**Gordon Ford College of Business  
Western Kentucky University  
Office of the Dean  
745-6311**

**REPORT TO THE UNDERGRADUATE COUNCIL COMMITTEE**

**DATE:** February 11, 2011

**FROM:** Gordon Ford College of Business Undergraduate Committee

The Gordon Ford College of Business Undergraduate Committee submits the following items for consideration:

|  |  |
| --- | --- |
| Action Item | Proposal to Create a New Course  MGT 390: Value Creation in Emerging Markets  Contact: Scott Droege, [scott.droege@wku.edu](mailto:scott.droege@wku.edu), 745-6033 |
| Action Item | Proposal to Revise a Program  Reference #569: International Business  Contact: In Hyeock (Ian) Lee, [ian.lee@wku.edu](mailto:ian.lee@wku.edu), 745-5810 |
| Action Item | Proposal to Revise Course Prerequisites  MGT 316: International Management  Contact: In Hyeock (Ian ) Lee, [ian.lee@wku.edu](mailto:ian.lee@wku.edu), 745-5810 |

Proposal Date: Jan. 3rd, 2011

**Gordon Ford College of Business**

**Department of \_Management\_**

**Proposal to Revise Course Prerequisites**

**(Action Item)**

Contact Person: In Hyeock (Ian) Lee, ian.lee@wku.edu, 270-745-5810

**1. Identification of course:**

* 1. Course prefix (subject area) and number: MGT316
  2. Course title: International Management
  3. Credit hours: 3

**2. Current prerequisites:** MGT210

**3. Proposed prerequisites:** MGT303 or by instructors’ approval

**4. Rationale for the revision of prerequisites:**

MGT303 (International Business) is an introductory course for IB majors/minors, dealing with fundamentals of international business in planning, organizing, and control aspects of multinational enterprises (MGT210 is a current prerequisite). MGT316 (International Management) is an elective course for IB majors/minors with an emphasis on strategic management issues unique to the global environment. Therefore, MGT 316 should be built on the topics discussed in MGT303.

**5. Effect on completion of major/minor sequence:**

MGT303 in spring and MGT316 in fall every year for IB majors/minors

**6. Proposed term for implementation:** Fall 2011

**7. Dates of prior committee approvals:**

Management Department November 12, 2010

GFCB Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Course Inventory Form**

Proposal Date: November 13, 2010

**Gordon Ford College of Business**

**Department of Management**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Dr. Scott Droege, scott.droege@wku.edu, 745-6033

**1. Identification of proposed course:**

* 1. Course prefix (subject area) and number: MGT 390
  2. Course title: Value Creation in Emerging Markets
  3. Abbreviated course title: Value Creation Emerging Mkts
  4. Credit hours and contact hours: 3
  5. Type of course: L—Lecture
  6. Prerequisites/corequisites: Junior standing

1.7 Course catalog listing: Examination of techniques for competing in emerging  
 markets.

**2. Rationale:**

* 1. Reason for developing the proposed course: Techniques for creating value and capitalizing on business opportunities in emerging markets are fundamentally different from those in developed markets. However, there is no course in the international business curriculum that specifically addresses these strategies and techniques.
  2. Projected enrollment in the proposed course: 20
  3. Relationship of the proposed course to courses now offered by the department: The international business major currently requires 39 hours in the business core and 15 hours in international business. The Department of Management currently offers MGT 303 International Business and MGT 316 International Management.
  4. Relationship of the proposed course to courses offered in other departments: The international business program requires 9 hours of foreign language, 9 hours of area study courses, 3 hours of world regional geography, and 3 hours of international politics. The specific focus of the proposed course will augment students’ knowledge of these courses by targeting emerging markets. Related courses in the other departments at WKU include ECON 385 Economic Development, ECON 386 Economies in Transition and MKT 427 Entrepreneurial Marketing. ECON 385 and 386 address macro-level economic development concepts of emerging and transitional economies while MKT 427 stresses marketing aspects of entrepreneurial ventures.
  5. Relationship of the proposed course to courses offered in other institutions: Harvard Business School (ECON 970 Business Strategy in Emerging Markets), INSEAD (Entrepreneurial Strategies in Emerging Markets – special topic; no course number), The Ohio State University (MBA 808 Emerging Markets Field Study), and Cornell University (NBA 5911 Business in Emerging Markets) offer courses specific to emerging markets.

