

**Proposed Course Additions, Deletions and Changes
List #5 – Fall 2007**

SCHOOL OF BUSINESS AND ECONOMICS

Course Additions

BUS 545W Global Wine Business Units: 3
Grade Mode: Graded

Prerequisite: Classified Graduate status in the Wine MBA concentration
Current theory and practice of how wine businesses have evolved to become a global industry. Students analyze and debate cutting-edge issues in strategic management, leadership, organization, human resources, entrepreneurship, family business, government regulation, management of technology, financial management, and socially responsible practices.

Justification: Course for new wine MBA and to accommodate for student demand

BUS 555W Sustainability in the Wine & Hospitality Industry Units: 3
Grade Mode: Graded

Prerequisites: Classified Graduate status in the Wine MBA concentration.
Current theory and practice of how wine and hospitality business can become sustainable business. Course content includes business rationale for adopting environmental and social equity practices for improved business performance and success. Students analyze and debate cutting-edge issues in sustainability including a review of global wine and hospitality businesses using sustainable practices; audit and compliance; energy management systems; ISO standards; creation of sustainable business strategies; development of policies and practices for sustainable practices for operation; success measures; and cost-benefit analysis.

Justification: Course for new wine MBA

BUS 565W Marketing and Sales Strategies For Wine Units: 3
CS#: 2 Grade Mode: Graded

Prerequisites: Classified Graduate status in the Wine MBA concentration
Study of wine marketing and sales on a global basis. Focus on branding, research, positioning and promotion of wine. Consideration of distribution alternatives and sales strategies for wine. Development of marketing plans for wine products.

Justification: Course for new wine MBA

Course Changes:

BUS 211 Business Statistics

Change Description: Topics include collection and presentation of data, discrete and continuous distributions, probability and sampling theory, statistical inference and hypothesis testing. Parametric and nonparametric statistical tests will be examined, including t-tests, Chi-square, and ANOVA. Additional topics include Regression, time series analysis and applications in business forecasting. Prerequisite: computer competency and pre-business math requirement.

Justification: Better reflects the topics covered in the course and the master syllabus.

ECON 318 Managerial Economics

Change Title: To: Industrial Organization

Change Description: Economists understand firm behavior by applying a simple rule for profit maximization: Marginal Revenue equals Marginal Cost. Models of perfect competition and monopoly are the simplest applications of this rule, but fail to explain many of the things firms do in real markets. Industrial Organization (IO) is motivated by observed deviations from the classical models of perfect competition and monopoly. Topics include models of price discrimination, product differentiation, oligopoly, entry deterrence, collusion, etc. in order to understand how different market institutions lead to different restatements of the profit maximization rule. Prerequisites: Econ 201B, Math 107; Econ 305 recommended.

Justification: Better suits the pedagogy for this class.

ECON 418 Seminar in Managerial Economics

Change Title: To: Seminar in Game Theory

Change Description: Analytical approach to studying rational behavior in interactive situations. This course develops basic theory, including Nash equilibrium, mixed strategies, credibility, coalitional games, and the core. Applications may include public goods, voting, auction design, bargaining, and the competitive market mechanism. Prerequisites: Econ 305, Math 107; Math 161 recommended.

Justification: Better suits the pedagogy in this subject

SCHOOL OF SCIENCE AND TECHNOLOGY

Course Changes:

KIN 386 Intercollegiate Track and Field, Women

Change Title: To: Intercollegiate Golf, Women

Justification: The Athletic Department discontinued track and field and added women's golf.

SCHOOL OF SOCIAL SCIENCES

Course Changes:

PSY 326 Social Psychology

Change Units: From 3 to 4

Justification: To comply with the cross-linked course (SOCI 326)