BS Business Course Descriptions

**ACCT 300: Applied Managerial Acct**
Presents and analyzes the principles, methods, procedures, and applications for managerial accounting. Topics include understanding the business environment, cost concepts and classifications, job-order costing, process costing, cost behavior and relationships to volume and profits, variable costing, Activity Based Costing, profit planning, standard costs, relevant costs, capital budgeting decisions, cash flows, Economic Value Added, and financial statement analysis.

**MGT 307: Management of Organizations**
Principles, methods and procedures planning, organizing, leading, and controlling people within organizations. Topics include the history of management thought, organizational culture and design, decision-making, managerial communication, and strategic management.

**BUS 320: Business Operations**
Exploration and application of quantitative techniques, systems analysis and operations analysis of business functions, with an emphasis on the optimization of process and operational efficiencies. A variety of management science methodologies will be applied to theoretical and real-world situations.

**ECON 310: Intermediate Microeconomics**
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**
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.

**MGT 326: Scientific & Professional Ethics**
Discussion of ethical issues and societal challenges derived from scientific research and professional activities. Examines the sources, fundamental principles, and applications of ethical behavior; the relationship between personal ethics and social responsibility of organizations; and the stakeholder management concept. Applies ethical principles to different types of organizations: business, non-profits, government, health care, science/technology, and other professional groups.

**ENGL 483 Technical Visual Communication:**
This course may be substituted with ENGL 330
The focus of this course is two-fold. First, the student will research and write a presentation 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.

**ENGL 330 Interdisciplinary Writing:**
This course be substituted with ENGL 483
Individual and collaborative writing that integrates research from a variety of disciplines. Students will work on projects that incorporate various forms of research, including electronic, and which result in both oral presentations and academic papers. Each section will be based on a theme appropriate for interdisciplinary research and writing.

**MIS 310: Management Info Systems**
Examines application of computer-based information systems to the management of organizations. Topics include use of information to further the organization’s mission and strategy, the role of users, the architecture of information, and development of decision-support processes for managers.
BS Business Course Descriptions

MKT 310: Principles of Marketing
Presents and analyzes the fundamental principles, methods and procedures in modern marketing: planning, pricing, distribution, and promotion. Topics include creating customer value and satisfaction, strategic planning, marketing process and environment, research and information systems, consumer markets and consumer buyer behavior, business markets and business buyer behavior, segmentation, product and services strategy, new product development and product life cycle strategies, pricing, communications, direct and on-line marketing, and social responsibility and marketing ethics.

MATH 329: Statistics for Bus & Econ
Introduction to modern statistical methods used in business and economic analysis. Topics include: sampling, probability, various distributions, correlation and regression, statistical inferences, hypothesis testing, problem solving and the consequences to underlying economical systems.

FIN 300: Business Finance
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.

BUS 499: Capstone
An integration of all prior business core subject matter via two major components: 1) Teams of students participate in a PC-based simulation of an ongoing (fictitious) international business. Requires decision-making under uncertainty but within strict deadlines, competitor analysis, and formal oral/written reporting of results. 2) Individually and in teams, students analyze, research, discuss and report on complex written business cases – which provides interdisciplinary exposure.

MGT 497: Directed Study
Individual contracted study on topics or research selected by the student and faculty mentor. Repeatable for up to nine units. Credit/No Credit.

41 Units of Core and Electives:
ACCT 300: Applied Managerial Acct
MGT 307: Management of Organizations
BUS 320: Business Operations
ECON 310: Intermediate Microeconomics
ECON 311: Intermediate Macroeconomics
MGT 326: Scientific & Professional Ethics
ENGL 483 Technical Visual Communication or ENGL 330 Interdisciplinary Writing
MKT 310: Principles of Marketing
MIS 310: Management Info Systems
MATH 329: Statistics for Bus & Econ
FIN 300: Business Finance
BUS 499: Capstone

Additional Electives Courses: Selection determined by CSU Channel Islands
BUS 334: Business of Art
BUS 335: Business and the Performing Arts
BUS 336: Social Entrepreneurship
BUS 339: Business in China: Heritage & Change
BUS 340: Business and Economics in American Literature
BUS 342: Drug Discovery and Development
BUS 342: The Zoo
BUS 344: The Library
BUS 347: The University
BUS 349: History of Business and Economics in North America
BUS 434: The Museum
ECON 331: Narratives of the Working Class

Traditional Roadmap includes 2 Units of:
MGT 497: Directed Study

9 Units of UDGE:
Upper Division General Education, Selection determined by CSU Channel Islands