

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
Faculty Proposing New Program William P. Cordeiro, PhD

Review and Approval:

Curriculum Committee Approval:

Curriculum Chair: W. P. Cordeiro Date 10/30/00

2. Academic Senate Approval

Chair Academic Senate: Wesley Rusk Date 11/6/01

Administration Approval

President (or designee): [Signature] Date 11/6/01

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COURSES

	Semester Units
Lower Division Required Courses (24 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
II. Upper Division Required Courses (36 Units)	
ACCT 300* Managerial Accounting	3
BUS 499* Capstone: Global Strategic Simulation	3
CIS 310* Management Info Systems	3
3 units each from ECON Area A and Area B	
Area A	
ECON 310* Intermediate Microeconomics (or)	3
ECON 329* Managerial Economics	3
Area B	
ECON 311* Intermediate Macroeconomics (or)	3
ECON 320* Money & Banking	3
ENGL 481 Technical Visual Communication	3
FIN 300* Business Finance	3
MATH 340* Statistics for Business & Economics	3
MATH 440* Operations Research	3
MGT 307 Management of Organizations	3
MGT 346 Scientific & Professional Ethics	3
MKT 310 Principles of Marketing	3
III. 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 not-for-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 140 or 150
MATH 440 Operations Research	MATH 140 or 150
MGT 421 Human Resource Management	MGT 307
MGT 425 Management of Educational Organizations	MGT 307
MGT 426 Management of Healthcare Organizations	MGT 307
MGT 427 Management of Not-for-Profit Organizations	MGT 307
MGT 428 Management of Scientific/Technology Organizations	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.

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 Grzegorzcyk
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

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Professor of Management
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Web Page: <http://www.csuci.edu>
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


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:

Lower Division Required	24	
Upper Division Required	36	
Upper Division Required Interdisciplinary General Education		
• May Be in Business Major	6	
• Must Be Out of Business Major		3
Other General Education (GE)	39	
(Courses that are double counted in Major and a GE category increase the units available for electives)		
Title V	6	
Electives	<u>6</u>	
Total		120



COURSE LIST:
From above descriptions

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

	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?		X

4. Course abbreviation and Number: N/A

5. Title: Bachelor of Science in Business

6. Number of Units: 120

7. Catalog Description:

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, management, marketing, information systems 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. Currently planned 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 business knowledge through a Global Strategy Simulation exercise.

The Bachelor of Science in Business will 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.

8. Grading Method:

N Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)
 Credit/No Credit or Satisfactory Progress Only (CSP)

9. Explain the reasoning for this grading option.

This method is the traditionally accepted method for these types of courses

10. Mode of Instruction

Lecture: X Lab: _____ Activity: _____ Other: _____
 Please specify _____

11. Course Requires Consent for Enrollment?

Yes X No

Faculty _____ Credential Analyst _____ Director/Chair/AVP _____

12. Course Can be Taken for Credit More than Once?

Yes X No

If yes, how many times _____ (including first offering)

13. Is Course Cross listed

X Yes No

If yes, indicate which course(s) _____ See list _____ and obtain signature from other discipline(s).

14. Prerequisite(s) _____ Some have prerequisites; see list

19. If this course is proposed for General Education, justify why the course should qualify for consideration as a General Education course. (1) Courses numbered 330-349 and 430-449 must be interdisciplinary in nature with the 330-349 courses not requiring prerequisites. Briefly state how the disciplines will be integrated in these courses. (2) Explain how the course meets the goal for categories (A – E) above.

APPROVAL SIGNATURES:

