NEW COURSE—OR—REVISION TO EXISTING COURSE PROPOSAL

Please use this form to: add a new course, or to revise the title or content of an existing course, including changes to co-requisite and pre-requisite unit values.

Before you proceed, please review the approval process in advance and leave time for each involved person or committee to review the proposal.

DATE: January 23, 2007
DEPARTMENT/SCHOOL: Eberhardt School of Business
CONTACT PERSON: Ron Hoverstad
PHONE: 6-2639
BLDG & ROOM NO: Weber 206A

New Courses: Please complete this entire section (items 1-18)
Revisions to Courses: Please complete items 1-4 and only those items 5-18 that are being revised.

1. Please complete a. or b., not both.
   a. New Courses:
      • BUSI 211 Applied Business Principles: Prerequisites - Admission into the MBA Program, Econ 53, Econ 55, Math 37, Math 45: 20 units.
      
      For approval of new course numbers: Send the request to this email: registrar@pacific.edu. The request needs to include the department, the course title, and a suggested discipline & number. Please attach the email approving the new course number to this proposal.
      
   b. Revision to Existing Course:
      • Not applicable

2. Please attach syllabus with all required elements, including course learning objectives, (see Faculty Handbook 11.7 for Syllabus requirements).

See attached.

3. Please provide the copy as it is to appear in the catalog. This includes the course description, specific prerequisites, co-requisites, and any restrictions on registration (e.g., majors only). Note: Unless indicated here, a passing grade for a prerequisite course is considered a “D.”
CATALOG COPY:

BUSI 211 – Applied Business Principles (20 units)

This course is an applied and intensive overview of business administration. Topics include nine academic modules covering managerial economics, information systems, data analysis and decision making, accounting, finance, marketing, organizational behavior, operations management and strategy formulation. In addition, there are three required pass/no credit modules on team building, presentation skills and career development. The course concludes with a competition between teams consisting of students in the course. The course is team taught by several faculty in the Eberhardt School of Business, each in their own area of specialization. This course is the required beginning course for all students in the MBA program. Prerequisites – Admission into the MBA Program, Econ 53, Econ 55, Math 37, Math 45, or equivalent courses.

DEGREE AUDIT INFORMATION

4. Does this course satisfy undergraduate General Education requirements?  
   [X] No [□] Yes  
   If yes, what area does it satisfy (e.g. IA)?

5. Was this course ever offered under a Special Topics number?  
   [X] No [□] Yes  
   If yes, provide info below.

   Special Topics Subject/Course # | Last year taught  
   Course title

6. Does this course fulfill General Education or major requirements for your program?  
   [□] No  [X] Yes  
   If yes, then what area/requirement does it fulfill?

   The course covers material necessary for further study in the MBA program.

7. Does this course fulfill undergraduate minor requirements for your program?  
   [X] No [□] Yes  
   If yes, then what area/requirement does it fulfill (e.g. upper division elective)?

REGISTRATION INFORMATION

8. Units: 20

9. Grading options available to students who enroll (check all that apply):  
   [X] Letter (A-F)  [□] Pass/No Credit  [□] Audit

10. Schedule Type (check all that apply):  
    [X] Lecture  |  [□] Thesis/Doctoral Project  |  [□] Activity Course  
    [□] Lab  |  [□] Internship, Co-op, Fieldwork  |  [□] Practicum  
    [□] Discussion  |  [□] Applied Music  |  [□] Correspondence  
    [X] Seminar  |  [□] Studio Instruction  |  [□] Correspondence  
    [□] Research/Independent Study  |  [□] On-line  |  [X] Other
11. Expected Enrollment: 25

12. Is a special fee to be charged?
   [X] No [□] Yes
   If yes, list the charge and fee code:
   [□] Per unit    [□] Flat fee

Note: There is an MBA fee applied to students in the MBA program, but there is no fee applied to this particular course.

RELATIONSHIP TO OTHER COURSES

13. Is this course cross-listed with others?
   [X] No [□] Yes
   If yes, which courses?

14. Course Similarities
   a. Is this course similar in content to course(s) in another school or department?
      [X] No [□] Yes
      If yes, which course(s)?

   b. If yes, how is this course distinctive?

