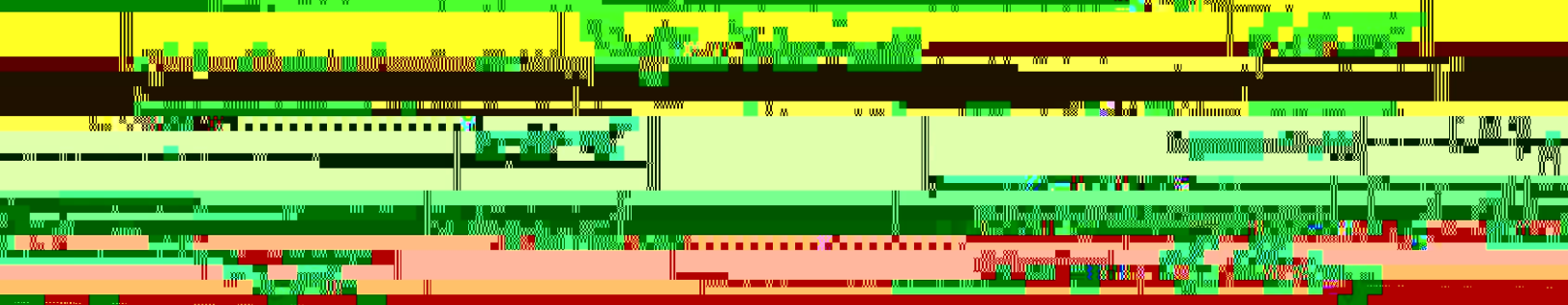
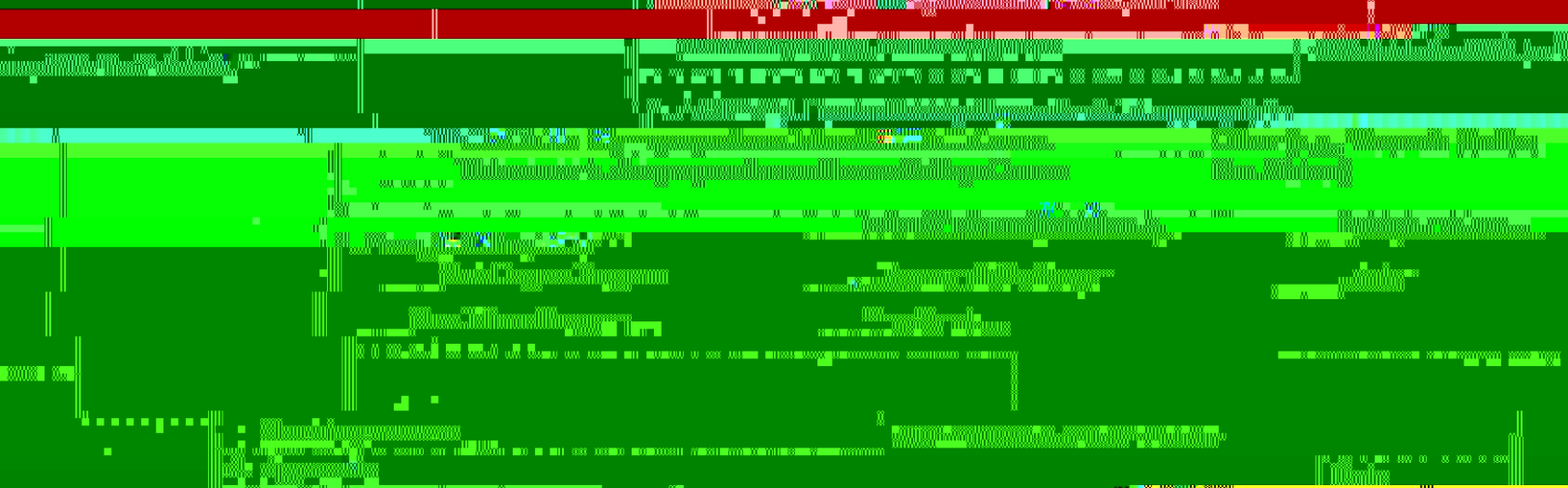
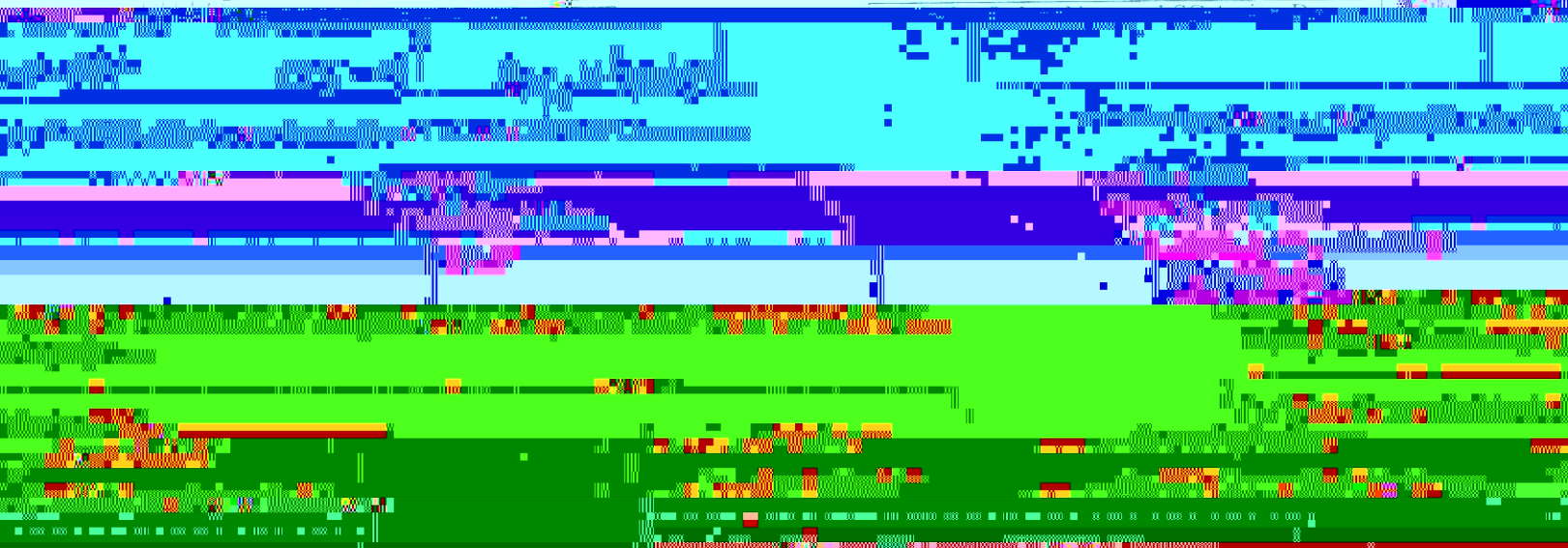
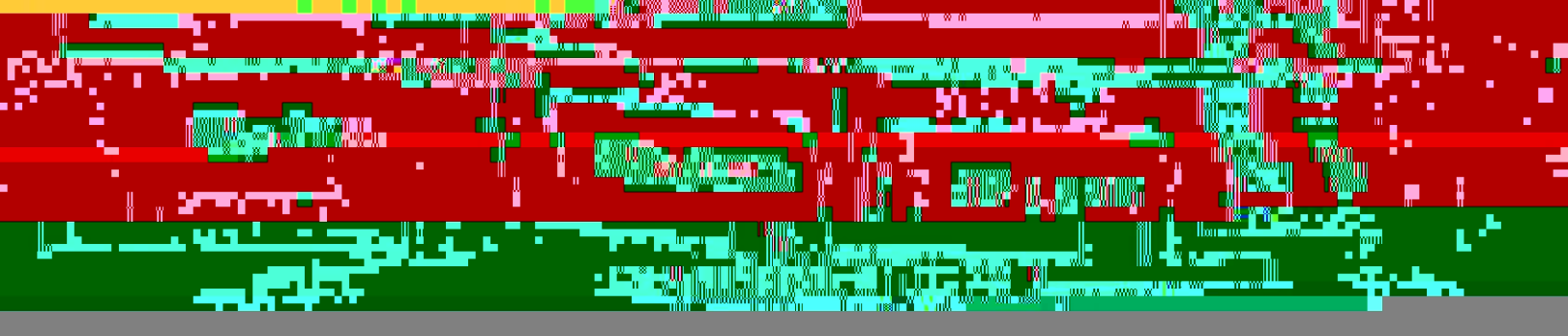


Amirul G...



Proposed

(include title)



I. Catalog Description

3c-01-3cr

MGMT 554 International Competitiveness **Prerequisite: Instructor Permission or MGMT 310**

3c-01-3cr

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:

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	6

The New Strategic Forms	3
Global Logic of Strategic Alliances	3
Growth Strategies	3

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.

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

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

**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

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

IV. Evaluation Methods

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

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.

_____ (1989). U.S. Foreign Indebtedness: