## **SENATE RESOLUTION 9-01**

Motion: to approve the Business major

Passed at the October 30, 2001 meeting of the Academic Senate

**APPROVALS:** 

In Dennis Muraoka

Chair, Academic Senate

in ard Rush

President, CSU Channel Islands

Date: 11/4/9Date: 11/6/01

# PROPOSAL TO OFFER A NEW ACADEMIC PROGRAM/ MAJOR IN FALL 2002 (LONG FORM)

Proposed Name of Degree	Bachelor of Science in Business	
Options/ Emphases in the Degree	Management Option	
aculty Proposing New Program	William P. Cordeiro, PhD	
Review and Approval:		
Curriculum Committee Approval: Curriculum Chair:	2 ada Date	10/30/200
2. Academic Senate Approval Chair Academic Senate Administration Approval.	in hun Date	11/6/01
President (or designee).	Act_ Date	11/2/01



## COURSES

Lower Division Required Courses (24 units)	Semester Units
ACCT 210 Principles of Accounting I	3
ACCT 220 Principles of Accounting II	3
BUS 110 Business Law	3
CIS 110 Business Computer Systems	3
ECON 110 Principles of Microeconomics	3
ECON 111 Principles of Macroeconomics	3
ENGL 100 Composition & Rhetoric I	3
MATH 140 Calculus for Business & Economics (or)	3
MATH 150 Calculus	4

Π.	Upper	Divis	ion Required Courses (36 Units)		
	ACCT	300*	Managerial Accounting	3	5
	BUS	499*	<sup>4</sup> Capstone: Global Strategic Simulation	3	5
	CIS	310*	Management Info Systems	3	5
	3 un	its ead	ch from ECON Area A and Area B		
			Area A		
	ECON	310*	Intermediate Microeconomics (or)	3	k
	ECON	329*	Managerial Economics	3	ł
			Area B		
	ECON	311*	Intermediate Macroeconomics (or)	3	
	ECON	320*	Money & Banking	3	•
	ENGL	481	Technical Visual Communication	3	ļ
	FIN	300*	Business Finance	3 3 3	i
	MATH	340*	Statistics for Business & Economics	3	i
	MATH	440*	Operations Research	3	İ
	MGT	307	Management of Organizations	3	
	MGT	346	Scientific & Professional Ethics	3	I
	MKT	310	Principles of Marketing	3	,

Ш.	Upper	Division Required Interdisciplinary GE (9 Units)	
	••	6 units may be taken from the following:	
	BUS	343 Anthropology of Organizations (ANTH)	3
	BUS	340 Business and Money in the American Novel (ENGL)	3
	BUS	339 The Business of Art (ART)	3
	BUS	349 History of Business & Economics in North America (HIST)	3
	ECON	343 Capital Theory (FIN)	3

- BUS 339 The Business of Art (ART)
- BUS 349 History of Business & Economics in North America (HIST)

#### E Personal Growth

No applicable course from Business Major

#### **COURSE DESCRIPTIONS FOR CATALOG**

For Business and Other Areas

#### ACCT 210 Principles of Accounting I (3 Units)

Introduction to accounting principles: accumulation, measurement, and valuation of accounting data. Topics include internal controls, financial statement analysis and interpretation, and use of spreadsheets in accounting applications.

#### ACCT 220 Principles of Accounting II (3)

Continues the exploration of accounting principles and topics: investing and financing activities, cost and budgeting systems, cash flow analysis, accounting for debt and equity, and introduces using accounting data for decision-making.

#### ACCT 300 Managerial Accounting (3)

Prerequisite: ACCT 210, ACCT 220

Use of accounting data for budgeting, cost control, pricing, performance measurement, and general decision-making within the business organization.

#### BUS 110 Business Law (3)

Introduction to the legal and regulatory environment of business, emphasizing the USA legal system. Topics include contracts, personal property, litigation, labor agreements and international trade.

#### BUS 339 The Business of Art (ART 339)

Explores various aspects of the "art world" business including the financial activities of art consultants, private dealers, commercial galleries, public museums and international auction houses. Uses cases to investigate art marketing, gallery and museum management, contracts and commissions, public image and career development. Analyzes the management elements needed to successfully manage an "art world" business.

#### BUS 340 Business and Money in the American Novel (ENGL 340)

What is money, really? How does it work in our society and in our literature? These are the starting questions that will form the core of exploration as we read and discuss works of American literature.

