



<http://www.csuci.edu/ira/index.htm>

Application
Instructionally Related Activities Funds Request
2011-2012 Academic Year
DEADLINE: Fall and Academic Year 3/31/11
Spring 2012 deadline is 10/31/11

Applications must first be sent to the appropriate program chair. Chairs will then recommend and route them to the Dean's Office for review and authorization. The Dean's Office will then forward them to the IRA Committee for consideration.

Activity Title:

Project Sponsor/Staff (Name/Phone): John J. Griffin, Business & Economics – 805.338.6036

Activity/Event Date(s): Detroit Study Tour / March 16, 2012 to March 23, 2012

Date Funding Needed By: January 31, 2012

***Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2011 and for Spring Requests early January 2012.*

Please check if any of the following apply to your IRA:

- | | |
|--|---|
| <input type="checkbox"/> Equipment Purchase | <input checked="" type="checkbox"/> Field Trip |
| <input type="checkbox"/> Event | <input type="checkbox"/> Participant data collection for public dissemination, i.e. interviews/surveys that result is a journal/poster session/newsletter |
| <input type="checkbox"/> IT Requirements | <input type="checkbox"/> Risk Management Consultation |
| <input type="checkbox"/> International Travel | <input type="checkbox"/> Late Submission |
| <input checked="" type="checkbox"/> Space/OPC Requirements | |
| <input type="checkbox"/> Infrastructure/Remodel | |
| <input type="checkbox"/> Other _____ | |

Previously Funded: YES NO Yes, Request # _____

Does your proposal require IRB (Institutional Review Board) approval: Yes No

Assessment submitted for previously Funded Activity: YES NO

Academic Program or Center Name and Budget Code: Business & Economics Dept

Date of Submission: September 27, 2011

Amount Requested: \$19,000
 (Should match item 2. E. on page 4)

Estimated Number of Students Participating: 15

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Conditions and Considerations

Equipment Purchase-If requesting large equipment, Project Sponsor must show proof of correspondence with OPC Administration. In addition, all other purchases must follow Procurement Guidelines.

Events-For a large event, consultation with the events coordinator is recommended.

Participant Data Collection for Public Dissemination-If Project Sponsor proposes to conduct research with human participants then it may be subject to IRB (Institutional Review Board for the Protection of Human Subjects) review. It is the Project Sponsor's responsibility to inquire with the IRB **prior** to IRA application submission to determine if the project is exempt from IRB review so that funding is not delayed. Please indicate on the cover page if your project is exempt from IRB review.

Field Trip-If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).

IT Requirements-Requires proof of correspondence and approval from IT Administration

International Travel-Requires International Travel application be submitted to Center for International Affairs.

Risk Management Consultation-Requires proof of correspondence with Risk Management.

Space/OPC Requirements, Infrastructure/Remodel-Requires proof of correspondence with OPC Administration .

Late Submission - Requires explanation for emergency funding.

Fiscal Management: Project Sponsor's program will be responsible for all costs incurred over and above what is funded through the IRA award and will be responsible for seeing that any revenue that is intended to offset the amount of the IRA award is transferred accordingly.

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Requirements and Signatures

Please provide the following in your application:

1. **Brief Activity Description.** Describe the activity and its relationship to the educational objectives of the students' program or major.
2. **Relation to IRA to Course Offerings.** All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses. Please list all classes that relate to the program proposed.
3. **Activity Assessment.** Describe the assessment process and measures that the program will use to determine if it has attained its educational goals. **Please note a report will be due at the end of the semester.**
4. **Activity Budget.** Please enclose a complete detailed budget of the entire Activity **bold** specific items of requested IRA funding. (Page 4)
5. **Sources of Activity Support.** Please list the other sources of funding, and additional support for the activity.
7. **Acknowledgment.** Project Sponsor and Program Chair acknowledge that they have reviewed and accepted the Conditions and Considerations detailed on page 2.

Signature

John Griffin

27-Sep-2012

Project

Date

Project

Bill Cordeiro

Date

Date

9-27-11

Date

Application
Instructionally Related Activities Funds Request
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ACTIVITY BUDGET FOR 2011-2012

1. Operating Expense Budget

A. Supplies	_____
B. Vendor Printing	_____
C. In-State Travel	_____
D. Out-of-State Travel	_____ \$22,000
E. Equipment Rental	_____
F. Equipment Purchase	_____
G. Contracts/Independent Contractors	_____
H. Honorarium	_____
I. OPC Chargeback	_____
J. Copier Chargeback	_____
K. Other (Please Specify)	_____
 TOTAL Expenses	 _____ \$22,000

2. Revenue

A. Course Fees	_____
B. Ticket Sales	_____
C. Out of Pocket Student Fees (exclusive of course fees)	_____ \$3,000 (@200/ea)
D. Additional Sources of funding (Please specify And indicate source)	_____

Total Revenue _____ \$3,000

E. Total Requested from IRA _____ \$19,000

2012 "Imported from Detroit" Study Tour

Trip Proposal

This study tour is designed to introduce students to emerging auto industry strategy and innovations in Detroit, Michigan. Detroit is home to the Big Three automakers. In the past 20 years, the U.S. automobile industry has undergone enormous change with significant competition from foreign competitors and industry-wide consolidation. The 2008 collapse of the financial system left the U.S. automakers in ruins with Chrysler and General Motors forced into bankruptcy. Today, the industry is recovering and has turned its focus to hybrid and electric vehicles (EV), sustainable manufacturing practices, and high-involvement management strategies.

Along with visiting the manufacturing facilities, students will conduct interviews with management representatives of the Big Three auto firms. The focus of these discussions will be around the new and innovative business practices being adopted by the firms.

Also scheduled is a visit to the University of Michigan in Ann Arbor where students will meet with auto industry analysts and selected faculty of one of the leading business schools in the country.

Finally, there will be opportunities to experience some of the cultural highlights of this historic industrial city which has deep artistic and music roots.

Course Credit

Undergraduate students will earn course credit (2 units) upon completion of the course.

Learning Objectives (see tentative Syllabus for complete course description)

Students completing this course will:

- understand the economics, marketing, management, organizational behavior, and supply chain management of the auto industry;
- discuss global industry trends with a focus on the external environment in which auto industry firms operate;
- gain first-hand experience discussing strategy with industry executives;
- conduct research and write a 1,500 word paper describing a business topic relevant to the insights gained from the visit to the auto industry;

- identify, conceptualize, and develop recommendations for successful resolutions to organizational problems identified in the U.S. auto industry;
- gain an appreciation for the culture and history of this region of the country.

Tentative Itinerary

Day 1 (Fri): Depart Los Angeles Area to Detroit; arrive the same day; transfer to hotel in downtown area.

Day 2 (Sat): Downtown city tour; Detroit Science Center; Motown Tour; Majestic Theatre Complex

Day 3 (Sun): Henry Ford Museum

Day 4 (Mon): Visit to Ford Motor Company

Day 5 (Tue): Visit to General Motors

Day 6 (Wed): Visit to Chrysler Group, LLC

Day 7 (Thu): Visit to Ann Arbor (University of Michigan)

Day 8 (Fri): Transfer to the airport for our return to Los Angeles

Estimated Travel Fees:

\$1,500/pp-double

Note: This price is based on 15 participants. \$200 non-refundable travel fee deposit is required with registration. Full payment is required on or before February 1, 2012. Cancellation penalties apply.

Services included in cost estimate:

- domestic air ticket
- four star hotel (The Henry Hotel)
- transportation
- academic activities
- sightseeing with admission fees

Services NOT included in cost estimate:

- additional requests from the itinerary
- incidental charges in the hotel
- meals
- tips for guides and drivers

Instructor Fees

- \$2,200 travel and hotel expenses
- 2-unit course salary at the standard Extended Education contract rate

Detroit Study Tour Supplemental Statement

1. Recruitment Methods

Students will be recruited from the MVS Business Club which currently has over 60 members. Space permitting, other CSUCI Business and Economics undergraduate students will be offered the opportunity to join the tour.

2. Cost

It is estimated that the tour costs are as follows:

Travel and hotel (double/pp)	1,500
Incidentals (see below)	500

Services included in cost estimate:

- domestic air ticket
- four star hotel (The Henry Hotel)
- transportation
- academic activities
- sightseeing with admission fees

Incidental Services NOT included in cost estimate:

- incidental charges at the hotel
- meals
- tips for guides and drivers

Instructor Fees

- \$2,200 travel and hotel expenses
- 2-unit course salary at the standard contract rate

3. Logistical Arrangements

Flight arrangements from LAX to DTW as recommended (Delta) or at best available rate; transportation around Detroit as recommended (Metro Cars) or taxi