Originator Date

General Education Committee (if used for GE) Date

Other Discipline(s) Date

Curriculum Committee Date

Summary Sheet

I.	Lower Division Required Courses (24 units)	Proposed as GE?
	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)	Yes, D
	ECON 111 Principles of Macroeconomics(3)	Yes, D
	ENGL 100 Composition & Rhetoric I (3)	Yes, A-1
	MATH 140 Calculus for Business & Economics (3) or	Yes, B-3
	MATH 150 Calculus (4)	Yes, B-3
II.	Upper Division Required Courses (36 Units)	Proposed as GE?
	ACCT 300* Managerial Accounting (3)	
	BUS 499* Capstone: Global Strategic Sim(3)	
	CIS 310* Management Info Systems (3)	
	3 units each from ECON Area A and Area B	
	Area A	
	ECON 310* Intermediate Microeconomics (3) or	
	ECON 329* Managerial Economics (3)	
	Area B	
	ECON 311* Intermediate Macroeconomics (3) or	
	ECON 320* Money & Banking (3)	
	ENGL 483 Technical Visual Communication (3)	Yes, A-2
	FIN 300* Business Finance (3)	---
	MATH 340* Statistics for Business & Econom. (3)	Yes, A-3
	MATH 440* Operations Research (3)	Yes, B-3
	MGT 307 Management of Organizations (3)	---
	MGT 346 Scientific & Professional Ethics (3)	Yes, D
	MKT 310 Principles of Marketing (3)	---
III.	Upper Division Required Interdisciplinary GE (9 units)	
	6 units may be taken from the following:	
	BUS 343 Anthropology of Organizations (ANTH) (3)	Yes, D
	BUS 330 Business and Money in the American Novel (ENGL) (3)	Yes, C-3
	BUS 339 The Business of Art (ART) (3)	Yes, D
	BUS 349 History of Business & Economics in North America (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:

- BUS 420 Cases in Strategy (3)
- 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 Organizations (3)
- MGT 428* Management of Scientific/Technology Organizations (3)

Cal Poly San Luis Obispo

BUS 214 Financial Accounting (5)

BUS 215 Managerial Accounting (4)

BUS 207 Business Law (4)

ECON 221 Microeconomics (4)

ECON 222 Macroeconomics (4)

MATH 221 Calculus for Business and Econ (4)

STAT 251 Statistical Inference-Mgmt. I (4)

STAT 252 Statistical Inference-Mgmt. II (5)

BUS 215 Managerial Accounting (4)

BUS 207 Business Law (4)

ECON 221 Microeconomics (4)

ECON 222 Macroeconomics (4)

MATH 221 Calculus for Business and Econ (4)

STAT 251 Statistical Inference-Mgmt. I (4)

STAT 252 Statistical Inference-Mgmt. II (5)

Oxnard

Bus M2A & M2B Financial Acct I & II (3-3)

BUS M2C Managerial Accounting (3)

Bus M33 Business Law (3)

Econ M2 Prin Micro Economics (3)

Econ M1 Prin Macro Economics (3)

MATH M16A Applied Caluclus (3)

Math M15 Intro Statistics (5)

n/a

Acct 124 Managerial Acct (3)

Bus 110 Business Law (3)

Econ 102 Prin of Economics -

Econ 101 Prin of Economics -

Math 135 (4)

Math 123 Elementary Statistics (4) or Math 136 Stat Methods for Management (3)

n/a

Bus R 101A & 101B Accounting Principles I & II (3-3)

Bus R 102 Managerial Accounting (3)

Bus R111A Business Law I (3)

Econ R102 Prin Micro Economics (3)

Econ R 101 Prin Macro Economics (3)

Math R106 Math for Business Applications (5)

Econ R103 Intro Statistics for Business & Econ (3)

n/a

Bus 202 Prin of Accounting II (5)

Bus 211 Business Law I (3)

Econ 202 Micro Economics (3)

Econ 201 Macro Economics (3)

Math 240 Math Analysis for Business & Social Sci (5)

Math 140 Intro Statistics (4) or Math 291 Stat methods for Business & Economics (3)

n/a

Acct 230 Financial Acct (4,5)

Acct 240 Mangerial Acct (4)

BULAW 101 Business Law I (3)

Econ 101 MicroEconomics (3)

Econ 102 MacroEconomics (3)

Math 130 Calculus for Biol., Social Sci & Business (4)

Math Intro Statistics (4)

n/a

Acctg 2 Intro Accounting II (5)

Bus 5 Business Law I (3)

Econ 1 Prin of Economics (3)

Econ 2 Prin of Economics I (3)

Math 238 Calculus for Business & Soc Sci (5)

Math 227 Statistics (4)

n/a

Ventura

Bus V1A Financial Acct (3)

Bus V1B Managerial Acct (3)

Bus V33 Business Law (3)

Econ V1B Prin of Micro Economics (3)

Econ V1A Prin of Macro Economics (3)

Math V46 Applied Calculus for Business I (3)

Math V44 Elementary Statistics (4) or Psy V4 Intro Stat for Soc & Behav Sci (4)

n/a

Acctg 2 Prin of Accounting II (5)

Bus 5 Business Law (3) or Bus 6 Adv Business Law (3)

Econ 1 Prin Micro Economics (3)

Econ 2 Prin Macro Economics (3)

Math 24 Calculus for Business & Soc Sci (3)

Math 52 Elementary Statistics (3)

n/a