REQUEST FOR ADDITION OF NEW COURSE

PROPOSED COURSE DESCRIPTION

<table>
<thead>
<tr>
<th>Rubric &amp; No.</th>
<th>MGT 4450</th>
<th>Title</th>
<th>Global Corporate Social Responsibility</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Short Title (&lt; 19 characters)</th>
<th>G L O B L</th>
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<table>
<thead>
<tr>
<th>Semester Hours of Credit</th>
<th>3 hours</th>
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<table>
<thead>
<tr>
<th>If combination course type, # hrs. of credit for</th>
<th>Lecture:</th>
<th>Lab/Sem/Rec:</th>
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</table>

<table>
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<tr>
<th>Repeat Credit Max. (if repeatable):</th>
<th>credit hours</th>
<th>Graduate Credit?</th>
<th>Yes</th>
<th>No</th>
</tr>
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</table>

Credit will not be given for this course and:

Course Type (Indicate hours in the appropriate course type.)

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Lab</th>
<th>Seminar</th>
<th>Recitation</th>
<th>Lec/Rec</th>
<th>Lec/Sem</th>
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<th>50</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Grading System:</th>
<th>Letter Grade</th>
<th>Pass/Fail</th>
<th>Final Exam:</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

**(Attach justification if the proposed course will not hold a final exam during examination week.**

Course Description:

*(Concise catalog statement exactly as you wish it to appear in the General Catalog)*

Prereq.: reserved for College of Business students; open to others with permission of department. This course introduces students to the concept of social responsibilities of organizations, the ways they can ‘do well’ by ‘doing good.’ Students will examine some of the world’s most pressing issues, such as environmental concerns, economic inequality, or social problems, and how organizations charter new business strategies in which social responsibility plays an important role.

BUDGET IMPACT (IF ANSWER TO ANY QUESTION IS “YES”, ATTACH EXPLANATION.)

If this course is approved, will additional staff be needed? Yes | No
Will additional space, equipment, special library materials or other major expense be involved? Yes | No

Academic Affairs Approval: (Date)

ATTACHMENTS (ATTACH THE FOLLOWING TO YOUR PROPOSAL)

JUSTIFICATION: Justification must explain why this course is needed and how it fits into the curricula. Will the course duplicate other courses?

SYLLABUS: Including 14 week outline of the subject matter; titles of text, lab manual, and/or required readings; grading scale and criteria

(For 4000-level, specify graduate student grading criteria if requirements differ for graduate and undergraduate students.)

APPROVALS

Department Faculty Approval Date 2/26/16 | College Faculty Approval Date 6/15/16

Department Chair Signature (date) | Chair, FS C&C Committee (date)

Graduate Dean Signature (date) | Academic Affairs Approval (date)

College Contact E-mail
Request for Addition of a New Course

Justification for MGT 4450, Global Corporate Social Responsibility

After a thorough review of management courses and curricula at peer institutions and consideration of trends in management education more broadly, the department faculty decided to create two new concentrations, one of which is International Management. MGT 4450, Global Corporate Social Responsibility, is one of several new courses in the curriculum. Corporate social responsibility has received a lot of attention in recent years. The globalization of business raises new and complex social and ethical issues regarding the conduct of business. MGT 4450 will expose students to the myriad of ethical issues faced by managers in a global economy.
Course Description

Introduction to the concept of the social responsibilities of organizations, the ways they can 'do well' by 'doing good.' Examine some of the world's most pressing issues, such as environmental concerns, economic inequality, or social problems, and how organizations charter new business strategies in which social responsibility plays an important role.

Textbooks


Supplemental Readings

A set of additional readings and cases are available on our course link at Harvard Business Publishing. All students are required to purchase the case / reading set during the first week of class. The link is available on our course Moodle site.

15 Week Course Outline

Module 1 (Weeks 1-3) An Introduction to Corporate Social Responsibility (CSR)

Crane, Matten, and Spence – Chapter 1: Corporate Social Responsibility: In a Global Context

Chapter 2: The Case for and against CSR

Chapter 3: What is CSR? Concepts and Theories

Chandler and Werther - Chapter 1: What is Corporate Social Responsibility?


Cases

Merck & Company: Addressing Third-World Needs

Vodafone: Africa Calling
Module 2 (Weeks 4-6) Managing Stakeholder with Corporate Social Responsibility

Crane, Matten, and Spence - Chapter 4: Responsibilities to Stakeholders
Chapter 10: Developing CSR strategy
Chandler and Werther - Chapter 2: Strategy + CSR: A Stakeholder Perspective
Chapter 4: CSR as a Strategic Filter
Cases:
Blood Bananas: Chiquita in Colombia
DeBeers: The Case of Conflict Minerals in the Developing World

Module 3 (Weeks 7-9) Applying and Implementing CSR in the Marketplace

Crane, Matten, and Spence - Chapter 5: CSR in the Marketplace
Chapter 6: CSR in the Workplace
Chapter 9: CSR reporting and Auditing
Werther and Chandler - Chapter 5: Implementing CSR
Cases - Heineken: Brewing a Better World
Patagonia: Driving Sustainable Innovation in a Global Supply Chain
The Dannon Company: Marketing and Corporate Social Responsibility

Module 4 (Weeks 10-12) Applying and Implementing CSR in the Non-Market Environment

Crane, Matten, and Spence - Chapter 7: CSR in the Community
Chapter 8: CSR in the Ecological Environment
Chapter 11: CSR, Partnership, and Self-Regulation
Werther and Chandler - Chapter 8: Societal Issues and Case Studies
Cases - Timberland: Commerce and Justice
Starbucks and Conservation International
Module 5 (Weeks 13-15) Social Entrepreneurship in the Developing World

Supplemental Reading -

Prahalad and Hammond. (2002). *Serving the World’s Poor, Profitably.*

Cases -
Narayana Hrudayalaya Heart Hospital: Cardiac Care for the Poor (A&B)
d.Light: Selling Solar to the Poor
Grameen Danone Foods in Bangladesh: A Social Business
Vision-Spring in India: Enabling Affordable Eyeglasses for the Poor

Grading Scheme

LSU letter grades will be assigned according to this table. Your end of semester numerical grades are rounded up to whole numbers:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Numerical Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>98-100</td>
</tr>
<tr>
<td>A</td>
<td>94-97</td>
</tr>
<tr>
<td>A-</td>
<td>90-93</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>84-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-83</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>74-76</td>
</tr>
<tr>
<td>C-</td>
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</tr>
<tr>
<td>D+</td>
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</tr>
<tr>
<td>D</td>
<td>64-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-63</td>
</tr>
<tr>
<td>F</td>
<td>Less than 60</td>
</tr>
</tbody>
</table>
Final Grades will be computed from the following activities:

- Four in-class exams: 40%
- Cases & Participation: 30%
- Term Paper: 15%
- Homework / Quizzes: 15%

**Description of Activities that will be Graded**

*Four Exams:* Exams will be taken in class, using a combination of True/False, Multiple Choice, Identification, and Essay Questions. Each exam will cover the material from its corresponding Module, including the assigned readings, cases, lecture notes, and discussion notes. The exam grade will be computed as % correct. The fourth exam is the Final Exam.