4. Research

Conducted through Broome Library services

5. Brochures for Recruitment

Detroit Spring 2012 - Estimated Costs

				transportation	hotel	admission	
Day-0	16-Mar-12	Fri	outbound flight				
			Transportation to LAX	Roadrunner: 2 vans	300		
			Delta outbound Flight		3,600		
			Transportation to Hotel in DTW	Metro Cars: mini bus	320		
			Hotel: 9 rooms	Doubletree Inn		1,350	
Day-1	17-Mar-12	Sat	Detroit Tour				
			City Tour	Tours Unlimited			480
			Hotel: 9 rooms	Doubletree		1,350	
Day-2	18-Mar-12	Sun	Ford Museum				
			Transport to Ford Museum	taxi x4	184		
			Ford Museum: 16 tickets				288
			Transport to Hotel	taxi x4	184		
			Hotel: 9 rooms	Doubletree		1,350	
Day-3	19-Mar-12	Mon	Ford Motor Company				
			Transport to Ford	taxi x4	184		
			Ford Motor Company				288
			Transport to Hotel	taxi x4	184		
			Hotel: 9 rooms	Doubletree		1,350	
Day-4	20-Mar-12	Tue	General Motors				
			Transport to GM	taxi x4	184		
			General Motors Company				288
			Transport to Hotel	taxi x4	184		
			Hotel: 9 rooms	Doubletree		1,350	
Day-5	21-Mar-12	Wed	Chrysler Corporation				
			Transport to Chrysler	taxi x4	184		
			Chrysler				288
			Transport to Hotel	taxi x4	184		
			Hotel: 9 rooms	Doubletree		1,350	
Day-6	22-Mar-12	Thu	University of Michigan				
			Transport to Ann Arbor	Metro Cars: mini bus	264		
			University of Michigan				
			Transport to Hotel	Metro Cars: mini bus	264		
			Hotel: 9 rooms	Doubletree		1,350	
Day-7	23-Mar-12	Fri	return flight				
			Transportation to airport	Metro Cars: mini bus	320		
			Delta return Flight		3,600		
			Transportation to CSU-CI	Roadrunner: 2 vans	300		
Total				10,440	9,450	1,632	1,435
Grand Total						21,522	

UNIV-391 Course Proposal Package

Detroit Study Tour
Spring Break – 2012

Prepared by: John J. Griffin, JD, MBA

Contents

UNIV-391/2 Proposal Form

Course Syllabus

Course Orientation Session Outline

IRA Funds Request

Imported from Detroit Study Tour Promo Piece

Detroit Study Tour Supplemental Statement

Detailed Description of Estimated Costs

UNIV 392 INTERNATIONAL EXPERIENCE COURSE PROPOSAL
California State University Channel Islands

Course Name & Number UNIV-391 Instructor John J. Griffin

Country Where Course Will Be Taught & Dates of Trip Detroit, MI, U.S.A.

1. Attach a detailed syllabus for the class, which will include the following:
 - a. Identify the program's specific academic goals.
 - b. How many credit hours and contact hours will be involved in the course?
 - c. Attach an outline for the orientation session for students. Make sure the orientation includes comments on the security of the country, both politically and medically, as determined from reports issued by the State Department.
 - d. What is the format of the course (classroom lectures, field trips, and seminars with local experts, etc.)? Include this information for the portions of the course that are conducted within the United States and within the international country.
 - e. For whom is the course designed (CSUCI students, senior citizens, others)?
 - f. How many students can participate?
 - g. How will the students' academic performance be evaluated?

2. Attach a statement providing the following information:
 - a. How will the students be recruited? Regular CSUCI students should have a recommendation from a faculty member other than the teacher for the overseas course. If a participant is sponsored by a business, a recommendation from the employer should be submitted.
 - b. Give the cost of the trip for participants with an itemized expenditure breakdown.
 - c. What are the logistical arrangements (housing, meals, transportation, safety/security, etc.)?
 - d. Has research been done to assure that the country to which the students are traveling is safe? Please give a brief synopsis of the status of the security of the country, both politically and medically, as obtained from the State Department within ninety (90) days of travel.
 - e. Attach a copy of any brochures or publicity, which you plan to distribute off-campus.
 - f.

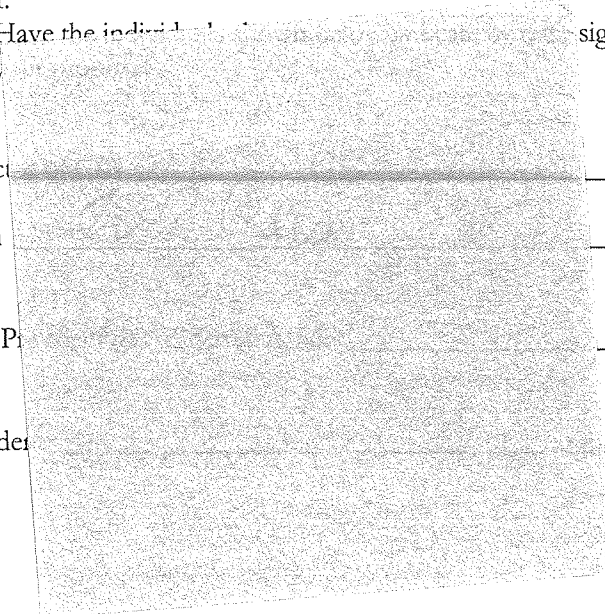
3. Have the individual _____ signature that they are aware of and approve

Director _____ Date _____

Dean _____ Date 9-27-11

Vice-President _____ Date _____

President _____ Date _____



Syllabus for United States Travel Study Experience (UNIV-391)

Instructor

John J. Griffin, J.D., M.B.A.

Office: Sage Hall, Room 2016

Phone: 805.338.6036

Office Hours: Mon, Wed, and Thu 2:00pm to 3:00pm, or by appointment

eMail: john.griffin@csuci.edu

Course Description

This study tour is designed to introduce business students to emerging U.S. auto industry trends by visiting Detroit, Michigan, headquarters of the Big Three automakers. In preparation for the trip, students will attend two pre-trip class sessions to discuss the history and culture of the Detroit region and the past and current state of the U.S. auto industry. During the week of travel, students will visit the manufacturing facilities of the auto makers and meet with management representatives of the auto firms. The focus of these meetings will be to discuss each firm's business strategy and explore innovative practices being deployed to sustain the firm's competitive advantage. Students will also visit the University of Michigan in Ann Arbor where they will meet auto industry consultants and selected business faculty. While in Detroit there will be opportunities to experience many of the cultural highlights of this historic industrial city which has deep artistic and music roots. Following the trip, a wrap-up session will enable students will discuss their experience and submit their final paper. The course is designed to accommodate a maximum of 15 CSU-CI students. Students completing the course will receive two (2) units credit.

Learning Objectives

Students who successfully complete this course will be able to:

- develop an understand the economics, marketing, management, organizational behavior, and supply chain management of the auto industry;
- discuss global industry trends with a focus on the external environment in which auto industry firms operate;
- gain first-hand experience discussing strategy with auto industry executives;
- conduct research and write a 1,500 word paper on a business aspect of the U.S. auto industry;
- identify, conceptualize, and develop recommendations for successful resolutions to organizational problems identified in the U.S. auto industry;
- increase student's appreciation for the culture and history of this region of the country.

Course Approach

The course will consist of two classroom pre-trip lectures, the study tour, and a post-trip review. A paper demonstrating the student's learning experience from the trip is required for completion of the course.

Policies

Please see the online CSUCI Student Guidebook at:

<http://www.csuci.edu/students/publication/guidebook/>

for campus-wide policies applicable to this and all CSUCI courses including policies on Academic Dishonesty and accommodations that are available for students having disabilities.

Grading

The final grade for this course will be based on a total of 100 points, as follows:

Points	Date	Description
50	Apr 5	Final Paper
50	Each Activity	Class Participation. Points will be awarded for participation in tour activities and discussions during the tour.

While course grades may be affected by a class curve, the following scale should serve as an approximate guide:

A	90% - 100%
B	80% - 89%
C	70% - 79%
D	60% - 69%
F	0% - 60%

Please note that achieving a certain percentage such as 90 percent does not guarantee an A. Letter grades will include “plus” and “minus” designation as may be appropriate. All written assignment will be graded based on:

Critical Analysis	70%
Organization	20%
Style, Grammar and Usage	10%

Course Schedule

Week	Date	Discussion	Hours
Pre-Trip	2-Mar-12	Pre-trip review of tour	3
Pre-Trip	9-Mar-12	Auto industry overview and analysis	3
Day-1	16-Mar-12	outbound flight	-
Day-2	17-Mar-12	City Tour	4
Day-3	18-Mar-12	Ford Museum Tour	4
Day-4	19-Mar-12	Visit to Ford Motor Company	6
Day-5	20-Mar-12	Visit to General Motors	6
Day-6	21-Mar-12	Visit to Chrysler Corporation	6
Day-7	22-Mar-12	Visit to Ann Arbor (University of Michigan)	4
Day-8	23-Mar-12	return flight	-
Post-Trip	6-Apr-12	Wrap-up Session and Final Exam due	3

Detroit Study Tour Orientation Session **(conducted over two 3-hour sessions)**

1. Introduction
 - a. Preparations for trip
 - i. Packing the right stuff
 - ii. Funds needed for travel
 - iii. Emergency contact information
 - iv. Rules of conduct
2. Overview of the Detroit region
 - a. Geographic features
 - b. History
 - i. Early settlement
 - ii. Impact of economic expansion
 - c. Present Conditions
 - i. Decline of auto industry
 - ii. Shifting political climate
 - iii. Impact of present recession
3. Auto industry
 - a. Description of the Big Three
 - i. Historical distinctions
 - ii. Overview of product offerings
 - b. Overview of industry leaders
 - i. Board membership
 - ii. Description of management of each firm
 - iii. Organizational structure
 - c. Comparative financial analysis
 - d. Marketing initiatives
 - i. Product
 - ii. Pricing
 - iii. Promotions
4. Cultural influences in the region
 - a. Music
 - b. Art
 - c. Architectural features
5. Conclusion