

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW CERTIFICATE PROGRAM PROPOSAL

PROGRAM AREA BUSINESS AND ECONOMICS

1. **Title:** Post-baccalaureate Certificate in Business Administration

2. **Objectives:** The Certificate Program in Business Administration at California State University Channel Islands is designed to provide the basic business skills to postbaccalaureate and graduate students interested in management positions. The program provides the essentials of business administration to those with limited or no formal education in business. The coursework completed under this certificate would fulfil the course prerequisites for the MBA program offered by the Business & Economics Program.

Upon completion of the Certificate Program, participants will be able to:

- Explain, apply, measure, and evaluate the principles of economics for managerial decision making
- Employ quantitative methods to analyze and present data for business decision making
- Describe and analyze financial statements, time value of money, capital structure, and fundamental investment analysis
- Describe (orally and in writing) the issues of business cases and, identify key alternatives to business actions based on management and marketing theories and justify recommended actions
- Describe and analyze alternative ethical and legal frameworks and their implications for managers

3. **Program Description:** The Certificate Program in Business Administration at California State University Channel Islands is designed to provide the basic business skills to post baccalaureate and graduate students. This 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 background; (iii) Individuals making a transition into a managerial position; (iv) Individuals returning to the workforce, or considering a career change; (v) Those who do not have an undergraduate degree in business and are considering an MBA. The program provides the essentials of business administration to those with limited or no formal education in business. The coursework completed under this certificate fulfils the course prerequisites for the MBA program offered by the Business & Economics Program. Courses offered under the certificate will be delivered via distance education.

The program consists of four 3-unit courses and one 4-unit course for a total of 16 units.

Prerequisites: A Bachelor's degree in any field OR with consent of advisor

Required Courses: (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)

4. **Program Advisor:** Dr. Ashish Vaidya, Professor of Economics

5. **Justification:** The Certificate Program in Business Administration will benefit students with limited or no formal education in business. Students interested in general management positions will require broad knowledge and basic skills in Accounting, Economics, Ethics, Finance, Law, Management, Marketing, and Quantitative Methods. Since completion of the certificate fulfills the prerequisite course requirement for the MBA degree program, it has tremendous appeal to non-business degree students wishing to pursue

an MBA. There is strong demand for such a certificate not only in this region, but in many overseas markets as well. The Program intends to deliver these courses via distance learning as well, further enhancing the appeal of the certificate. This certificate program is being created for: (i) Business professionals who wish to update their knowledge, skills, and abilities; (ii) Managers in science, technology, or engineering who seek a business background; (iii) Individuals making a transition into a managerial position; (iv) Individuals returning to the workforce, or considering a career change; (v) Those who do not have an undergraduate degree in business and are considering an MBA

6. Other Fiscal Support Required: None

6. Faculty Available to Teach: Dr. Cathy Claiborne

Dr. CB Claiborne

Dr. William Cordeiro

Dr. Dennis Muraoka

Dr. Paul Rivera

Dr. Ashish Vaidya

8. Procedure:

Upon completion of the required courses, the student wanting a certificate shall bring an official transcript to the Certificate Program Advisor. If each required course has been completed with a grade of B or better, the Advisor shall request a certificate to be issued through necessary channels.

Ashish Vaidya

Proposer of Certificate

September 10th, 2004

Date

Approvals

Program Chair	Date
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Curriculum Committee Chair	Date
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Dean	Date
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California State University Channel Islands
New Certificate Proposal Consultation Sheet

1. Certificate Title: _____

2. Program Area: _____

Recommend Approval

Program Area/Unit	Program/Unit Chair	YES	NO (attach objections)	Date
Art				
Biology				
Business & Economics				
Education				
English				
History				
Liberal Studies				
Mathematics & CS				
Multiple Programs				
Psychology				
Library				
Information Technology				