*Cases and Participation:* This course uses, among other things, the case study approach to learning. Students will be evaluated based on the quality of their contribution to the class discussions. Students are required to attend every case discussion. Student contributions to the class discussions will be evaluated along the following:

- Does the student make valuable and interesting contributions to the class discussions?
- Does the student demonstrate proficiency in the "language" of CSR and general management?
- Does the student contribute to the discussion frequently enough to make a meaningful assessment of their contribution to the class and mastery of the content?
- Does the student enhance the learning experience for their classmates?
- Does the student prepare appropriately for every case discussion?
- Does the student conduct themselves with professionalism?

*Term Paper:* Each student is required to select a topic in CSR, and conduct research on that topic over the course of the semester. Topics could include:

(A) **Social Issue Categories** (for example, workplace safety, environmental sustainability, CSR and the media, consumer product safety, ethical sourcing, economic inequality, investor activism and transparency, fairness in compensation and wages, etc....),

(B) **Industry Analysis of CSR** (global mining industry, global pharmaceutical industry, global apparel industry, etc....), or

(C) **Geographic Focus** (CSR in the Developing World, CSR in India, CSR in South America, etc....).
Term papers guidelines are as follows: 10 pages, single spaced, times new roman font, 12 point font, 1 inch margins all around. Along with the 10 pages of text, students should include Works Cited and relevant Appendices.

Term papers will be evaluated based on Content, Writing Quality, Creativity, and Alignment with the formatting guidelines (above).

Homework and Quizzes: Homework assignments will often accompany the assigned readings. Assignments will be delivered in class, and are typically due the following day / week. Pop quizzes will be given intermittently, and will also accompany the assigned readings for the day / week.

Academic Success

The primary ingredients to your academic success include (a) attending class, (b) preparing for every case discussion, (c) staying current with the reading list, and (d) taking lecture and discussion notes. Exams and Cases will test your (1) student habits, (2) cognitive abilities, (3) critical thinking skills, and (4) communication skills.

The Center for Academic Success provides further guidance on what learning strategies are best suited for success in the LSU classroom. Please refer to their website for additional information:

http://students.lsu.edu/academicsuccess

Other Expectations

LSU’s general policy states that for each credit hour, you (the student) should plan to spend at least two hours working on course related activities outside of class. Since this course is for three credit hours, you should expect to spend a minimum of six hours outside of class each week working on assignments for this course. For more information see the LSU course catalogue.

LSU Student Code of Conduct

The LSU student code of conduct explains student rights, excused absences, and what is expected of student behavior. Students are expected to understand this code as described on the university website. Any violations of the LSU student code will be duly reported to the Dean of Students.

http://students.lsu.edu/saa/students/code

Disabilities

I will make every effort to comply with LSU’s stated policies regarding students with disabilities. For more information, visit the Office for Disabilities Services at: http://students.lsu.edu/disability
# REQUEST FOR ADDITION OF NEW COURSE

<table>
<thead>
<tr>
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<th>College: Business</th>
</tr>
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<td>Date: March 14, 2014</td>
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## PROPOSED COURSE DESCRIPTION

<table>
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<tr>
<th>Rubric &amp; No.</th>
<th>MGT 4820</th>
<th>Title</th>
<th>Understanding Management Mistakes and Failures</th>
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<th>I</th>
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<th>A</th>
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<th>A</th>
<th>I</th>
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</table>

| Credit will not be given for this course and: | |

| Course Type (Indicate hours in the appropriate course type.) | |

<table>
<thead>
<tr>
<th>Lecture 3</th>
<th>Lab ___</th>
<th>Seminar</th>
<th>Recitation</th>
<th>Lec/Rec</th>
<th>Lec/Sem</th>
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***(Attach justification if the proposed course will not hold a final exam during examination week.)*

### Course Description:

(Concise catalog statement exactly as you wish it to appear in the General Catalog)

Prereq.: reserved for College of Business students; open to others with permission of department. In-depth examination of managerial decision making, mistakes, and organizational failures. Emphasis on case studies to demonstrate course concepts.

## BUDGET IMPACT (IF ANSWER TO ANY QUESTION IS "YES", ATTACH EXPLANATION.)

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## APPROVALS

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<th>College Faculty Approval Date: 6/15/16</th>
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<table>
<thead>
<tr>
<th>Department Chair Signature: 6/22/16</th>
<th>(date)</th>
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<table>
<thead>
<tr>
<th>Graduate Dean Signature</th>
<th>(date)</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>College Contact</th>
<th>E-mail</th>
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</table>
Request for Addition of a New Course

Justification for MGT 4820, Understanding Management Mistakes and Failures

After a thorough review of management courses and curricula at peer institutions and consideration of trends in management education more broadly, the department faculty decided to create two new concentrations, International Management and Strategic Leadership. MGT 4820, Understanding Management Mistakes and Failures, is a new course that is proposed to be among the list of courses from which a student in either concentration may select to satisfy concentration curriculum requirements. Leadership education often focuses on stories of leadership success, but much can be learned from mistakes and failures. They provide teachable moments which if carefully studied and understood may provide valuable lessons for future success. Case examples, some of which will focus on a global context, and the decisional biases which may have led to mistaken conclusions, will be the focus of the course.
**E. J. Ourso College of Business**  
**MGT 4820: Understanding Management Mistakes & Failures**  
**Location:** TBD  
**Time:** TBD

**Course Description:** In-depth examination of managerial decision making, mistakes, and organizational failures. Emphasis on case studies to demonstrate course concepts.

**Professor:** Blake Mathias, Ph.D.  
**Contact Info:** Business Education Complex, Room 2716  
217.240.0203  
bmathias@lsu.edu  
**Office Hours:** TBD, or by appointment.

I. **Course Materials**

1) **Case Package:** You need to purchase case materials online at [http://hsbp.harvard.edu](http://hsbp.harvard.edu) Look up the course number with my name and purchase the cases. Here is the specific link: [https://cb.hbsp.harvard.edu/cbmp/access/](https://cb.hbsp.harvard.edu/cbmp/access/)


II. **Course Guidelines and Policies**

1) **Moodle and Email:** We will use the Moodle site extensively during the semester. Information related to assignments and grades will be posted to Moodle. It is also expected that you regularly check your LSU-provided email address for updates, schedule changes, and important notices.

