

Approved 9-20-05

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Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Dr. Abbas Ali	Email Address aaali@iup.edu
Proposing Department/Unit Management	Phone

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)

New Course Course Prefix Change Course Deletion
 Course Revision Course Number and/or Title Change Catalog Description Change

International Competitiveness—MGMT 454

<u>Current Course prefix, number and full title</u>	<u>Proposed course prefix, number and full title, if changing</u>
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2. Additional Course Designations: check if appropriate

This course is also proposed as a Liberal Studies Course. Other: (e.g., Women's Studies, Pan-African)
 This course is also proposed as an Honors College Course.

3. Program Proposals

New Degree Program Program Title Change Program Revision
 New Minor Program New Track Other
 Catalog Description Change

<u>Current program name</u>	<u>Proposed program name, if changing</u>
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4. Approvals		Date
Department Curriculum Committee Chair(s)	<i>Joette Wernier</i>	2-28-05
Department Chair(s)	<i>P.N.B.</i>	2-28-05
College Curriculum Committee Chair	<i>[Signature]</i>	2 MAR 05
College Dean	<i>R. Long</i>	3-3-05
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	<i>Gail Sedquist</i>	9-20-05

* where applicable



I. Catalog Description

MGMT 454 International Competitiveness

3c-0l-3cr

Prerequisite: MGMT 310

MGMT 554 International Competitiveness

3c-0l-3cr

Prerequisite: Instructor Permission or MGMT 310

Focuses on how nations and firms seek to improve or sustain their competitive positions in a changing global marketplace. It explores a wide range of contemporary topics such as global economic challenges and trade interdependence, emerging forms of business organizations, and the logic for competing globally. Factors that determine the success in national and international environments are addressed. Various theories, models, and cases dealing with competitive advantage are examined.

II. Course Objectives

After successful completion of this course, students will be able to:

1. Understand the competitive structure of the global economy and of how nations maintain/restore competitive advantages.
2. Analyze the forces that shape and influence the competitive position of firms.
3. Understand the interaction between government policies and competitive positions of firms.
4. Identify the range of strategies that are available for top executives to compete effectively in the global marketplace.
5. Demonstrate sufficient knowledge of understanding the competitive position of the U.S. and U.S. firms in the global marketplace

Additional objectives for graduate students

6. Analyze factors that enhance national advantages.
7. Understand the nature of competition and how firms can sustain superior performance.
8. Demonstrate sufficient knowledge and acquire skills to undertake a research project dealing with global competitiveness issues.

III. Detailed Course Outline

Topics	# of hours
Introduction to Competitive Issues	3
Going globally and Competitive Advantages	3
Global Challenges and Trade Interdependence	3
The State of World Management: Inside Japanese, U.S., and European Management Policies	6
The New Strategic Forms	3
Global Logic of Strategic Alliances	3
Growth Strategies	3
The Nature of Global Competition	3
Competing in a Knowledge-Based Environment	3
Labor Productivity and Global Skills	3
Industry Analysis	3
Qualities of Global Managers	3
Project presentations + tests	2+3

IV. Evaluation Methods

Grading Method	Description	Under grad. Weight	Grad. Weight
2 Exams--Mid-term and Final	Exams will comprise of one or more of the following: objective type questions, short answers.	50%	40%
Case Studies	Three case studies as directed by the instructor	25%	10%
Research Papers	Each student will prepare a library research paper or company related paper on a topic approved by the instructor	15%	35%

Class Participation	Active class participation	10%	15%
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Students earn positive points (evaluation) for engaging in constructive discussions; relating class discussions to work/reading; answering questions; professional behavior, asking clarifications pertaining to discussed or current issues; etc.

V. Sample Grading Scale

Grade Distribution: $\geq 90\%$ --A; 80-89.99%--B; 70-79.99%--C; 60-69.99%--D; $< 60\%$ --F

Only undergraduate students can earn "D" grade. For graduate students, $<70\%$ results in F.

VI. Attendance Policy

Students may sometimes be unable to attend class because of illness (doctor's excuse required) or a personal emergency. One week (or 3 hours) of class may be missed without penalty. Failure to attend classes will have an unfavorable effect on the class participation grade.

VII. Required Textbook

Hamallaine, Timo (2003) National Competitiveness and Economic Growth. Edward Elgar: Cheltenham, UK and Northampton, MA, USA.

Selected current readings on reserve in the library.

VIII. Special Resource Requirements

None

IX. Bibliography

Abodor, H. (2002), "Competitive Success in Age of Alliance capitalism: How do Firms-specific Factors Affect Behavior in Strategic Alliances?" Advances in Competitiveness Research, 10(1), pp. 71-98.

Agmon, T. (2003), "Who Gets What: The MNE, the National State and the Distributional Effects of Globalization", Journal of international Business Studies, 34(5), pp. 416-427.

Annerstedt, J. (2003), "From Silicon Valley to Singapore: Location and Competitive Advantage in the Hard Disk Drive Industry", Journal of International Business Studies, 34(4), pp. 409-411.

