

**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): 10.12.10 REV 11.22.10

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 i f cross-listed)*

**OLD**

Prefix BUS Course# 506 Title **PRINCIPLES OF  
MANAGEMENT AND MARKETING** Units (3)

3 hours lecture per week

hours blank per week

Prerequisites:

Consent of Instructor Required for Enrollment

Corequisites:

**Catalog Description** (Do not use any symbols): Presents an overview of the disciplines of management and marketing. Explains the basic elements of good management practices. Describes the key aspects of effective marketing. Combines management and marketing disciplines through cases, role-play simulations, and computer based simulations that are used to model managers' planning and decision-making processes. May be offered with an extensive online component.

**NEW**

Prefix BUS Course# 506 Title **PRINCIPLES OF  
MANAGEMENT AND MARKETING** Units (3)

3 hours lecture per week

hours blank per week

Prerequisites:

Consent of Instructor Required for Enrollment

Corequisites:

**Catalog Description** (Do not use any symbols): Presents an overview of the disciplines of management and marketing. Explains the basic elements of effective management and marketing practices. Combines management and marketing disciplines through cases, role-play simulations, and computer based simulations to model managers' planning and decision-making processes. Offered with an extensive online component.

General Education

Categories

Lab Fee Requested

Graded

CR/NC

X A - F

Repeatable

for up to  units

Total

Completions

Multiple

Enrollment in

same semester

Course Level:

Undergraduate

Post-bac/Credential

X Graduate

Optional

(Student's

choice)

General Education

Categories

Lab Fee Requested

Graded

CR/NC

X A - F

Repeatable for

up to  units

Total

Completions

Multiple

Enrollment in same

semester

Course Level:

Undergraduate

Post-bac/Credential

X Graduate

Optional

(Student's

choice)

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

**Hegis Code(s)** \_\_\_\_\_  
(Provided by the Dean)

**Existing**

**Proposed**

	Units	Hours Per Unit	Benchma rk Enrollme nt	Grade d		Units	Hour s Per Unit	Benchma rk Enrollme nt	Graded	CS No. (filled out by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>30</u>	X	Lecture	<u>3</u>	<u>1</u>	<u>25</u>	X	<input type="text"/>
Seminar	<input type="text"/>	<u>1</u>	<input type="text"/>	<input type="text"/>	Seminar	<input type="text"/>	<u>1</u>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Lab	<input type="text"/>	<u>3</u>	<input type="text"/>	<input type="text"/>	Lab	<input type="text"/>	<u>3</u>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Activity	<input type="text"/>	<u>2</u>	<input type="text"/>	<input type="text"/>	Activity	<input type="text"/>	<u>2</u>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Field Studies	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Field Studies	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Indep Study	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Indep Study	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other blank	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Other blank	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### 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 a required “Foundations” course in the MBA curriculum for students who lack a Bachelors degree in business or in a closely related field. All managers must understand the basic principles of the management and the principles of effective marketing. This course presents the essential elements of each of the disciplines, and then integrates management and marketing through the use of cases and simulations. The course may be offered partially or wholly online.

#### NEW

This course is required for students accepted into the MBA program who do not have an undergraduate degree in business. All managers must understand the basic principles of the management and marketing. This course presents the essential elements of each discipline and integrates management and marketing through the use of cases and simulations. Offered partially or wholly online.

X Requirement for the Major/Minor  
Elective for the Major/Minor  
Free Elective

X Requirement for the Major/Minor  
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. Read business cases and describe (orally and in writing) the issues of the cases.
2. Describe (in writing) alternative marketing approaches and their organizational implications for managers.

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

#### NEW

1. Read business cases and describe (orally and in writing) the issues of the cases. (1,2,4,5)
2. Describe in writing alternative management and marketing approaches and their organizational

3. Analyze management and marketing issues and offer recommendations for effective corrective actions.
4. In writing, demonstrate an understanding of the inter-relationships among the disciplines of management and marketing.
5. Orally and in writing, identify key alternatives to business actions based on management and marketing theories and justify recommended actions.