2) **Cell Phones:** Do not, for any reason, use cell phones during class.

3) **Academic Honesty:** The College of Business reminds you that the University is governed by an academic honesty policy ([http://saa.lsu.edu/academic-integrity](http://saa.lsu.edu/academic-integrity)). I suggest that you read the description of plagiarism provided at the LSU library site ([http://saa.lsu.edu/Plagiarism.html](http://saa.lsu.edu/Plagiarism.html)). If you received an idea or quote from any source, provide a reference.

4) **Documented Disability:** Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Also, please contact the Office of Disability Services at 225.578.5919 (http://disability.lsu.edu/) to coordinate reasonable accommodations.

5) **Severe Weather:** The Office of Public Relations will release decisions as to the closing of the University. This information will be posted at [http://sites01.lsu.edu/wp/erp/](http://sites01.lsu.edu/wp/erp/).

6) **Make-Up Work:** It is the individual student's responsibility to take the initiative to make up any missed class work, and it is the instructor's responsibility to provide a reasonable opportunity for students to complete assignments or examinations missed due to such absences. Make up work will be allowed for excused absences and applies to quizzes, exams, and any class deliverables.

7) **Expectations:** LSU's general policy states that for each credit hour, you (the student) should plan to spend at least two hours working on course related activities outside of class. Since this course is
for three credit hours, you should expect to spend a **minimum of six hours** outside of class each week working on assignments for this course. For more information see: http://catalog.lsu.edu/content.php?catoid=12&navoid=822.

8) **Academic Achievement:** The primary ingredients of your academic success are attending and engaging in class. Those who attend and participate will not only directly benefit for the participation component of their grade, but will be much better prepared for quizzes and exams.

9) **Withdrawal Policy:** All university deadlines and important dates can be found on the registrar’s website. Information on deadlines for drop dates can be found at: http://www.lsu.edu/catalogs/2010/015ugreqs.shtml.

**III. Course Structure and Evaluations:**

**Attendance:** We will meet as a group for approximately 30 sessions throughout the semester. The course is intended to be interactive and discussion-based, not lecture-based. Your participation during these portions of class will greatly impact the final grade you earn in the course. This course will cover a great deal of material during the semester. Attendance and participation are required to do well in this course. Although I do not have a formal attendance policy for this class, missing class negatively affects your grade in a variety of ways: Any points for in-class assignments or quizzes are forfeited and you will be less prepared for exams. Arriving late and leaving class early are disruptive. Plan to attend each session for the entire class. (I notice when students take quizzes and then leave.)

**Participation:** Given that participation comprises roughly 5% of your final grade and that their will be unannounced in-class quizzes, it will be difficult to earn a high grade by simply attending every class without preparing or regularly participating. Your best way to earn participation points is by regularly attending class **AND** contributing to class discussion.

**In-Class Quizzes:** There are six unannounced quizzes throughout the semester. The quizzes are designed to make sure that all students are proactively preparing for class discussions and also keeping up with textbook and case material. Six quizzes will be administered, and your lowest score will be dropped. On quiz days, you will have the first 15 minutes of class to complete the quiz. If you show up later, you cannot take the quiz. **IN-CLASS QUIZZES MISSED DUE TO CLASS ABSENCE OR TARDINESS CANNOT BE MADE UP.**

**Exams:** There are two equally weighted exams. Missing the midterm for any reason means you will have to take a makeup midterm. The makeup will be an essay exam and you will automatically receive a 25% penalty on your exam score. Because of the short window between the exam period and when grades must be submitted for graduation, there is no makeup option for the final exam. Missing the final exam will result in a 0 (zero) for that score and will significantly impact your final grade.

**Team Final Project:** You will find a team comprised of 5-6 students. Teams will stay intact throughout the semester. Details and data sources for the team deliverables can be found on Moodle. Team deliverable grades will be influenced by peer evaluations. For the final project, your team will develop a roughly 15 page strategic turnaround plan for a fledgling company.

**Case Presentation:** Once during the semester, your team will lead the class by covering a case study. That day, you will be in charge of presenting the case material and then leading the discussion on the case. You will receive a 25% penalty if you do not show up on the day your team presents.

**Peer Evaluations:** At the end of the semester, you will evaluate your teammates based on their contributions to the case presentation and final project. Since I am not privy to the effort put forth on your team, your teammates will fully determine the grade you receive on your peer evaluation.
IV. Grading and Evaluations:

Grading and Grading Range: There are a total of 1000 possible points available in this course. To earn a minimally passing grade, you must earn at least 600 points. Below is the scale I use for final grade computation in this course:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>&gt; 96.99%</td>
</tr>
<tr>
<td>A</td>
<td>93.00 - 96.99%</td>
</tr>
<tr>
<td>A-</td>
<td>90.00 - 92.99%</td>
</tr>
<tr>
<td>B+</td>
<td>87.00 - 89.99%</td>
</tr>
<tr>
<td>B</td>
<td>83.00 - 86.99%</td>
</tr>
<tr>
<td>B-</td>
<td>80.00 - 82.99%</td>
</tr>
<tr>
<td>C+</td>
<td>77.00 - 79.99%</td>
</tr>
<tr>
<td>C</td>
<td>73.00 - 76.99%</td>
</tr>
<tr>
<td>C-</td>
<td>70.00 - 72.99%</td>
</tr>
<tr>
<td>D+</td>
<td>67.00 - 69.99%</td>
</tr>
<tr>
<td>D</td>
<td>63.00 - 66.99%</td>
</tr>
<tr>
<td>D-</td>
<td>61.00 - 62.99%</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60.99%</td>
</tr>
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Assignments and Exams are weighted using the following scale:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Exams (2)</td>
<td>30%</td>
</tr>
<tr>
<td>Team Final Project - Written Proposal</td>
<td>15%</td>
</tr>
<tr>
<td>Team Final Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>In-Class Quizzes (6, drop lowest)</td>
<td>20%</td>
</tr>
<tr>
<td>Peer Evaluations</td>
<td>10%</td>
</tr>
<tr>
<td>Case Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Participation</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

DO NOT ASK ME TO "BUMP" YOUR GRADE AT THE END OF THE SEMESTER! IF YOU EMAIL ME AFTER THE SEMESTER, IT GREATLY DECREASES YOUR CHANCES OF AN INCREASED GRADE!
### VII. Course Schedule:

The following schedule is subject to modifications during the semester.

