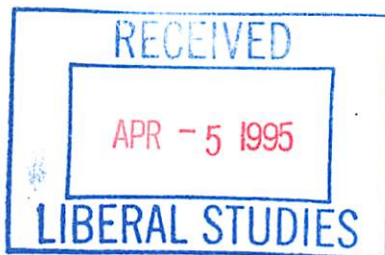


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Number _____
Action _____
Date _____



UWUCC USE Only
Number 94-246
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 454 International Competitiveness
Suggested 20 character course title: Intl Competitiveness
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

S.W. O...
Department Curriculum Committee
S.W. O...
College Curriculum Committee

Manmohan D. Chaubey
Department Chairperson
Robert C. Kemp
* 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 454 International Competitiveness 3 credit
3 lecture hrs
0 lab hours
(3c-31-3sh)

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.

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)

- G. Technological Leadership (3 hours)
- H. Firms Strategies for Competitiveness (3 hours)
- I. National Environment and Nations Strategies (3 hours)
- J. Successful Collaboration (3 hours)
- K. Written case analysis (6 hours)

IV. Evaluation Methods

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

- 40% Examinations, Midterms 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. Suggested Textbooks and Supplemental Material

Ali, A. (1992). How to Manage for International Competitiveness (ed.). New York: International Business Press.

Ohmae, (1987). Beyond National Borders.

Porter, M. (1989). Competitive Advantage of Nations. Free Press. (Recommended)

Scott, and Lodge. (1984). Competitiveness in the World Economy. Harvard Business Press. (Recommended)

COURSE ANALYSIS QUESTIONNAIRE

Section A: Details of the course

- A1. This course will be a required course for majors in International Business. The course is not intended for the liberal studies program.
- A2. No change is required by this course.
- A3. Traditional lecture-discussion approach along with cases, project, and guest lectures.
- A4. No
- A5. No
- A6. No
- A7. Other national and regional institutions of higher education offer similar courses (please see Appendix A).
- A8. International Management activity and competitiveness theories have developed into a major area of study. Courses in international management are recommended by the U.S. Department of Education and by the AACSB, the accreditation agency of the schools of business.

Section B: Interdisciplinary Implication

- B1. One instructor
- B2. No, this course can stand alone and no additional or corrolary courses are needed.
- B3. There is no overlap with courses offered by other departments.
- B4. Yes

Section 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 each year.

C4. One section.

C5. Each course will accommodate 30 students.

C6. No.

C7. No.

Section D: Miscellaneous

Global competition is becoming the most important subject in public debate. In fact, according to Time Magazine, it is the single most powerful economic fact of life in the 1990s. In the relatively sheltered era of the 1960s, a mere 7% of the U.S. economy was exposed to international competition. In the 1980s, that number zoomed past 70%, and it is expected to keep climbing. Familiarity with this fact of life, allows future managers to deal innovatively and flexibly with changing competitive environments.

APPENDIX A

The following are some other accredited schools that offer the same or similar courses:

Harvard University
George Washington University
American University
University of Pennsylvania