#### BUS 343 Anthropology of Organizations (ANTH 343) (3)

Anthropological perspective on human organizations in terms of communication, spatial relations, product development, technology, marketing, group behavior. Explores principles of effectively organizing and directly work groups.

#### BUS 349 History of Business & Economics in North America (HIST 349) (3)

Examines the growth and development of the economies of North America since colonial times. Addresses social, ethical, economic and management issues during the development of Canada, the United States, and Mexico. Analyzes the business principles underlying the growth and development of the economies.

ECON 300 Fundamentals of Economics (3)

Basic economic training for citizens who wish to exercise a reasoned judgment about economic issues in public affairs. Content generally same as ECON 110, 111 in condensed form. Not open to students with credit in ECON 110 or 111.

ECON 310 Intermediate Microeconomics (3)

Prerequisites: ECON 110, 111 and either MATH 140 or 150.

Economic analysis of the decisions of consumers and producers. Emphasis on the theory of consumer behavior, the theory of the firm, price and output determination in various market structures, factor markets and externalities.

ECON 311 Intermediate Macroeconomics (3)

Prerequisites: ECON 110, 111 and either MATH 140 or 150.

Determinants of levels of national income, employment, and price levels. Analysis of secular and cyclical changes in economic activity, and the effects of monetary and fiscal policies on these changes.

#### ECON 320 Money & Banking (3)

Prerequisites: ECON 110, 111 and either MATH 140 or 150.

Nature and functions of money and its relation to prices; the monetary system of the United States; the functions of banks, bank credit, foreign exchange and monetary control. The impact of monetary policy on economic activity.

ECON 329 Managerial Economics (3)

Prerequisites: ECON 110, 111 and either MATH 140 or 150.

Development of the tools of marginal analysis and their application to managerial decisions and planning. Topics include demand analysis, production and cost, pricing and output decisions under different market structures. Product and factor markets will be analyzed.

#### ECON 343 Capital Theory (FIN 343) (3)

Intertemporal choice and decision-making under uncertainty in our personal and financial lives. Topics include multiperiod consumption, multiperiod production, capital budgeting, modern portfolio theory and financial management.

ENGL 100 Composition & Rhetoric I (3) Instruction and practice in writing university-level expository prose.

#### ENGL 330 Writing in the Disciplines (3)

Prerequisite: Completion of lower division writing requirement.

Individual and collaborative writing in a variety of styles and forms. Students will learn writing and research techniques of various types, with special emphasis on writing for their chosen majors.

#### ENGL 483 Technical Visual Communication (3)

The focus of this course is two-fold. First, the student will research and write a paper on a topic of his or her choice, suitable for a specific application (conference, meeting, etc.) and receive critiques from his or her peers and the professor. Second, the student will use that paper to form the basis of a visual presentation using up to date technology of various forms.

FIN 300 Business Finance (3)

Prerequisite: ACCT 210, ACCT 220, ECON 110, ECON 111, MATH 140 or 150 Principles of planning, procuring, controlling short term and long-term financial resources of business organizations. Topics include cash and capital budgeting, debt and equity markets, security evaluations, cost and structure of capital.

#### MGT 425 Management of Educational Organizations (3)

Prerequisite: MGT 307

Explores the principles of management of organizations and applies them to the unique environment of educational organizations. Topics include design and management of educational programs, goal setting and budgeting, resource management, differentiated staffing, performance measurement and special problems in school administration.

## MGT 426 Management of Healthcare Organizations (3)

Prerequisite: MGT 307

Explores the principles of management of organizations and applies them to the unique environment of healthcare organizations. Topics include volatile environment, escalating costs, identification of stakeholders, organizational design, use of technology, quality control, and special issues in healthcare management (bio-ethics, chemical dependency, stress, workforce diversity).

## MGT 427 Management of Not-for-Profit Organizations (3)

Prerequisite: MGT 307

Explores the principles of management of organizations and applies them to the unique environment of notfor-profit organizations. Topics include differences with profit-making organizations, identification of stakeholders, organizational and governance structure, financial sources, reward processes and accountability measures.

## MGT 428 Management of Scientific/Technology Organizations (3)

Prerequisite: MGT 307

Explores the principles of management of organizations and applies them to the unique environment of scientific/technical organizations. Topics include unique culture and internal work environment, organizational structure that fosters invention and innovation, scientific measures and controls, special ethical issues.

#### MKT 310 Principles of Marketing (3)

Presents and analyzes the fundamental principles of modern marketing: planning, pricing, distribution, and promotion. Applies the principles to products and services. Topics include market research, consumer behavior and market success measures. Focuses on domestic and international markets.

f. List of elective courses, by catalog number, title, and units of credit that can be used to satisfy requirements for the major. Identify those new courses that are (1) needed to initiate the program and (2) needed during the first two years after implementation. Include proposed catalog descriptions of all new courses.

Since CSUCI will only begin admitting students in Fall 2002, all courses are new and will be needed to initiate the program. These courses will be offered during the first two years (and subsequent years) after program implementation. See the following pages for Courses and Catalog Descriptions. \*=Has Prerequisites

h. Course prerequisites and other criteria for admission of students to the proposed degree major program, and for their continuation in it. Except as noted below, all courses are open to matriculated students of the University. Also, students must have declared themselves as Business Majors and remain in good academic standing throughout their enrollment at CSUCI.

COURSES WITH PREREQUISITES			
	Prerequisites		
ACCT 300 Managerial Accounting	ACCT 210, 220		
BUS 499 Capstone	-All Lower Division Required Courses (24 units) -All other Upper Division Required Courses (33 units)		
CIS 310 Management Info Systems	CIS 110		
ECON 310 Intermediate Microeconomics	ECON 110, 111 MATH 140 or 150		
ECON 329 Managerial Economics	ECON 110, 111 MATH 140 or 150		
ECON 311 Intermediate Macroeconomics	ECON 110, 111 MATH 140 or 150		
ECON 320 Money & Banking	ECON 110, 111 MATH 140 or 150		
FIN 300 Business Finance	ACCT 210, 220 ECON 110, 111 MATH 140 or 150		
MATH 340 Statistics for Business & Economics MATH 440 Operations Research	MATH 140 or 150 MATH 140 or 150		
<ul> <li>MGT 421 Human Resource Management</li> <li>MGT 425 Management of Educational Organizations</li> <li>MGT 426 Management of Healthcare Organizations</li> <li>MGT 427 Management of Not-for-Profit Organizations</li> <li>MGT 428 Management of Scientific/Technology</li> <li>Organizations</li> </ul>	MGT 307 MGT 307 MGT 307 MGT 307 MGT 307		

i. Explanation of special characteristics of the proposed degree major program, e.g., in terminology, units of credit required, types of course work, etc.

The program implements the distinguishing characteristics of all CSUCI programs: an interdisciplinary and service learning approach to higher education.

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### EXCEL Spreadsheet on Articulation

### 3. Existing Support Resources for the Proposed Degree Major Program

Faculty members, with rank, appointment status, highest degree earned, date and field of highest degree, and professional experience (including publications if the proposal is for a graduate degree), who would teach in the program.

William P. Cordeiro Professor of Management PhD in Executive Management, 1986 CSU Professor since 1988 Extensive experience as employee and consultant in private and public organizations since 1969.

Three additional full-time professors in the Business area are planned for Fall 2002

Other CSCUI full-time faculty will offer Interdisciplinary and GE courses:

Dennis Muraoka Professor of Economics PhD in Economics, 1981 CSU Professor since 1982 Extensive as employee and consultant in private and public sectors since 1975.

William H. Adams Associate Professor of Anthropology PhD in Anthropology, 1976 Anthropology Professor since 1976 Extensive experience teaching anthropology and conducting anthropological research in eight countries since 1971.

Frank Barajas Assistant Professor of History PhD in History 2001 History Professor since 1997 Experience in American history and multicultural education since 1997.

Ivona Grzegorczyk Associate Professor of Mathematics PhD in Mathematics, 1990 Mathematics Professor since 1992 Extensive experience in mathematics and its applications and mathematics education since 1982.

N. Jacquelyn Kilpatrick Associate Professor English PhD in English, 1996 English Professor since 1981 Extensive experience in British Literature, American Literature, and Integrative Studies, with a specialty in Native American Literature and Cultures.