<table>
<thead>
<tr>
<th>DATE</th>
<th>CLASS CONTENT AND DELIVERABLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 1</td>
<td>Introduction to Course; Overview of Course Syllabus</td>
</tr>
<tr>
<td>Class 2</td>
<td>Understanding Failure</td>
</tr>
<tr>
<td>Class 3</td>
<td>Comprehending the Cost of Managerial Mistakes</td>
</tr>
<tr>
<td>Class 4</td>
<td>Evolving Industry Trends and Failure</td>
</tr>
<tr>
<td>Class 5</td>
<td><strong>Team 1 Presents</strong> “Blockbuster” Case Study</td>
</tr>
<tr>
<td>Class 6</td>
<td>Failing to Innovate</td>
</tr>
<tr>
<td>Class 7</td>
<td><strong>Team 2 Presents</strong> “Research in Motion: Blackberry Blackout” Case Study</td>
</tr>
<tr>
<td>Class 8</td>
<td>Did I say that? Leadership and Sending the Right Message</td>
</tr>
<tr>
<td>Class 9</td>
<td><strong>Team 3 Presents</strong> “Lululemon (and the See-Through Yoga Pants)” Case Study</td>
</tr>
<tr>
<td>Class 10</td>
<td>Toxic (Organizational) Cultures</td>
</tr>
<tr>
<td>Class 11</td>
<td>Responding to Negative PR Events</td>
</tr>
<tr>
<td>Class 12</td>
<td><strong>Team 4 Presents</strong> “BP: Spill and Response” Case Study</td>
</tr>
<tr>
<td>Class 13</td>
<td>Exam 1 Review Day</td>
</tr>
<tr>
<td>Class 14</td>
<td>EXAM 1</td>
</tr>
<tr>
<td>Class 15</td>
<td>Buy High, Sell Low</td>
</tr>
<tr>
<td>Class 16</td>
<td>Brunswick Boat Group and The Sinking Ship (Failed M&amp;A Strategies)</td>
</tr>
<tr>
<td>Class 17</td>
<td><strong>Team 5 Presents</strong> “Kmart and the Sears Merger”</td>
</tr>
<tr>
<td>Class 18</td>
<td>Managerial Hubris and Ethical Decision Making</td>
</tr>
<tr>
<td>Class 19</td>
<td><strong>Team 6 Presents</strong> “Goldman Sachs and The Big Short” Case Study</td>
</tr>
<tr>
<td>Class 20</td>
<td>The 3 P’s: Profits, Partners, and Pre-nuptials (Getting the People Right)</td>
</tr>
<tr>
<td>Class 21</td>
<td>Going too Far: Losing Strategic Focus</td>
</tr>
<tr>
<td>Class 22</td>
<td>When to say ‘No’ and When to say ‘Yes’ (Growth &amp; Decision Making)</td>
</tr>
<tr>
<td>Class 23</td>
<td><strong>Team 7 Presents</strong> “Trouble Brews at Starbucks” Case Study</td>
</tr>
<tr>
<td>Class 24</td>
<td>Guest Speaker on Overcoming Failure</td>
</tr>
<tr>
<td>Class 25</td>
<td>Bouncing Back (Developing Effective Turnaround Strategies)</td>
</tr>
<tr>
<td>Class 26</td>
<td><strong>Team 8 Presents</strong> “Apple” Case Study</td>
</tr>
<tr>
<td>Class 27</td>
<td>Guest Speaker on “Things I Wish I Had Known Before…”</td>
</tr>
<tr>
<td>Class 28</td>
<td>Class Presentations (Day 1)</td>
</tr>
<tr>
<td>Class 29</td>
<td>Class Presentations (Day 2); (Peer Evaluations due)</td>
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<tr>
<td>Class 30</td>
<td>Exam 2 Review Day</td>
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<tr>
<td>TBD</td>
<td>EXAM 2</td>
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**PROPOSED COURSE DESCRIPTION**

<table>
<thead>
<tr>
<th>Rubric &amp; No.</th>
<th>MGT 4440</th>
<th>Title</th>
<th>International Strategic Management</th>
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**Short Title (≤ 19 characters)**

<table>
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<tr>
<th>I</th>
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<th>A</th>
<th>T</th>
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<th>R</th>
<th>A</th>
<th>T</th>
<th>M</th>
<th>G</th>
<th>T</th>
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</table>

**Semester Hours of Credit**
3 hours

**If combination course type, # hrs. of credit for**

- Lecture: _____
- Lab/Sem/Rec: _____

**Repeat Credit Max. (If repeatable):**

- credit hours: _____
- Graduate Credit? _____Yes _____No

Credit will not be given for this course and:

**Course Type (Indicate hours in the appropriate course type.)**

- Lecture: _____
- Lab: _____
- Seminar: _____
- Recitation: _____
- Lec/Rec: _____
- Lec/Sem: _____
- Lec/Lab: _____
- Res/Ind: _____
- Clin/Pract: _____
- Intern: _____

**Maximum enrollment per section:** (use integer, e.g. 25 not 20-30) _____

**Grading System:**

- Letter Grade: x
- Pass/Fail: _____
- Final Exam:** _____Yes x _____No

**(Attach justification if the proposed course will not hold a final exam during examination week.)**

**Course Description:**

(Concise catalog statement exactly as you wish it to appear in the General Catalog)

Prereq.: reserved for College of Business students; open to others with permission of department. This course examines how businesses approach managing organizations in the global context. Students will examine the mechanisms of globalizing for businesses, including the global integration of resources and capabilities and the level of national responsiveness to adapt to foreign market demands.

**BUDGET IMPACT (IF ANSWER TO ANY QUESTION IS "YES", ATTACH EXPLANATION.)**

If this course is approved, will additional staff be needed? Yes _____No x

Will additional space, equipment, special library materials or other major expense be involved? Yes _____No x

Academic Affairs Approval: __________ (Date)

**ATTACHMENTS (ATTACH THE FOLLOWING TO YOUR PROPOSAL)**

JUSTIFICATION: Justification must explain why this course is needed and how it fits into the curricula. Will the course duplicate other courses?

SYLLABUS: Including 14 week outline of the subject matter; titles of text, lab manual, and/or required readings; grading scale and criteria

(For 4000-level, specify graduate student grading criteria if requirements differ for graduate and undergraduate students.)