**3. Discussion of proposed course:**

* 1. Course objectives: The course will be divided into four overarching objectives: Objective 1: Compare and contrast characteristics of emerging product/service markets with characteristics of emerging geographic markets.

Objective 2: Discuss strategies and techniques common to both emerging product/service markets and emerging geographic markets.

Objective 3: Explore strategies and techniques for value creation in emerging product/service markets.

Objective 4: Explore strategies and techniques for value creation in emerging geographic markets.

* 1. Content outline:

*Objective 1: Compare and contrast characteristics of emerging product/service markets with characteristics of emerging geographic markets.*

A. Basics characteristics of regulative, normative, and cultural-cognitive institutions

B. Institutional basis of emerging product/service markets

C. Institutional basis of emerging geographic markets

D. Meso-institutions: Patterns of progression from third-world, emerging markets, newly industrialized markets, to developed markets

E. Creative destruction

*Objective 2: Discuss strategies and techniques common to both emerging product/service markets and emerging geographic markets.*

A. Strategies and techniques for emerging product/service markets

B. Strategies and techniques for emerging geographic markets

*Objective 3: Explore strategies and techniques for value creation in emerging product/service markets.*

A. Value curves

B. Idea generation

C. Disruptive innovation

D. Temporary monopolistic advantage of first movers

E. Temporary imitation advantage of fast followers

*Objective 4: Explore strategies and techniques for value creation in emerging geographic markets.*

A. Assessing corruption in emerging geographic markets

B. Push versus pull entrepreneurship in emerging geographic markets

C. Value creation via emerging geographic market entry

D. Value creation via emerging toward developed geographic markets

* 1. Student expectations and requirements: A. Quizzes corresponding to each of the four objectives

B. Student team presentations of value creation in emerging product/service markets

C. Student team presentations of value creation in emerging geographic markets

D. Final exam

* 1. Tentative texts and course materials:

Enderwick, Peter. 2009. Understanding Emerging Markets. Routledge: Taylor and Francis Group.

**4. Resources:**

* 1. Library resources: No additional library materials are needed.
  2. Computer resources: Not applicable

**5. Budget implications:**

* 1. Proposed method of staffing: Existing faculty
  2. Special equipment needed: Not applicable
  3. Expendable materials needed: Not applicable
  4. Laboratory materials needed: Not applicable

**6. Proposed term for implementation:** Fall 2011

**7. Dates of prior committee approvals:**

Management Department November 12, 2010

GFCB Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Bibliography, Library Resources Form**, **Course Inventory Form**

Proposal Date: Jan. 3rd, 2011

**Gordon Ford College of Business**

**Department of \_Management\_**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: In Hyeock (Ian) Lee, ian.lee@wku.edu, 270-745-5810

**1. Identification of program:**

* 1. Current program reference number: 569
  2. Current program title: International Business
  3. Credit hours: 73

**2. Identification of the proposed program changes:**

* Adding ENT 425, MGT 390, and MKT 491 to the list of approved International Business Electives.

**3. Detailed program description:**

|  |  |
| --- | --- |
| Current Program | Proposed Program |
| International Business Electives  Pick four courses from this list with at least three areas represented. 12 Hours  ECON 380 International Economics  ECON 385 Economic Development  ECON 386 Economies in Transition  ECON 410 Topical Courses in IB  ECON 496 International Monetary Economics  FIN 436 International Financial Management  MGT 316 International Management  MGT 410 Topical Courses in IB  MKT 324 International Marketing  MKT 420 Topical Courses in IB | International Business Electives  Pick four courses from this list with at least three areas represented. 12 Hours  ECON 380 International Economics  ECON 385 Economic Development  ECON 386 Economies in Transition  ECON 496 International Monetary Economics  **ENT 425 International Entrepreneurship**  FIN 436 International Financial Management  MGT 316 International Management  **MGT 390 Value Creation in Emerging Markets**  MKT 324 International Marketing  **MKT 491 Marketing Study Abroad**  **Any other international courses approved by the chairperson of Management Department.** |

**4. Rationale for the proposed program change:**

* A recent review of the course offerings at the Gordon Ford College of Business shows that there are new courses that we have identified as new International Business electives. Now that there are more International Business electives from which students may choose, adding those new IB-related courses to the list of approved International Business Electives is appropriate and allows for some additional flexibility in the program overall.

**5. Proposed term for implementation and special provisions (if applicable):**

* Fall 2011

**6. Dates of prior committee approvals:**

Management Department November 12, 2010

GFCB Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Program Inventory Form**