15. Will other courses be deleted as a result of this proposal when this course is created?
    (Note: if course is still being taught in the future do not delete it here.)
    [□] No [X] Yes
    If yes, which course(s)?

<table>
<thead>
<tr>
<th>Subject/Course #</th>
<th>BUSI 200</th>
<th>Title</th>
<th>Management Information Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject/Course #</td>
<td>BUSI 201</td>
<td>Title</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>Subject/Course #</td>
<td>BUSI 202</td>
<td>Title</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td>Subject/Course #</td>
<td>BUSI 203</td>
<td>Title</td>
<td>Legal Environment of Business</td>
</tr>
<tr>
<td>Subject/Course #</td>
<td>BUSI 204</td>
<td>Title</td>
<td>Operations Management</td>
</tr>
<tr>
<td>Subject/Course #</td>
<td>BUSI 205</td>
<td>Title</td>
<td>Financial Management</td>
</tr>
<tr>
<td>Subject/Course #</td>
<td>BUSI 206</td>
<td>Title</td>
<td>Firm, Markets and the Environment</td>
</tr>
<tr>
<td>Subject/Course #</td>
<td>BUSI 207</td>
<td>Title</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>Subject/Course #</td>
<td>BUSI 208</td>
<td>Title</td>
<td>Data and Decisions</td>
</tr>
<tr>
<td>Subject/Course #</td>
<td>BUSI 209</td>
<td>Title</td>
<td>Organizational Behavior</td>
</tr>
</tbody>
</table>

16. Is the deleted course cross-listed with other courses?
   [X] No [□] Yes
   If yes, which course(s)?

17. What is the anticipated impact on resources (e.g., faculty, funds, facilities, library, technology, etc.)

The resources necessary for this course are already in place.

18. Will University computer labs be needed?
   [X] No [□] Yes
   If yes, what software will be needed?
NEW COURSE – OR – REVISION TO EXISTING COURSE PROPOSAL
APPROVAL SHEET

DATE: January 23, 2007
DEPARTMENT/SCHOOL: Eberhardt School of Business
CONTACT PERSON: Ron Hoverstad
PHONE: 6-2639
BLDG & ROOM NO: Weber Hall 206A

Please obtain signatures in the order they appear below, as applicable.

1. □ DEPARTMENT CHAIR:
   Not applicable
   DATE: __________

2. □ CHAIRS OF OTHER INVOLVED DEPARTMENTS (if applicable):
   (Signatures needed for new courses and deletions)
   Not applicable
   DATE: __________

3. □ CHAIR, SCHOOL/COLLEGE CURRICULUM COMMITTEE:
   Signature
   DATE: 4/23/07

4. □ DEAN OF SCHOOL/COLLEGE:
   Signature
   DATE: 4/23/07

5. □ GENERAL EDUCATION COMMITTEE (if applicable):
   (Signature needed for new courses and deletions)
   Not applicable
   DATE: __________

6. □ DEAN OF THE LIBRARY:
   Signature
   DATE: 4/26/07

7. □ DIRECTOR, EDUC. TECH. SERVICES (if computer lab, software needed):
   Signature
   DATE: __________

8. □ GRADUATE STUDIES COMMITTEE (if applicable):
   Signature
   DATE: 4/26/07

9. □ REGISTRAR:
   Signature
   DATE: __________

10. □ ACADEMIC AFFAIRS COMMITTEE:
    Signature
    DATE: __________

New and Revised Course form. Page 4 of 4
Rev. 10/06
University of the Pacific  
Eberhardt School of Business  
Applied Business Principles  
Fall 2007

Faculty: Dr. Jerry Post, Managerial Economics, and Information Systems; Dr. Albert Huang, Data and Decisions; Dr. Cynthia Eakin, Accounting; Dr. Joel Herce, Marketing; Dr. Will Price, Operations Management; Dr. Cynthia Weick, Strategy Formulation; Dr. Stefanie Naumann, Organizational Behavior; Dr. John Knight, Finance, and Ms. Margaret Roberts, Career Development.