- Benavides, A. (2002), "The Labor Productivity: Competitiveness of U.S. versus Foreign Commercial Banks", Advances in Competitiveness Research, 10(1), pp. 112-122.
- Bertsch, T., J. Busbin, and N. Wright (2002), "Gaining Competitive Advantage in E-Tailing Through Marketing Management and Value-added Uses of Technology", Competitiveness Review, 12(2), pp 49-56.
- Buck, T., I. Filatotchev, N. Demina, and M. Wright (2003), "Insider Ownership, Human Resource Strategies and Performance in a Transitional Economy", Journal of International Business Studies, 34(6), pp. 530-549.
- Christoffersen, S. (2002), "The Textile Industry: Does R&D Deliver Success?" Competitiveness Review, 12(2), pp 77-95.
- Danju, D. (2003), "Trade Liberalization and International Competitiveness in a Developing Economy: An Application of DRC Analysis to Nigeria", Global Competitiveness, 11(1), pp. 47-63.
- Darling, J. R. and J. E. Puetz (2002), "An Analysis of Competitive Changes in the Products and Marketing Practices of Japan and the U. S., 1975 to 2000", Competitiveness Review, 12(2), pp 64-76.
- Hejazi, W. and P. Pauly (2003), "Motivations for FDI and Domestic Capital Formation." Journal of International Business Studies, 34(3), pp. 282-289.
- Ghemawat, P. (2003), "Semiglobalization and International Business Strategy", Journal of International Business Studies, 34(2), pp. 138-152.
- Rugman, A.M. and A. Verbeke (2003), "Extending the Theory of the multinational Enterprise: Internalization and Strategic Management Perspectives", Journal of International Business Studies, 34(2), pp. 125-137.
- Spencer, J.W. (2003), "Global Gatekeeping, Representation, and Network Structure: A Longitudinal Analysis of Regional and Global Knowledge-Diffusion Networks", Journal of International Business Studies, 34(5), pp. 428-442.
- Sussan, A. P. and W. Johnson (2003), "Strategic Capabilities of Business Process: Looking for Competitive Advantage", Competitiveness Review, 13(2), pp. 46-52.
- Zhang, C., S.T. Cavusgil, and A.S. Roath (2003). "Manufacturer Governance of Foreign Distributor Relationship: Do Relational Norms Enhance competitiveness in the Export Market?", Journal of International Business Studies, 34(6), pp. 550-566.

Summary of Revision MGMT 454

The following changes are undertaken:

1. Prerequisite is changed from **MGMT 350** to **MGMT 310**. This is done because the topics covered in 310 provide a sound background to understand the contents and aspects of materials discussed in **MGMT 454**.
2. The course description is changed as requested by the university-wide curriculum committee.
3. The course objectives are changed as requested by the university-wide curriculum committee.
4. The references are changed as requested by the university-wide curriculum committee.

COURSE SYLLABUS
MG 454: International Competitiveness

1. Catalog Description

MG 454 International Competitiveness	3 credit
	3 lecture hrs
	0 lab hours
	(3c-31-3sch)

Prerequisites: MG 350

Corequisites: none

Study of the most important challenges that face nations and firms alike in gaining or restoring competitiveness. The course focuses on factors that determine the success of nations and their firms in highly dynamic World Markets. Various theories, models, and cases dealing with competitive advantage are examined.

II. Course Objectives

1. To foster an understanding of the competitive structure of the global economy and of how nations maintain/restore competitive advantages.
2. To obtain the skill necessary to analyze the forces that shape and influence the competitive position of firms.
3. To understand the interaction between government policies and competitive positions of firms.
4. To understand the range of strategies that are available for top executives to compete effectively in the global marketplace.
5. To grasp some understanding of the competitive position of the U.S. and U.S. firms in the global marketplace.

III. Course Outline

- A. Introduction to Competitive Issues (3 hours)
- B. Going Globally and Competitive Advantages (6 hours)
- C. Global Challenges and Trade Interdependence (3 hours)
- D. The State of World Management: Inside Japanese, U.S., and European Management Policies (6 hours)
- E. The New Strategic Forms (3 hours)
- F. Global Logic of Strategic Alliances (3 hours)

IV. Evaluation Methods

Examinations	50%
Research paper	20%
Cases/Project(s)	20%
Participation	10%

V. Required Textbook(s), Supplemental Books and Reading

K. Ohmae (1990). The Borderless World.

A. Ali (ed) (1992). How to manage for international competitiveness. The International Business Press.

K. Haltani (1986). Comparative Economic Systems. Prentice Hall.

VI. Special Resources Requirements

None. No lab fee.

VII. Bibliography

Dudley, James W. (1989). 1992 Strategies for the Single Market. London: Kogan Page.

Faust, Jon. (July/August 1989). "U.S. Foreign Indebtedness: Are We Investing What We Borrow?" Economic Review 74.

Frank, Charles R. and William R. Cline (January 1970). "Measurement of Debt Servicing Capacity: An Application of Discriminant Analysis." Journal of International Economics 1.

Halberstam, David. (1986). The Reckoning. New York: William Morrow.

Ohmae, Kenichi. (1985). Triad Power: The Coming Shape of Global Competition. New York: The Free Press.

Poole, William. (1989). "Challenges of Macro Policy in the Open U.S. Economy." Contemporary Policy Issues 7.

Porter, Michael E. (1990). The Competitive Advantage of Nations. New York: The Free Press.

Ryans, John K., Jr., and Pradeep A. Rau. (1990). Marketing Strategies for the New Europe: A North American Perspective on 1992. Chicago: American Marketing Association.

Waldman, Raymond J. (1986). Managed Trade: The Competition between Nations. Cambridge, Mass.: Ballinger.