- implications for managers. (1,2,4,5)
3. Demonstrate, in writing, an understanding of the inter-relationships among the disciplines of management and marketing. (1,2,5)
  4. Identify, orally and in writing, key alternatives to business actions based on management and marketing theories and justify recommended actions. (1,4,5)
- \*Program Learning Goals: 1) Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct and collaboration skills. 2) Demonstrate orally and in writing analytical and integrative skills in making business decisions. 3) Demonstrate an understanding of the global operating environment of business. 4) Produce written innovative and integrative business plans, including plans that adapt to uncertain and unpredictable environments. 5) Demonstrate an understanding of relevant disciplines. 6) Demonstrate leadership skills in a variety of situations and settings

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

**OLD**

1. Principles of Management
2. Principles of Marketing
3. Managers and Marketing: Market-Based Management
4. The Marketing Plan
5. Profit Impact of Market-Based Management

**NEW**

1. Principles of Management
2. Principles of Marketing
3. Managers and Marketing: Market-Based Management
4. The Marketing Plan
5. Profit Impact of Market-Based Management

**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**

- Anderson, W. *Dynamic Marketing Behavior*. Richard D. Irwin. 1965.  
 Best, Roger. *Market-Based Management* (3<sup>rd</sup> Edition). Prentice Hall. 2004.  
 Drucker, Peter. *Management: Tasks, Responsibilities and Practices*. Harper & Row. 1973.  
 Griffin, Ricky. *Fundamentals of Management* (3<sup>rd</sup> Edition). Houghlin Mifflin. 2003.  
 Kerin, Roger and Robert Peterson. *Strategic Marketing Problems*. (9<sup>th</sup> Edition). Prentice Hall. 2001.  
 Kotler, Philip. *A Framework for Marketing Management*. (2<sup>nd</sup> Edition). Prentice Hall. 2003.  
 Kreitner, Robert. *Management* (9<sup>th</sup> Edition). Houghlin Mifflin. 2004.  
 Senge, Peter. *The Fifth Discipline*. Currency Doubleday. 1990.  
 Whyte, David. *The Heart Aroused: Poetry and the Preservation of the Soul in Corporate America*. Currency Doubleday. 1994.

**NEW**

- Anderson, W. *Dynamic Marketing Behavior*. Richard D. Irwin. 1965.  
 Best, Roger. *Market-Based Management* (3<sup>rd</sup> Edition). Prentice Hall. 2004.  
 Drucker, Peter. *Management: Tasks, Responsibilities and Practices*. Harper & Row. 1973.  
 Griffin, Ricky. *Fundamentals of Management* (3<sup>rd</sup> Edition). Houghlin Mifflin. 2003.  
 Kerin, Roger and Robert Peterson. *Strategic Marketing Problems*. (9<sup>th</sup> Edition). Prentice Hall. 2001.  
 Kotler, Philip. *A Framework for Marketing Management*. (2<sup>nd</sup> Edition). Prentice Hall. 2003.

Kreitner, Robert. *Management* (9<sup>th</sup> Edition). Houghton Mifflin. 2004.

Senge, Peter. *The Fifth Discipline*. Currency Doubleday. 1990.

Whyte, David. *The Heart Aroused: Poetry and the Preservation of the Soul in Corporate America*. Currency Doubleday. 1994.

**9. Tenure Track Faculty qualified to teach this course.**

William Cordeiro

Rudolph Estrada

Business Faculty

**10. Requested Effective Date or First Semester offered: Fall 2011**

**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.]

☐

Course title

Prefix/suffix

Course number

Units

Staffing formula and enrollment limits

Prerequisites/Corequisites

X ☐ Catalog description

X ☐ Mode of Instruction

☐

Course Content

X ☐

Course Learning Outcomes

☐

References

☐

GE

☐

Other ☐

☐

Reactivate Course

**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 15<sup>th</sup>.**

William Cordeiro

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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