Catalog Course Description: This course is an applied and intensive overview of business administration. Topics include nine academic modules covering managerial economics, information systems, data analysis and decision making, accounting, finance, marketing, organizational behavior, operations management and strategy formulation. In addition, there are three required pass/no credit modules on team building, presentation skills and career development. The course concludes with a competition between teams consisting of students in the course. The course is team taught by several faculty in the Eberhardt School of Business, each in their own area of specialization. This course is the required beginning course for all students in the MBA program. Prerequisites – Admission into the MBA Program, Econ 53, Econ 55, Math 37, Math 45, or equivalent courses.

Course Overview: This course is a comprehensive, integrated, intensive, and applied course designed to deliver to you the basic skills necessary for further study and success in the MBA program. All MBA students, regardless of academic major as an undergraduate, must complete this course successfully (grade of B or higher). Some of you will have some previous coursework in the topics covered in this course, others will not. In many modules, you will be working in teams, so those of you with more coursework or experience in an area can assist those who are newer to the study of business administration. Several aspects of this course will make it a unique experience compared to previous courses you have taken.

1. It is a comprehensive experience. Each faculty member will teach modules of the course based in his or her area of expertise, and together these modules cover the range of business topics in today’s world.

2. It is an integrative experience. Each module is designed to be part of an integrated whole, instead of teaching each module as a discrete topic. Basic business problems do not occur in isolation in areas like accounting, marketing, or operations. Instead, business problems have implications throughout the organization, so decisions made by accountants have an impact on marketing strategy, and systems in place in operations management have financial management implications, and so on.

3. It is an intensive experience. We are packing a lot of material into a relatively short time period. Expect to be very busy in each course.

4. It is an applied course. Critical thinking and the ability to analyze problems are crucial for success in business. Instead of merely delivering information in our courses, we expect you to be able to use that information to solve problems.
5. During the semester, a career development seminar will meet weekly during the course to help you plan your exit strategy from the program. You will have sessions on writing resumes and cover letters, you will meet with MBA alumni in a variety of fields, and you will hear guest speakers from various industries who hire our MBA graduates.

6. Finally, the intensive phase of this course is capped by a week-long competition, during which teams of students will analyze and present their solution to a case or simulation. This competition will be judged by the faculty who teach in the course, and / or members of the local business community.

By the end of this intensive course, students will have demonstrated their mastery of the basic principles of business administration, and will be prepared to take advanced courses in the MBA specialization of their choosing.

**Required Materials:** Instructors for the individual modules will provide a list of required materials for each part of the course.

**Recommended Reading:** The *Wall Street Journal, Business Week, The Economist, and Fortune*

**Learning Objectives:** By the end of the course, you will be able to:

- Master quantitative skills in order to:
  - use common data analysis tools and techniques for decision making,
  - estimate demand for products and services,
  - use fundamental economic concepts to explain customer and firm behavior,
  - model basic production processes.