**APPROVALS**

<table>
<thead>
<tr>
<th>Department Faculty Approval Date</th>
<th>2/26/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Faculty Approval Date</td>
<td>6/15/16</td>
</tr>
</tbody>
</table>

- **Department Chair Signature**
  
- **Graduate Dean Signature**
  
- **College Contact**
  E-mail

- **College Dean Signature**
  (Date)

- **Chair, FS C&C Committee**
  (Date)

- **Academic Affairs Approval**
  (Date)
Request for Addition of a New Course

Justification for MGT 4440, International Strategic Management

After a thorough review of management courses and curricula at peer institutions and consideration of trends in management education more broadly, the department faculty decided to create two new concentrations, one of which is International Management. MGT 4440, International Strategic Management, is one of several new courses in the curriculum. As implied by the course title and stated in the course description, the course will focus on a range of strategic level issues confronting managers in the global economy. This is the macro-level counterpart to the micro-focused MGT 4430.
International Strategic Management
Rucks Department of Management
E. J. Ourso College of Business
Louisiana State University

Course Syllabus

<table>
<thead>
<tr>
<th>Course Information</th>
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</thead>
<tbody>
<tr>
<td>Course Number</td>
</tr>
<tr>
<td>Course Title</td>
</tr>
<tr>
<td>Credit Hours</td>
</tr>
<tr>
<td>Location</td>
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<tr>
<td>Times</td>
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Professor:
Nathan A. Bragaw, PhD
Assistant Professor
Rucks Department of Management
2718 Business Education Complex
(o) 225-568-6146
nbragaw@lsu.edu

Office Hours:
Tuesday 10:00 – 12:00 am
Thursday 10:00 – 12:00 am
Or by appointment

Contacting Me:
It's generally best to reach me via email. I check email several times a day and will usually always get back to you within 24 hours.

Course Objectives:
This course is designed to provide you with a conceptual and practical understanding of strategically managing in a multinational environment. Global operations and interactions are an increasingly common part of doing business today, and managers with a strong knowledge of these issues put their firms — and themselves — at a significant advantage.
Following the structure of the text, we will traverse four broad topic areas: 1) foundational concepts of global business; 2) mechanisms of globalizing for businesses; 3) strategies; and 4) building functional excellence. Throughout the course we will delve into real-world cases and current events that highlight the issues faced by multinational corporations (MNC) today. My aim is to help you develop your own understanding of management and business in a global context. While the course won’t make you an expert (only experience can do that) my hope is that you will be able to approach international situations with the knowledge needed to recognize opportunities (or pitfalls) and ask the right questions to successfully take advantage of the opportunity.

**Materials:**

*Required*
- Supplemental cases: https://cb.hbsp.harvard.edu/cbmp/access/44290874
- Economist.com: The Economist website offers 2 weekly reviews called “Business this week” and “Politics this week” updated on Thursdays. It is expected that you will read these weekly reviews and be able to pull from the information in class discussions and exams. To find these articles use your favorite search engine and type “economist business this week” or “economist politics this week” to get the most recent update.

**Grading:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exams</td>
<td>50%</td>
</tr>
<tr>
<td>Case Study Worksheets</td>
<td>5%</td>
</tr>
<tr>
<td><em>Foreign Market Entry Project</em></td>
<td></td>
</tr>
<tr>
<td>Drafts</td>
<td>10% *</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>25% *</td>
</tr>
<tr>
<td>Team Contribution</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Grading Details:**

**Exams:** We will have three exams during the semester, all of which will be a combination of multiple choice and short essay questions. I will count the best 2 grades from these tests. The third exam serves as the final exam, meaning it will be a comprehensive exam, and will be administered during finals week. Grading rubrics for exams be provided prior to Exam 1.

**Case Study Worksheets:** We will be covering 3 cases this semester. While this project is group-based, the worksheets are individual assignments and I will ask you to complete some analysis prior to or during the class for each case. The purpose of these worksheets is to increase preparation for both the class discussion and your group project, as such they are assignments that can only be turned in by yourself at the start of the class in which we discuss the case. *I will not accept emailed worksheets or late worksheets from individuals who do not attend class on case discussion days.*

**Strategic Assessment Project:** The purpose of the foreign market entry project is to apply some of the concepts and tools learned in class to assess the business strategy of a firm. The work for this
project will be done in teams, self-selected, and will consist of identifying a target business, a publicly-traded company of your groups choosing, and presenting the case for them to enter a new foreign market in which they do not currently operate. Findings will be shared through a class presentation. The project represents 45% of your grade in this class. More specific details of this project will be provided throughout the semester.

**Drafts:** Your group will be asked to submit 2 working drafts of the presentation throughout the course. As drafts, I look for completion of the task more heavily than quality of the task (though style is certainly a reflection of completeness).

**Class presentation:** This 20-minute presentation should tell the story of what the business is currently trying to accomplish and how effectively they appear to be organized to achieve their goals. Each member of the team should have a speaking role. Presentations should run 10-15 minutes and will be followed by 5 minutes of questions and answers from the class.

**Within-group performance assessment:** As 45% of your grade is done in a team environment, your team will aid in the assessment of your performance over the semester. This grade will be assessed based on your total team commitment over the course of the semester, not just a specific deliverable for some specific assignment. Consider this your “reputation” score.

* **Important note:** While the grade breakdown in the list above shows 10% of the final course grade being made up of your within-group assessment, those students receiving significantly low assessments by their peers will see their draft, paper, and presentation grades significantly reduced for failing to be an active participant of the assignment.

<table>
<thead>
<tr>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>A+</td>
<td>&gt;= 97.00</td>
</tr>
<tr>
<td>A</td>
<td>93.00 – 96.99</td>
</tr>
<tr>
<td>A-</td>
<td>90.00 – 92.99</td>
</tr>
<tr>
<td>B+</td>
<td>87.00 – 89.99</td>
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<tr>
<td>B</td>
<td>83.00 – 86.99</td>
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<tr>
<td>B-</td>
<td>80.00 – 82.99</td>
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<tr>
<td>C+</td>
<td>77.00 – 79.99</td>
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<tr>
<td>C</td>
<td>73.00 – 76.99</td>
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<tr>
<td>C-</td>
<td>70.00 – 72.99</td>
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<tr>
<td>D+</td>
<td>67.00 – 69.99</td>
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<tr>
<td>D</td>
<td>63.00 – 66.99</td>
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<tr>
<td>D-</td>
<td>60.00 – 62.99</td>
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<tr>
<td>F</td>
<td>&lt; 60.00</td>
</tr>
</tbody>
</table>

**Grade Normalization**

Your grade will be in your hands, and under your control. I do not adjust grades to fit some specified distribution. This means that each of you has the same chance to achieve an “A+” for the class. This also means that each of you, should you choose, could end up with a less desirable result.

There is another implication of this. I gave grade ranges above with specificity to the hundredth decimal place (.00). No matter where I set the cut-off for an A there will inevitably be someone one-tenth (.1) or one-hundredth (.01) or one-thousandth (.001) of a percentage point below that. I do not consider it equitable to bump people’s grades that are close to the cut-off based on their
interpersonal negotiating skills (e.g. crying, begging, or pleading). As such, grades will strictly adhere to the scale above.

