

LSC Use Only
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UWUCC USE Only
Number 94-24C
Action App 4/18/95
Date Senate App 5/2/95

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. TITLE/AUTHOR OF PROPOSAL

Course/Program Title: MG 459 Seminar in International Management
Suggested 20 character course title: Seminar Int'l Mgt.
Department: Department of Management
Contact Person: Dr. Abbas J. Ali or Dr. Manmohan D. Chaubey

ii. If a course, is it being proposed for:

- Course Approval/Revision Only
- Course Approval/Revision and Liberal Studies Approval
- Liberal Studies Approval Only (course previously approved by Senate.)

III. APPROVALS

[Signature]
Department Curriculum Committee

[Signature]
College Curriculum Committee

[Signature]
Department Chairperson
[Signature]
* College Dean

Director of Liberal Studies
(where applicable)

Provost (where applicable)

* EACH COLLEGE DEAN MUST CONSULT WITH THE PROVOST BEFORE APPROVING CURRICULUM CHANGES. APPROVAL BY COLLEGE DEAN INDICATES THE PROPOSED CHANGE IS CONSISTENT WITH LONG RANGE PLANNING DOCUMENTS, ALL REQUESTS FOR RESOURCES IN THE PROPOSAL CAN BE MET, AND THE PROPOSAL HAS THE SUPPORT OF THE UNIVERSITY ADMINISTRATION.

III. TIMETABLE

Date Submitted:
to LSC _____
to UWUCC _____

Semester to be
implemented:
Fall 1994

Date to be
published
in Catalog
Summer 1994

II. DESCRIPTION OF CURRICULUM CHANGE

1. Catalog Description

MG 459 Seminar in International Management 3 credits

**3 lecture hours
0 lab hours
(3c-01-3sh)**

Prerequisites: MG 454, Senior Standing

Corequisites: none

Analysis of recent literature and developments related to global business issues such as: strategic alliances, human resource management in global environments, global assignments, Japanese business system, multinational corporations in the world economy.

COURSE SYLLABUS
MG 459: Seminar in International Management

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II. Course Objectives

1. Students will know the scope, nature, opportunities and problems involved in multinational business operations in a competitive global economy.
2. Students will be aware of economic, political, cultural and environmental differences that impact on day-to-day operations.
3. Students will be able to develop the skill necessary to assess, forecast, plan and control business that transcends national boundaries.
4. Students will be able to evaluate the firm's current policies and implementation strategies for the selected strategic options.

III. Course Outline

1. Course scope and objectives (1 1/2 hours)
2. The global economy to the year 2000 (3 hours)
3. The Triad of power (1 1/2 hours)
4. Global trade and investment (3 hours)
5. Integrated Europe (3 hours)
6. Asia: key factors impacting business (3 hours)
7. Outlook for the Middle East and Africa (3 hours)
8. Building global strategy (3 hours)
9. Culture and its impact on international operations (3 hours)
10. Technology transfer (3 hours)

11. Information and control systems for multinational corporations (3 hours)
12. Negotiations in global marketplace (3 hours)
13. International personnel Strategies (3 hours)
14. Global shakeout in the year 2000 (6 hours)

IV. Evaluation Methods

The final grade for the course will be determined as follows:

- 40% Tests: Two tests (mid-term and final)
- 25% Case Studies: Three case studies as directed by the instructor.
- 25% Research Paper: Each student will prepare a library research paper on a topic covered in the class and approved by the instructor. A preliminary draft of the paper will be due at mid-term and the final paper will be due during the finals week. Research paper will be graded on content and mechanics.
- 10% Class participation

V. Required Textbooks, Supplemental Books and Readings

Robock, S. and Simmonds, R. (1989). International Business and Multinational Enterprises, Richard Irwin.

Vernon, R. and Wells, L. (1991). The Manager in the International Economy, Prentice-Hall.

VI. Special Resource Requirements

none

VII. Bibliography

Ali, A. (1992) How to Manage for International Competitiveness. Howarth Press.

Bartlett, C. and Ghoshal, S. (1989). Managing Across Borders. Harvard Business Press.

Bergsten, C. (1988). America in the World Economy. Institute for International Economics.

Buckley, P. and Casson, M. (1976). The Future of Multinational Enterprise. Holmes and Meier.

Burandt, G. and Gigs, N. (1992). Moscow Meets Madison Ave. Harper Collins.

- Casson, M. (1987). The Firm and the Market. MIT Press.
- Dobson, W. (1991). Economic Policy Coordination. Institute for International Economics.
- Franko L. (1976). The European Multinational. Greylock.
- Porter, M. (1986). Competition in Global Industries. Harvard Business Press.
- Prahalad, C. and Doz, Y. (1987). The Multinational Mission. Free Press.

COURSE ANALYSIS QUESTIONNAIRE

A. DETAILS OF THE COURSE

- A1. This course will be a required course for International Management majors. The course is not intended for inclusion in the Liberal Studies program.
- A2. This course does not require changes in any other courses or programs in the Department of Management.
- A3. This course will be offered as mixture of lecture, case studies, exercises, and project as is typical of courses in our program.
- A4. No, the course was not offered before.
- A5. This course is not intended to be dual level.
- A6. This course is not to be taken for variable credit.
- A7. Similar courses are offered at institutions of higher education (See Appendix A)
- A8. The American Assembly of Collegiate School of Business (AACSB) recommends, but does not require this course in its accreditation standards.

B. INTERDISCIPLINARY IMPLICATIONS

- B1. One instructor
- B2. It is not anticipated that any additional or corollary courses will be needed, now or later.
- B3. This course does not overlap with any other courses at the University.
- B4. Yes

C. IMPLEMENTATION

- C1. No new faculty resources are required. Current faculty complement is sufficient to cover the instruction of this course based on anticipated departmental enrollment patterns in the near future.

No other new resources are needed to teach the course. Current library, equipment and space allocations are adequate to offer this course.
- C2. No grant funds are needed to provide resources for this course.

- C3. This course will be offered once a year.
- C4. One section of the course will be offered at a time.
- C5. About 30 students will be accommodated in this course.

C6. No

C7. No

D. MISCELLANEOUS: No additional information is necessary.

APPENDIX A

INSTITUTIONS OFFERING SIMILAR COURSES

American University
George Washington University
Florida State University
University of Minnesota
Pennsylvania State University

(Catalog Descriptions / Course Syllabi are attached)

In order to save time and paper, I did not copy
23 pages of catalog descriptions/course syllabi
included with the proposal. They are available in
352 Sutton for review or to make copies. Marcia

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