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; REV 12.14.10

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# 520 Title **STRATEGY AND LEADERSHIP** Units (3)
_____ hours seminar per week
3 hours seminar per week

_____ Prerequisites: _____
_____ Consent of Instructor Required for Enrollment
X Corequisites: 510

Catalog Description (Do not use any symbols): An integrated overview of strategy, strategic planning and strategic management for business leaders. Through the use of complex business cases, the course analyzes the major elements of strategic management and the interactions among major participants. Special emphasis is given to the role of leadership in the strategic management process.

NEW
Prefix BUS Course# 520 Title **STRATEGY AND LEADERSHIP** Units (3)
_____ hours seminar per week
3 hours seminar per week

_____ Prerequisites: _____
_____ Consent of Instructor Required for Enrollment
X Corequisites: 510

Catalog Description (Do not use any symbols)**:** An integrated overview of strategy, strategic planning and strategic management for business leaders. Special emphasis is on the role of leadership in the strategic management process. Through the use of complex business cases the course analyzes the major elements of strategic management and the interactions among major participants.

OLD:
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)

NEW:
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

	Units	Hours Per Unit	Benchmark Enrollment	Graded
Lecture		1		
Seminar	3	1	25	X
Lab		3		
Activity		2		
Field Studies				
Indep Study				
Other blank				

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture		1			
Seminar	3	1	25	X	
Lab		3			
Activity		2			
Field Studies					
Indep Study					
Other blank					

12.4.09 km2

1

3. Course Attributes:

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	NEW
This required course in the MBA curriculum promotes strategic and leadership skills necessary for effective managers. Successful MBA graduates must demonstrate a clear understanding of principles and applications related to strategic management. They must also demonstrate an ability to direct the work of others through the application of leadership skills. This required MBA course must be taken with BUS 510 (High Performance Management) in which students practice group process and group communication skills.	This required course in the MBA curriculum promotes strategic and leadership skills necessary for effective managers. Successful MBA graduates must demonstrate a clear understanding of principles and applications related to strategic management. They must also demonstrate an ability to direct the work of others through the application of leadership skills. This required MBA course must be taken with BUS 510 (High Performance Management) in which students practice group process and group communication skills.
Requirement for the Major/Minor Elective for the Major/Minor Free Elective	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:	Upon completion of the course, the student will be able to:*
OLD	NEW
1. Read complex business cases and describe (orally and in writing) the strategic issues of the cases.	1. Read complex business cases and describe (orally and in writing) the strategic issues of the cases. (1,2,5)
2. Organize and lead group discussions concerning	2. Organize and lead group discussions concerning

complex business/organization issues.

3. In writing, demonstrate an understanding of the inter-relationships among the disciplines within business and economics.

4. Orally and in writing, identify key alternatives to business actions and justify recommended actions.

5. Orally direct and lead the activities of classmates during class exercises.

complex business/organization issues. (1,2,6)

3. Demonstrate in writing an understanding of the inter-relationships among the disciplines within business and economics. (1,2,4)

4. Identify orally and in writing key alternatives to business actions and justify recommended actions. (1,2,4)

*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

Strategic Management/Planning
1. Assessing the Culture, Values and Internal/External Environment
2. Developing Mission, Vision, Strategy, Objectives
3. Implementing Strategy
4. Strategy and Structure

Leadership
1. Foundations of Human Behavior
2. Management of Groups
3. Motivation
4. Leadership Theories and Applications

NEW

Strategic Management/Planning
1. Assessing the Culture, Values and Internal/External Environment
2. Developing Mission, Vision, Strategy, Objectives
3. Implementing Strategy
4. Strategy and Structure

Leadership
1. Foundations of Human Behavior
2. Management of Groups
3. Motivation
4. Leadership Theories and Applications

Does this course content overlap with a course offered in your academic program? Yes   **No** X

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** X

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

Carey, Dennis and M. Von-Weichs. *How to Run a Company*. Random House. 2003.

Drucker, Peter. *Management: Tasks, Responsibilities, and Practices*. Harper & Row. 1973

Hammer, Michael. *The Agenda*. Random House. 2003.

Kleiner, Art. *Who Really Matters*. Random House. 2003.

Olmstead, Joseph. *Leading Groups in Stressful Times*. Praeger Press. 2003.

O'Toole, James. *Leading Change*. Random House. 2003.

Roney, C. W. *Strategic Management Methodology*. Praeger Press. 2003.

Robbins, Stephen and Mary Coulter. *Management* (7th Edition). Prentice Hall. 2001.

Steiner, George. *Strategic Planning*. Free Press: Macmillan Publishing. 1979.
Thompson, Arthur and A.J. Srickland. *Strategic Management* (11th Edition). Irwin McGraw Hill. 1999.
Wilson, Ian. *The Subtle Art of Strategy*. Praeger Press. 2003.

NEW
Carey, Dennis and M. Von-Weichs. *How to Run a Company*. Random House. 2003.
Drucker, Peter. *Management: Tasks, Responsibilities, and Practices*. Harper & Row. 1973
Hammer, Michael. *The Agenda*. Random House. 2003.
Kleiner, Art. *Who Really Matters*. Random House. 2003.
Olmstead, Joseph. *Leading Groups in Stressful Times*. Praeger Press. 2003.
O'Toole, James. *Leading Change*. Random House. 2003.
Roney, C. W. *Strategic Management Methodology*. Praeger Press. 2003.
Robbins, Stephen and Mary Coulter. *Management* (7th Edition). Prentice Hall. 2001.
Steiner, George. *Strategic Planning*. Free Press: Macmillan Publishing. 1979.
Thompson, Arthur and A.J. Srickland. *Strategic Management* (11th Edition). Irwin McGraw Hill. 1999.
Wilson, Ian. *The Subtle Art of Strategy*. Praeger Press. 2003.

9. **Tenure Track Faculty qualified to teach this course.**
   Dr. William Cordeiro
   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.]*

	Course title		Course Content
	Prefix/suffix	X	Course Learning Outcomes
	Course number		References
	Units		GE
	Staffing formula and enrollment limits		Other
	Prerequisites/Corequisites		Reactivate Course
X	Catalog description		
	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 X**
    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 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