**Grade Disputes**

Should you believe that your grade is not reflective of the work you performed I encourage you to dispute it. *You have 1 week after receiving your scores to bring the issue to my attention.* In order to dispute a grade you need to write me an email identifying the following:

1. The disputed question
2. Your answer
3. What I said the answer should be
4. The grade I gave you
5. The grade you believe you deserved
6. Your justification for the difference

I do not accept “why did I get this score?”, “What is this answer supposed to be?”, or questions in the justification section emails. You need to provide me with the appropriate information necessary to make a change. Any disputes not brought to my attention by the deadline specified above will not be reviewed, regardless of error.

**Deadlines, Missed Exams, & Late Assignments**

A make-up exam is available only in cases of a documented university-approved excuse and only when you make your absence known to me in advance and/or as soon as you possibly can.

Late assignments will lose 25% of their value if handed in no more than 24 hours after the deadline and an additional 25% for each additional day. That is, an assignment that is 25 hours late will be worth half its original value. Please note that this does not apply to Case Worksheets, which I will not accept late.

**Class contribution and Citizenship**

While I intend to present the concepts learned in this class in somewhat of a lecture format, I do so in a discussion style. Participation in class discussions help to achieve the stated objectives in at least two ways. First, it forces the application of the learned concepts. Having to articulate what one thinks furthers their understanding of what they know (and don’t know). Second, class participation provides a platform for improving one’s verbal communication skills. Past experience has shown that active participation in class is significantly correlated with final grades.

**Final Exam Rescheduling** *(excerpted directly from 2016 spring schedule booklet, page 9)*

Students having three or more final examinations in a 24 hour period may request permission to take no more than two examinations on the day concerned. Requests for special arrangements will be considered only when the three or more examinations cover more than seven (7) hours of
credit work. These requests should be made to the dean or director at the college or school in which the student is registered. The dean or director is authorized to determine which of the examinations is to be taken at a time other than originally scheduled; that decision is final. A student scheduled for examination in two subjects at the same group examination period shall report for examination in the class listed first in the above schedule; the instructor of the other class shall arrange a special examination for the student. In case of a conflict between a group examination and an examination in a class for which a group examination is not scheduled, the instructor of the class having the group examination shall arrange a special examination. So that instructors concerned may have adequate notice for rescheduling examinations, students with schedule problems must have all arrangements completed by 4:30 on Monday, April 4th. Instructors will make no changes in the examination schedule without the permission of the department head and the dean of the college.

Expectations
LSU's general policy states that for each credit hour, you (the student) should plan to spend at least two hours working on course related activities outside of class. Since this course is for three credit hours, you should expect to spend a minimum of six hours outside of class each week working on assignments for this course. For more information see: http://catalog.lsu.edu/content.php?catoid=12&navoid=822.

LSU student code of conduct
The LSU student code of conduct explains student rights, excused absences, and what is expected of student behavior. Students are expected to understand this code as described here: http://students.lsu.edu/saa/students/code. Any violations of the LSU student code will be duly reported to the Dean of Students.

Students with Disabilities
I am committed to making reasonable efforts to assist individuals with disabilities in their efforts to avail themselves of services and programs offered in this class. To this end, in coordination with the Office of Disability Services, I will try to provide reasonable accommodations for persons with documented qualifying disabilities. If you have a disability and feel you need accommodations in this course, you must present a letter to me from Disability Services 115 Johnston Hall, indicating the existence of a disability and the suggested accommodations. Any special assistance that is required for completion of assignments or exams must be requested at least 3 business days prior.

Academic Integrity
Louisiana State University adopted the Commitment to Community in 1995 to set forth guidelines for student behavior both inside and outside of the classroom. The Commitment to Community charges students to maintain high standards of academic and personal integrity. All students are expected to read and be familiar with the LSU Code of Student Conduct and
Commitment to Community, found online at www.lsu.edu/saa. It is your responsibility as a student at LSU to know and understand the academic standards for our community.

Students who are suspected of violating the Code of Conduct will be referred to the office of Student Advocacy & Accountability. For undergraduate students, a first academic violation could result in a zero grade on the assignment or failing the class and disciplinary probation until graduation. For a second academic violation, the result could be suspension from LSU. For graduate students, suspension is the appropriate outcome for the first offense.

Plagiarism and Citation Method:
As a student at LSU, it is your responsibility to refrain from plagiarizing the academic property of another and to utilize appropriate citation method for all coursework. In this class, it is recommended that you use the APA or ASA style guide (see http://www.lib.lsu.edu/sp/subjects/style for details). Ignorance of the citation method is not an excuse for academic misconduct. Remember there is a difference between paraphrasing and quoting and how to properly cite each respectively.

Group work and unauthorized assistance:
All work must be completed without assistance unless explicit permission for group or partner work is given by me. This is critical so that I can assess your performance on each assignment. Read the syllabus and understand the assignment directions carefully. When in doubt, e-mail me or ask during a class session. Seeking clarification is your responsibility as a student. Assuming group work is okay without permission constitutes a violation of the LSU Code of Student Conduct.

Academic Success
The primary ingredients of your academic success are attending class, managing your time efficiently, taking good notes, and developing good critical thinking and communication abilities. LSU has a number of excellent resources that will assist you in developing these skills. The place to begin is the Center for Academic Success (http://students.lsu.edu/academicsuccess). The CAS offers guidance on what learning strategies are best suited to your talents, tutoring in the basic subjects, and workshops on a variety of topics, from note taking to time management. Communication Across the Curriculum (http://cxc.lsu.edu) assist students in developing the communication skills necessary for academic and professional success. Finally, with respect to professional success, the LSU Olinde Career Center (http://students.lsu.edu/careercenter) can assist you in choosing a major and a profession that best suits your talents and passions and help you develop a four year career plan to ensure success when you graduate from LSU.
<table>
<thead>
<tr>
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<th>Date</th>
<th>Subject</th>
<th>Reading</th>
<th>Notes</th>
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<tr>
<td>1</td>
<td>1</td>
<td>Thu, Jan 14</td>
<td>Course Introduction &amp; Overview</td>
<td>Chapter 2</td>
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<tr>
<td>2</td>
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<td>Tue, Jan 19</td>
<td>Formal Institutions</td>
<td>Chapter 3</td>
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<td>Informal Institutions</td>
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<td>4</td>
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<td>Leveraging Resources &amp; Capabilities</td>
<td>Chapter 4</td>
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<td>Thu, Jan 28</td>
<td>Case Discussion</td>
<td>CASE: Newell Rubbermaid</td>
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<td>6</td>
<td>Tue, Feb 02</td>
<td>Capitalizing on Global &amp; Regional Integration</td>
<td>Chapter 8</td>
<td>Team meetings in my office</td>
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<td>Growing &amp; Internationalizing the Firm</td>
<td>Chapter 9</td>
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<td>Mardi Gras</td>
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<td>Entering Foreign Markets</td>
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<td>Case Discussion</td>
<td>CASE: Disney Amusement Parks</td>
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<td>Exam 1 Review</td>
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<td>Managing Global Competitive Dynamics</td>
<td>Chapter 11</td>
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<td>Making Alliances &amp; Acquisitions Work</td>
<td>Chapter 12</td>
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<td>Tue, Mar 08</td>
<td>Strategizing, Structuring, and Learning around the World</td>
<td>Chapter 13</td>
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<td>Thu, Mar 10</td>
<td>Case Discussion</td>
<td>CASE: Rebranding Lego</td>
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<td>Tue, Mar 15</td>
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<td>19</td>
<td>Thu, Mar 17</td>
<td>Governing the Corporation around the World</td>
<td>Chapter 16</td>
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<td>11</td>
<td>20</td>
<td>Tue, Mar 22</td>
<td>No Class</td>
<td>Spring Break</td>
<td></td>
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<td>21</td>
<td>Thu, Mar 24</td>
<td>No Class</td>
<td>Spring Break</td>
<td></td>
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<td>12</td>
<td>22</td>
<td>Tue, Mar 29</td>
<td>Managing Corporate Social Responsibility Globally</td>
<td>Chapter 17</td>
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<td>23</td>
<td>Thu, Mar 31</td>
<td>Exam 2</td>
<td></td>
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<td>13</td>
<td>24</td>
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<td>Effective Presentations</td>
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<td>25</td>
<td>Thu, Apr 07</td>
<td>No Class</td>
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<td>Tue, Apr 12</td>
<td>Class Presentations</td>
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<td>Final projects due</td>
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<td>27</td>
<td>Thu, Apr 14</td>
<td>Class Presentations</td>
<td></td>
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<td>28</td>
<td>Tue, Apr 19</td>
<td>Class Presentations</td>
<td></td>
<td>Grade summaries provided</td>
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<td>29</td>
<td>Thu, Apr 21</td>
<td>Class Presentations</td>
<td></td>
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<td>15</td>
<td>30</td>
<td>Tue, Apr 26</td>
<td>Final Grade Feedback</td>
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<td>31</td>
<td>Thu, Apr 28</td>
<td>Review for Final Exam</td>
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<tr>
<td>16</td>
<td>32</td>
<td>Tue, May 03</td>
<td>FINAL EXAM</td>
<td>Section 6: 3:00 - 5:00 pm</td>
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Statement of Understanding
MGT 4440: International Strategic Management

After having carefully read the course syllabus for MGT 4440: International Strategic Management, and after having discussed the course syllabus in class, I certify that I knowingly and willingly commit to the following this fall semester:

1. to be the owner of my grade, and in complete understanding of how I earn that grade,
2. to be an active and supportive teammate, aiding in the learning of both myself and others,
3. to be prepared to engage in thoughtful and respectful discussion in class,
4. to hold myself and my peers to the highest ethical standards,

and

5. to challenge myself each week to becoming more knowledgeable about the world around me.

I have been given the chance to ask questions and fully understand these expectations, specifically:

1. that class participation is expected,
2. that my group projects grades can be penalized if I am not an active participant in the group, as perceived by my group members,

and

3. that I have an opportunity to challenge a grade on any assignment, but that it is my responsibility to do so within one week of when the grade is provided to the class,

My signature below is my affirmation of the above points and an indication of my desire to participate in this class given the rules and expectations laid out in the syllabus.

Printed name: __________________________________________

Signed name: __________________________________________

Date: ________________________________________________
REQUEST FOR ADDITION OF NEW COURSE

PROPOSED COURSE DESCRIPTION

<table>
<thead>
<tr>
<th>Rubric &amp; No.</th>
<th>Title</th>
<th>Contemporary Topics in Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 3850</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Short Title (≤ 19 characters) T O P I C S I N M G T

Semester Hours of Credit: 1-3

If combination course type, # hrs. of credit for

Lecture: _____ Lab/Sem/Rec: _____

Repeat Credit Max. (if repeatable): 6 credit hours Graduate Credit? _____Yes _____No

Credit will not be given for this course and:

Course Type (Indicate hours in the appropriate course type.)

Lecture 1-3 Lab _____ Seminar _____ Recitation _____ Lec/Rec _____ Lec/Sem _____ Lec/Lab _____ Res/Ind _____ Clin/Pract _____ Intern _____

Maximum enrollment per section: (use integer, e.g. 25 not 20-30) 50

Grading System: Letter Grade x Pass/Fail ____ Final Exam:** Yes x No ____

**Attach justification if the proposed course will not hold a final exam during examination week.**

Course Description:

(Concise catalog statement exactly as you wish it to appear in the General Catalog)

Prereq.: open only to College of Business students or with permission of department. May be repeated for a max. of 6 sem. hrs. credit when topics vary. In-depth examination of contemporary issues in management theory and practice; emphasis on current topics of special interest or concern in management.

BUDGET IMPACT (IF ANSWER TO ANY QUESTION IS "YES", ATTACH EXPLANATION.)

If this course is approved, will additional staff be needed? Yes _____ No x

Will additional space, equipment, special library materials or other major expense be involved? Yes _____ No x

Academic Affairs Approval: 

(Date)

ATTACHMENTS (ATTACH THE FOLLOWING TO YOUR PROPOSAL)

JUSTIFICATION: Justification must explain why this course is needed and how it fits into the curricula. Will the course duplicate other courses? SYLLABUS: Including 14 week outline of the subject matter; titles of text, lab manual, and/or required readings; grading scale and criteria (For 4000-level, specify graduate student grading criteria if requirements differ for graduate and undergraduate students).

APPROVALS

Department Faculty Approval Date 2/26/16 College Faculty Approval Date 6/15/16

Department Chair Signature (date) Chair, FS C&C Committee (date)

Graduate Dean Signature (date) (date)

College Contact E-mail Academic Affairs Approval (date)
Request for Addition of a New Course

Justification for MGT 3850, Contemporary Topics in Management

There is currently no course rubric available within the MGT curriculum for a special topics course in the Department of Management. Creating MGT 3850 remedies that problem.
Faculty Senate Courses and Curricula Committee

From: John B. Hopkins, Chair, Courses and Curricula Committee

At their September 7, 2016 meeting, the Faculty Senate Courses and Curriculum Committee took the following action regarding the **College of Business** proposals:

- The Committee **APPROVED** the following proposals:
  - MGT 3513 CHG NEGOTIATION AND DISPUTE RESOLUTION
  - HUMRES CON CHG HUMAN RESOURCE MANAGEMENT CONCENTRATION CHANGE
  - GEN/MTG CON DRP GENERAL MANAGEMENT CONCENTRATION DROP
  - ENTREP CON DRP ENTREPRENEURSHIP CONCENTRATION DROP

The Management Department is pleased these proposed changes went through without controversy. Can we assume that the course number change for MGT 3500, Introduction to Labor Relations (to 4500), and the re-naming of MGT 4620, Human Behavior in Organizations (to Organizational Behavior) were also approved? There is no mention of these in this memo.

