Examines principles, methods and procedures for strategic planning for all types of organizations. Topics include developing missions, strategies, tactics, goals/objectives, strategic divisions, internal and external environmental analysis, strategic implementation and monitoring/control mechanisms. Strategic planning is explored for both non-profit and for-profit organizations. Special emphasis will be given to the development of realistic strategic plans that can be implemented. Measured and controlled in a real world environment.

General Education Categories
 Lab Fee Requested

Course Level:
X Undergraduate
 Post-bac/Credential
 Graduate

Graded X
CR/NC
A - F

Repeatable for up to units Total Completions
 Multiple Enrollment in same semester

General Education Categories
 Lab Fee Requested

Course Level:
X Undergraduate
 Post-bac/Credential
 Graduate

Graded CR/NC
X A - F

Repeatable for up to units Total Completions
 Multiple Enrollment in same semester

2. Mode of Instruction (Hours per Unit are defaulted)

Hegis Code(s) _____ (Provided by the Dean)

Existing

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded		Units	Hours Per Unit	Benchmark Enrollment	Grade	CS No. (filled out by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>25</u>	X	Lecture	<u>3</u>	<u>1</u>	<u>30</u>	X	<input type="checkbox"/>
Seminar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Seminar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Field Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Field Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indep Study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indep Study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other blank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other blank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Course Attributes:

General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- B-1 Physical Sciences
- B-2 Life Sciences – Biology
- B-3 Mathematics – Mathematics and Applications
- B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- C-1 Art
- C-2 Literature Courses
- C-3a Language
- C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary

Meets University Writing Requirement

Meets University Language Requirement

American Institutions, Title V Section 40404: Government US Constitution US History
Refer to website, Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

4. Justification and Requirements for the Course. [Make a brief statement to justify the need for the course]

OLD

This is an elective course in the BS in Business Program and a required course for the Certificate in Program Management for Public Organizations. An understanding of the role of strategic planning is an essential for the effective management of organizations. The course will use cases and in-class exercises to illustrate strategic planning topics.

NEW

This is an elective course in the BS in Business Program and a required course for the Certificate in Program Management for Public Organizations. An understanding of the role of strategic planning is an essential for the effective management of organizations. The course will use cases and in-class exercises to illustrate strategic planning topics.

Requirement for the Major/Minor

X Elective for the Major/Minor

Free Elective

Requirement for the Major/Minor

X Elective for the Major/Minor

Free Elective

Submit Program Modification if this course changes your program.

5. Student Learning Outcomes. (List in numerical order. You may wish to visit resource information at the following website:

<http://senate.csuci.edu/comm/curriculum/resources.htm>)

Upon completion of the course, the student will be able to:

OLD

1. Describe the fundamentals of strategic planning within private and public organizations
2. Write analyses of complex cases related to strategic planning principles
3. Formulate and execute strategic planning management policies, strategies, plans and procedures

Upon completion of the course, the student will be able to:*

NEW

1. Describe the fundamentals of strategic planning within private and public organizations (2,3,5)
2. Write analyses of complex cases related to strategic planning principles (1,3)
3. Formulate and execute strategic planning management policies, strategies, plans and procedures (1,5)

4. Identify, conceptualize, and develop solutions for strategic planning

*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

6. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

1. Concepts and techniques of strategic management
2. Overview of planning principles
3. Environmental assessment
4. Stakeholder analysis
1. Mission and general strategy
6. Competitor analysis
7. Corporate culture and its influence on strategy
8. Ethical, Legal Issues
9. New organizational models
10. Strategic control mechanisms
11. Strategic planning and leadership

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11. Strategic planning and leadership

Does this course content overlap with a course offered in your academic program? Yes No
If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes No
If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

7. Cross-listed Courses (Please note each prefix in item No. 1)

- A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
- B. List each cross-listed prefix for the course:
- C. Program responsible for staffing:

8. References. [Provide 3-5 references]

OLD

1. Burgekman, Robert A., 2000, *Strategy Is Destiny*, New York: Free Press.
2. Freeman, R.E., 1984, *Strategic Management: A Stakeholder Approach*, Boston: Pitman.
3. R.P. Rumelt, D.E. Schendel & D.J. Teece (Editors), 1994, *Fundamental Issues in Strategy*, Boston: Harvard University Press.
4. Porter, M.E., 1984, *Competitive Advantage*, New York: Free Press.
5. Stenier, George, 1979, *Strategic Planning*, New York: Free Press.

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5. Stenier, George, 1979, *Strategic Planning*, New York: Free Press

9. Tenure Track Faculty qualified to teach this course.

William P. Cordeiro, Jeri-Elaine Smith
Other Business faculty

10. Requested Effective Date or First Semester offered:

11. New Resource Requested: Yes No
If YES, list the resources needed.

- A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

C. Facility/Space/Transportation Needs:

D. Lab Fee Requested: Yes No (Refer to the Dean’s Office for additional processing)

E. Other.

12. Indicate Changes and Justification for Each. [Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]

- | | |
|---|--|
| <input type="checkbox"/> Course title | <input type="checkbox"/> Course Content |
| <input type="checkbox"/> Prefix/suffix | <input checked="" type="checkbox"/> Course Learning Outcomes |
| <input type="checkbox"/> Course number | <input type="checkbox"/> References |
| <input type="checkbox"/> Units | <input type="checkbox"/> GE |
| <input type="checkbox"/> Staffing formula and enrollment limits | <input type="checkbox"/> Other <input type="checkbox"/> |
| <input type="checkbox"/> Prerequisites/Corequisites | <input type="checkbox"/> Reactivate Course |
| <input type="checkbox"/> Catalog description | |
| <input checked="" type="checkbox"/> Mode of Instruction | |

Justification:

Updated Student Learning Objectives (SLO) and aligns SLO with Program Learning Goals (PLG)

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes No

If, YES attach a program update or program modification form for all programs affected.

Priority deadline for New Minors and Programs: **October 4, 2010** of preceding year.

Priority deadline for Course Proposals and Modifications: **October 15, 2010**.

Last day to submit forms to be considered during the current academic year: **April 15th**.

William P. Cordeiro

Proposer(s) of Course Modification

Date

Type in name. Signatures will be collected after Curriculum approval.

Approval Sheet

Course:

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Center for Intl Affairs Director		
	Signature	Date
Center for Integrative Studies Director		
	Signature	Date
Center for Multicultural Engagement Director		
	Signature	Date
Center for Civic Engagement and Service Learning Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
Dean of Faculty		
	Signature	Date