

Program Modification

Program modifications must be submitted by October 15, 2013, and finalized by the end of that fall semester for catalog production.
Enter data in **YELLOWED** areas.

Date (Change date if modified and update the file name with the new date): 10-01-2013 Catalog Copy 8.26.13

Program Area: **Business: Marketing Option, B.S.**

Semester /Year First affected: FALL 2014

Instructions: Please use this Program Modification form for changes to existing program requirements, units, outcomes, emphases or options, or for other programmatic concerns. For minor changes (faculty or address changes, additions of approved electives, minor editing for clarity, and other minor updates) use the Program Update form, available at the Curriculum website.

Paste the latest approved version of your entire program in the left AND right boxes below. Make your deletions in the LEFT column by using the strikethrough feature in Word or underlining, **and highlight**. Insert new language or other changes to the program on the RIGHT and highlight in **YELLOW** for easy identification. If possible, please align the two columns so that changes appear side-by-side with the original text.

SUMMARY OF CHANGES

The currently approved business B.S. allows students to take either ECON 310 *or* ECON 329, and also to take either ECON 311 *or* ECON 320. The proposed program change requires all business B.S. students to take both ECON 310 and ECON 311.

JUSTIFICATION

The business B.S. at CI has a goal of combining instruction in the typical business disciplines (e.g., management, marketing, accounting, finance, MIS) with a liberal arts core. Part of that liberal arts core is a solid foundation in economics. The foundation of the economic way of thinking, however, can be found in the four main theory courses: ECON 110, 111, 310, and 311. We have amended the business B.S. program to reflect that these courses are primary to the economics foundation in our business degree, while ECON 320 and 329 are topics-courses that students ought to study, but are not of primary importance to the business degree.

CURRENTLY APPROVED PROGRAM

Business: Marketing Option, B.S.

PROPOSED PROGRAM

Business: Marketing Option, B.S.

SUMMARY OF UNITS		SUMMARY OF UNITS	
Lower Division Major Requirements	21-22	Lower Division Major Requirements	21-22
Upper Division Major Requirements	36	Upper Division Major Requirements	36
Upper Division Interdisciplinary Major Requirements	6	Upper Division Interdisciplinary Major Requirements	6
Marketing Option	15	Marketing Option	15
Additional GE and Other Graduation Requirements	41-42	Additional GE and Other Graduation Requirements	41-42
TOTAL	120 units	TOTAL	120 units
Availability of this option is dependent upon student demand and course enrollment.		Availability of this option is dependent upon student demand and course enrollment.	
Lower Division Major Requirements - 21 units		Lower Division Major Requirements - 21 units	
• ACCT 210 - Financial Accounting Units: 3 • ACCT 220 - Managerial Accounting Units: 3 • BUS 110 - Business Law Units: 3 • COMP 101 - Computer Literacy Units: 3 • ECON 110 - Principles of Microeconomics Units: 3 • ECON 111 - Principles of Macroeconomics Units: 3		• ACCT 210 - Financial Accounting Units: 3 • ACCT 220 - Managerial Accounting Units: 3 • BUS 110 - Business Law Units: 3 • COMP 101 - Computer Literacy Units: 3 • ECON 110 - Principles of Microeconomics Units: 3 • ECON 111 - Principles of Macroeconomics Units: 3	
Select either:		Select either:	
• MATH 140 - Calculus for Business Applications Units: 3 • or • MATH 150 - Calculus I Units: 4		• MATH 140 - Calculus for Business Applications Units: 3 • or • MATH 150 - Calculus I Units: 4	
Upper Division Major Requirements - 36 units		Upper Division Major Requirements - 36 units	

-
- [ACCT 300 - Applied Managerial Accounting](#) Units: 3

- [BUS 320 - Business Operations](#) Units: 3

Select either:

-
- [ECON 310 - Intermediate Microeconomics](#) Units: 3

- or

- [ECON 329 - Managerial Economics](#) Units: 3

Select either:

-
- [ECON 311 - Intermediate Macroeconomics](#) Units: 3

- or

- [ECON 320 - Money and Banking](#) Units: 3

Select one of the following courses:

-
- [ENGL 330 - Interdisciplinary Writing](#) Units: 3
 - or
 - [ENGL 482 - Technical and Business Writing](#) Units: 3
 - or
 - [ENGL 483 - Technical Communication](#) Units: 3

Complete the following:

-
- [FIN 300 - Business Finance](#) Units: 3

-
- [ACCT 300 - Applied Managerial Accounting](#) Units: 3

- [BUS 320 - Business Operations](#) Units: 3

- [ECON 310 - Intermediate Microeconomics](#) Units: 3

- [ECON 311 - Intermediate Macroeconomics](#) Units: 3

Select one of the following courses:

-
- [ENGL 330 - Interdisciplinary Writing](#) Units: 3

- or

- [ENGL 482 - Technical and Business Writing](#) Units: 3

- or

- [ENGL 483 - Technical Communication](#) Units: 3

Complete the following:

-
- [FIN 300 - Business Finance](#) Units: 3
 - [MATH 329 - Applied Statistics for Business and Economics](#) Units: 3
 - [MGT 307 - Management of Organizations](#) Units: 3
 - [MGT 326 - Scientific and Professional Ethics \(Cross-listed as BIOL 326\)](#) Units: 3
 - [MIS 310 - Management Information Systems](#) Units: 3
 - [MKT 310 - Principles of Marketing](#) Units: 3

- [MATH 329 - Applied Statistics for Business and Economics](#) Units: 3
- [MGT 307 - Management of Organizations](#) Units: 3
- [MGT 326 - Scientific and Professional Ethics \(Cross-listed as BIOL 326\)](#) Units: 3
- [MIS 310 - Management Information Systems](#) Units: 3
- [MKT 310 - Principles of Marketing](#) Units: 3
- [BUS 499 - Capstone](#) Units: 3

Upper Division Interdisciplinary Major Requirements - 6 units

Select two courses from interdisciplinary courses offered by Business.

- BUS 330-349 or 430-449 course Units: 3
- BUS 330-349 or 430-449 course Units: 3

Option Requirements- Additional 15 units

To complete the elective requirements indicated below, choose any upper division course from ACCT, BUS, ECON, FIN, MGT, MKT or MIS not already used in the major.

Marketing Option

- [MKT 311 - Consumer Behavior](#) Units: 3
- [MKT 409 - Marketing Research](#) Units: 3

- [BUS 499 - Capstone](#) Units: 3

Upper Division Interdisciplinary Major Requirements - 6 units

Select two courses from interdisciplinary courses offered by Business.

- BUS 330-349 or 430-449 course Units: 3
- BUS 330-349 or 430-449 course Units: 3

Option Requirements- Additional 15 units

To complete the elective requirements indicated below, choose any upper division course from ACCT, BUS, ECON, FIN, MGT, MKT or MIS not already used in the major.

Marketing Option

- [MKT 311 - Consumer Behavior](#) Units: 3
- [MKT 409 - Marketing Research](#) Units: 3
- [MKT 410 - International Marketing Management](#) Units: 3
- [MKT 411 - New Product Development and Management](#) Units: 3
- Electives Units: 3

• MKT 410 - International Marketing Management Units: 3 • MKT 411 - New Product Development and Management Units: 3 • Electives Units: 3		

Proposer of Program Modification

Date

APPROVAL SHEET

Program: [REDACTED]

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair		
	Signature	Date

Curriculum Chair		
	Signature	Date

AVP		
	Signature	Date