## **BUSINESS**

The Business Program at CSUCI has a liberal arts and interdisciplinary focus. Students learn skills related to the practice of the business disciplines: analytical thinking, mathematics/logic, oral and written communication, teamwork. Students also learn the fundamental principles of accounting, economics, finance, information systems, management, and marketing as applied in a variety of organizational settings. Several courses will involve students in service learning through community based research and participation projects.

A distinguishing aspect of the Business Program is the requirement to take courses developed in conjunction with disciplines outside the traditional business curriculum. Examples include courses with Anthropology, Economics, English, Fine Arts, and History. In addition, a Capstone Course will provide students with the opportunity to integrate their knowledge through a Global Strategy Simulation exercise.

An objective of the Business Program is to prepare students for working in a variety of organizations – both public and private. The Degree can also prepare students for several types of graduate school and professional school studies: for example, MBA, MPA, law school.

#### DEGREES OFFERED

Bachelor of Science in Business Option in Management Minor in Business Management

#### CONTACT INFORMATION

William P. Cordeiro, PhD Professor of Management Phone: (805) 437-8860 Fax: (805) 437-8864 Web Page: <u>http://www.csuci.edu</u> Email: william.cordeiro@csuci.edu

#### **PROPOSED COURSE OF STUDY:**

FRESHMAN YEAR (30 Units)

ECON 110 Principles of Microeconomics ENGL 100 Composition & Rhetoric I MATH 140 Calculus for Business & Economics (or) MATH 150 Calculus GE, Section E GE, Section B-1

ECON 111 Principles of Macroeconomics CIS 110 Business Computer Systems History (Title V) GE, Section B-2 GE, Section C-1

#### **OPTION IN MANAGEMENT**

- Management Option requires 15 units from the following courses, which will reduce available electives: All four of the following courses:
- MGT 310 Management of International Businesses
- MGT 325 Entrepreneurial Management
- BUS 420 Cases in Strategy
- BUS 424 Business in Its Social Setting
  - One of the following courses:
- MGT 421 Human Resource Management
- MGT 425 Management of Educational Organizations
- MGT 426 Management of Healthcare Organizations
- MGT 427 Management of Not-for-Profit Organizations
- MGT 428 Management of Scientific/Technology Organizations

#### MINOR IN BUSINESS MANAGEMENT

#### Lower Division Courses (9 Units Required)

- BUS 110Business Law
- CIS 110 Business Computer Systems or
- COMP 150 Object Oriented Programming



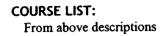
#### **Upper Division Courses (12 Units Required)**

At least 3 units from 400 level courses

- BUS 420 Cases in Strategy
- BUS 424 Business in Its Social Setting
- MATH 340 Statistics for Business & Economics
- MATH 440 Operations Research
- MGT 307 Management of Organizations
- MGT 310 Management of International Businesses
- MGT 346 Scientific & Professional Ethics
- MGT 421 Human Resource Management
- MGT 425 Management of Educational Organizations
- MGT 426 Management of Healthcare Organizations
- MGT 427 Management of Not-for-Profit Organizations
- MGT 428 Management of Scientific/Technology Organizations
- MKT 310 Principles of Marketing

#### **REQUIREMENTS FOR THE BACHELOR OF SCIENCE DEGREE:**

3



## California State University Channel Islands • NEW PROGRAM •

## 1. Desired term Fail and year 2002 of implementation for this course.

Nº A

	YES	NO
2. Consider for G.E. If yes, fill out sections 18 and 19 of this form.	some	
3. Is this a variable-topics (generic) course?		Х

## 4. Course abbreviation and Number: N/A

5 Title: Bachelor of Science in Business		
S THREE BARRIERS TO SELECT OF BOSINESS		in 1977 - San ann an Anna an Anna an Anna an Anna ann an Anna a

Education course. (1) Courses numbered 3 not requiring prerequisites. Briefly state how	the discin	lines will be inte	egrated in th	ese courses	. (2) Ext	plain how t	he course
meets the goal for categories $(A - E)$ above.	f the userp	lines will be line	-Bratea III ai		(-)		
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					· · · · · · · · · · · · · · · · · · ·		

#### **APPROVAL SIGNATURES:**

Originator

Date

General Education Committee (if used for GE)

Date

Other Discipline(s)

Date

Curriculum Committee

Date

# **Summary Sheet**

I.	ACCT ACCT BUS CIS	1 2	(3) (3) (3) (3)	Proposed as GE?
		110 Principles of Microeconomic		Yes, D
		111 Principles of Macroeconomic		Yes, D
		100 Composition & Rhetoric I	(3)	Yes, A-1
	MATH	I 140 Calculus for Business &	(2)	V. D 1
	<b>N</b> ( A 771)	Economics	(3) or	Yes, B-3
	MAIH	150 Calculus	(4)	Yes, B-3
П.		Division Required Courses (36 U	Jnits)	Proposed as GE?
		300* Managerial Accounting	(3)	
	BUS	499* Capstone: Global Strateg		
	CIS	310* Management Info System	ns (3)	
	3 un	its each from ECON Area A and A Area A	Irea B	
	ECON	310* Intermediate Microeconomi	cs (3) or	
	ECON	329* Managerial Economics Area B	(3)	
	ECON	311* Intermediate Macroeconomi	cs (3) or	
	ECON	320* Money & Banking	(3)	
		483 Technical Visual Communic	• •	Yes, A-2
	FIN	300* Business Finance	(3)	
		340* Statistics for Business & Ec		Yes, A-3
		440* Operations Research	(3)	Yes, B-3
	MGT	0 0	• •	
	MGT	346 Scientific & Professional Et		Yes, D
	MKT	310 Principles of Marketing	(3)	
III.	Upper	<b>Division Required Interdiscip</b> 6 units may be taken from the foll		ts)
	BUS	343 Anthropology of Organization		Yes, D
	BUS	330 Business and Money in the A		
	-	Novel (ENGL)	(3)	Yes, C-3
	BUS	339 The Business of Art (ART)	(3)	Yes, D
	BUS	349 History of Business		
		& Economics in North An	nerica (HIST) (3)	
	ECON	343 Capital Theory	(3)	

### VII. Option in Management

Management Option requires 15 units from the following courses, which will reduce the available electives.

All four of the following courses:	
	(3)
BUS 420 Cases in Strategy	
BUS 424 Business in Its Social Setting	(3)
MGT 310 Management of International Businesses	(3)
MGT 325 Entrepreneurial Management	(3)
One of the following courses:	
MGT 421* Human Resource Management	(3)
MGT 425* Management of Educational Organizations	(3)
MGT 426* Management of Healthcare Organizations	(3)
MGT 427* Management of Not-for-Profit Organization	s (3)

MGT 428\* Management of Scientific/Technology Organizations (3)

Business Ada ation - Lower Division courses	$\sim$		~
Cal Poly San Luis Obispo	<u>Oxnard</u>	Santa Barbara	Ventura
	101A & 101B Accounting les I & II (3-3)	Acct 230 Financial Acct (4.5)	Bus V1A Financial Acct (3)
	102 Managerial hting (3)	Acct 240 Mangerial Acct (4)	Bus V1B Managerial Acct (3)
	111A Business Law I (3)	BULAW 101 Business Law I (3)	Bus V33 Business Law (3)
	۲102 Prin Micro mics (3)	Econ 101 MicroEconomics (3)	Econ V1B Prin of Micro Economics (3)
	र 101 Prin Macro mics (3)	Econ 102 MacroEconomics (3)	Econ V1A Prin of Macro Economics (3)
	र106 Math for Business ations (5)	Math 130 Calculus for Biol., Social Sci & Business (4)	Math V46 Applied Calculus for Business I (3)
	१103 Intro Statistics for ss & Econ (3)	Math 117 Intro Statistics (4)	Math V44 Elementary Statistics (4) <u>or</u> Psy V4 Intro Stat for Soc & Behav Sci (4)
	n/a	n/a	n/a

Luis Obispo al Accounting (5)	Alan Hancock Acct 121 & 122 Financial Acct 1 & II (3-3)		L.A. Pierce Acctg 1 Intro Accounting I (5)	Santa Monica Acctg 1 Prin of Accounting I (5)
	• • • • • • • • • • • • • • • • • • • •			Acctg 2 Prin of Accounting II (5)
				}us 5 Business Law (3) <u>≥r</u> Bus 6 Adv Business _aw (3)
				Econ 1 Prin Micro Economics (3)
				Econ 2 Prin Macro Economics (3)
				Aath 24 Calculus for 3usiness & Soc Sci (3)
				Aath 52 Elementary Statistics (3)
TAT 252 Statistical Inference-Mgmt. II (5)	n/a	n/a	n/a	n/a