- Master financial analytical skills in order to:
  - read an audited set of financial statements and be able to assess financial position, profitability, cash-flow status, and conduct ratio analysis,
  - read and interpret the notes to the financial statements,
  - conduct cost-volume-profit analysis,
  - use accounting information to make common business decisions using net present value, internal rate of return, and other payback methods,
  - apply the basic legal requirements for corporate governance, especially the requirements of the SEC, IRS, Sarbanes-Oxley act,
  - plot a yield curve and estimate forward rates implied by the term structure of interest rates,
  - estimate the risk and return of future cash flows based on subjective probability distributions,
  - graph the security market line and explain Capital Asset Pricing Theory as depicted by the graph,
  - describe the implications of efficient markets theory,
  - amortize a fixed-rate constant payment loan, determine the payment amount, and allocate the principal and interest components of each payment,
  - compute intrinsic values of stocks and bonds, and calculate current and capital gains yields for these assets,
• estimate the component cost of a firm’s capital, i.e., the after-tax cost of debt, preferred stock, and internally and externally raised capital for common stock,
• calculate the firm’s weighted average cost of capital,
• analyze proposed projects of the firm using a variety of capital budgeting techniques.
• Master market-based analytic skills in order to:
  • conduct a field study to collect and analyzed data and suggest a course of action for management,
  • conduct a customer analysis and a competitor analysis,
  • identify marketing strategies available to the firm,
  • create product, pricing, distribution and promotional objectives and programs relevant to the marketing strategy.
• Master organizational and human resource skills in order to:
  • establish a system for motivating, empowering, maintaining and rewarding effective employee job behaviors,
  • analyze employee individual differences and develop management policies for managing workplace conflict,
  • design jobs in ways that influence employee attitudes and performance positively,
  • facilitate effective team behavior, inter-group and interpersonal communication, and manage the use of power in organizations,
  • evaluate the ethics of organizational behavior and establish a personal standard for ethical behavior on the job,
  • analyze issues using the appropriate quantitative and qualitative methods and draw recommendations for action,
  • communicate effectively in both written and oral forms.
• Finally, appreciate the need for a strong work ethic and a constructive attitude in addition to intelligence.

**Grading:** Each faculty member teaching an academic module in this course will assign a grade for the material he or she covered. Your final grade for this course will be the average of those nine academic separate module grades. The minimum passing grade for this course is B, and your grade cannot include any grades of F or D, nor can you get two or more grades of C in the academic modules.
Course Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Subject Area 1</th>
<th>Subject Area 2</th>
<th>Subject Area 3</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Team Building</td>
<td>Presentation Skills</td>
<td>Strategy Formulation</td>
</tr>
<tr>
<td>2</td>
<td>Managerial Economics</td>
<td>Information Systems</td>
<td>Strategy Formulation</td>
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<tr>
<td>3</td>
<td>Managerial Economics</td>
<td>Information Systems</td>
<td>Strategy Formulation</td>
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<td>Managerial Economics</td>
<td>Information Systems</td>
<td>Accounting</td>
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<td>11</td>
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<td>Accounting</td>
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<tr>
<td>12</td>
<td>Organizational Behavior</td>
<td>Data and Decisions</td>
<td>Finance</td>
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<tr>
<td>13</td>
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<td>Finance</td>
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<tr>
<td>14</td>
<td>Marketing</td>
<td>Operations</td>
<td>Finance</td>
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<td>16</td>
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<td>19</td>
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<td>Operations</td>
<td>Finance</td>
</tr>
<tr>
<td>20</td>
<td>Competition</td>
<td>Operations</td>
<td>Finance</td>
</tr>
</tbody>
</table>

For example, in week 2, students will be studying managerial economics, information systems and strategy formulation. In week 9, the topics are organizational behavior, data and decisions, and accounting.

Each module will meet for 2 1/2 hours twice per week, a total of 5 hours per week per module, or a total of 15 hours per week. In addition, the career development seminar will meet once per week for 1 1/2 hours.

**Academic Honesty:** Cheating in any form will not be tolerated. Read and understand the Honor Code. Any violation of the Honor Code will be punished by the most severe penalty available. This means, at the very least, that you will receive a grade of F for the course, and the instructor will make an appointment for you with the Dean of Students to explain why you should be allowed to continue your studies at Pacific. More severe penalties are possible.
Hi Dr Hoverstad,
The course numbers available are:

Tricia Isbill
Office of the Registrar
tisbill@pacific.edu
209-946-2135

>>> registrar 02/14/07 3:46 PM >>>
Hi Trish, I believe this is for you :)

>>> Ron Hoverstad 2/14/2007 3:00:47 PM >>>
Please provide a new course number for a proposed MBA course. The new course proposal form (course identified as BUSI 2XX) is attached. The new course will eliminate the need for courses BUSI 200 through 209, and we've used BUSI 210 in the past. So, it seems like a 200 number in the teens would be the most appropriate.

Thanks.

Ron Hoverstad
Associate Dean for MBA Programs