- The Committee **CONDITIONALLY APPROVED** the following proposals:
  - MGT 3850 ADD CONTEMPORARY TOPICS IN MANAGEMENT - Catalog descriptions only needs to say "permission of department" for that designation. What are some potential topics for this course?

**Corrections have been made. Please see attached.** Potential topics include: Corporate Governance; Decision Processes in Organizations; Organizational Culture and Climate; Flexible Work Arrangements; The Sharing Economy; Leveraging Big Data—Strategic Planning and Implementation.

- MGT 4440 ADD INTERNATIONAL STRATEGIC MANAGEMENT - Final exam is listed as optional but according to faculty handbook you can’t do that.

**Corrections have been made. Please see attached.**

- MGT 4450 ADD GLOBAL CORPORATE SOCIAL RESPONSIBILITY - Is one of the four exams the final? You can start course description with “Introduction...” and remove “students will.” Include a completed grading scale.

**Corrections have been made. Please see attached.**

- MGT 4820 ADD UNDERSTANDING MANAGEMENT MISTAKES AND FAILURES - Needs to include make up work will be allowed for excused absences and remove “with the discretion of the instructor.” The committee has suggested using, “or with the discretion of the instructor,” instead. The excused absences clause should apply to in class quizzes, midterms and exams as well.

**Corrections have been made. Please see attached.**
INSTRUCTOR'S CONTACT INFORMATION

Rebecca Burdette,
Associate Director, LSU Communication across the Curriculum
210 Coates Hall, 225.578.7791, rburdette@lsu.edu

GUIDING COURSE VALUES AND PRINCIPLES

➤ Keen communication skills are critical to success in any profession.
➤ To become effective communicators, we must continuously observe, practice, and apply such skills.
➤ Communication does not exist in a vacuum.
➤ The sender is responsible for what is received and how it is interpreted.
➤ The key to effective communication is in the details.
➤ There are fewer “second chances” in communication.
➤ The most important communication tactics are timeless.

COMMUNICATION-INTENSIVE COURSE

This is a certified Communication-Intensive (C-I) course which meets all of the requirements set forth by LSU’s Communication across the Curriculum program, including
• instruction and assignments emphasizing informal and formal writing and speaking;
• teaching of discipline-specific communication techniques;
• use of draft-feedback-revision process for learning;
• practice of ethical and professional work standards;
• 40% of the course grade rooted in communication-based work; and
• a student/faculty ratio no greater than 35:1.

Students interested in pursuing the LSU Distinguished Communicators certification may use this C-I course for credit. For more information about this student recognition program, visit www.cxclsu.edu.

**While this course is certified in the modes of writing and speaking by CxC, it also addresses visual and technological communication.

COMMITMENT, CONDUCT, AND EXPECTATIONS

➤ This course will be a learning and practice environment, but it will also function much like the workplace. When in doubt, treat me (your instructor) as your boss and your classmates as your colleagues and/or clients.
➤ Becoming a skilled communicator is first and foremost about awareness. Understand your weaknesses and strengths. Be honest about them and adjust for those areas.
➤ To become a successful communicator, you must constantly observe the different facets of communication happening around you and to you so you can leverage these insights to increase your own skills. This means much of your learning will happen beyond our official class meeting times.
➤ I will only engage you in readings and activities that have direct application to the workplace and to your success as a professional beyond this course. If you are ever uncertain about the transferability of an activity, please ask.
➤ We will have few traditional lectures and many conference room discussions. Your learning will directly correlate with your participation in these discussions.
➤ Deadlines are just that. Please don’t request an extension unless it is a circumstance that would warrant leeway in the workplace.
➤ If at any time you don’t feel challenged, let me know. This course should be less about your final grade and more about the skills you walk away with. These skills will make you successful, not your GPA.

SEMESTER OVERVIEW

<table>
<thead>
<tr>
<th>TOPIC FOCUS</th>
<th>PRIMARY LEARNING OBJECTIVES</th>
<th>CLASS MEETINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic (but critical) elements</td>
<td>• higher-order thinking</td>
<td>Aug 26, 28</td>
</tr>
<tr>
<td></td>
<td>• time management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• observations &amp; reflections</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• grammar &amp; mechanics</td>
<td></td>
</tr>
<tr>
<td>Collaboration, writing, and tech communication tools</td>
<td>• teamwork</td>
<td>Sept 2, 4, 9, 11</td>
</tr>
<tr>
<td></td>
<td>• collaborative research &amp; writing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• meeting facilitation, listening &amp; audience engagement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• response writing</td>
<td></td>
</tr>
<tr>
<td>Technical documentation and visuals</td>
<td>• clear &amp; concise writing</td>
<td>Sept 16, 18, 23, 25</td>
</tr>
<tr>
<td></td>
<td>• document design</td>
<td>*no class 9/30 or 10/2</td>
</tr>
<tr>
<td></td>
<td>• instructional visuals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• constructive feedback</td>
<td></td>
</tr>
<tr>
<td>Idea proposal/pitch writing and presentations</td>
<td>• pitch formulation</td>
<td>Oct 7, 9, 14, 16, 21, 23, 23</td>
</tr>
<tr>
<td></td>
<td>• pitch email writing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• executive memo writing</td>
<td></td>
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<tr>
<td></td>
<td>• pitch presentation narrative &amp; visual construction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• presentation delivery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• audience Q&amp;A response</td>
<td></td>
</tr>
<tr>
<td>Informational presentation with interaction/engagement</td>
<td>• audience analysis</td>
<td>Oct 30, Nov 4, 6, 11, 13, 18, 20, 25</td>
</tr>
<tr>
<td></td>
<td>• outlining presentation idea</td>
<td>*no class on 11/27</td>
</tr>
<tr>
<td></td>
<td>• persuasive email writing</td>
<td></td>
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<tr>
<td></td>
<td>• promotional email writing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• informational presentation narrative &amp; visual construction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• presentation delivery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• audience engagement &amp; interaction</td>
<td></td>
</tr>
<tr>
<td>Reflection and Next Steps</td>
<td>• reflection</td>
<td>Dec 2, 4</td>
</tr>
<tr>
<td></td>
<td>• constructive feedback</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• transfer &amp; application</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• resumes, cover letters, interviewing &amp; negotiation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• professional confidence</td>
<td></td>
</tr>
</tbody>
</table>

SKILLS ASSESSMENT / GRADING

As a professional development course, it may be helpful to think about your course activities in terms of dollars earned rather than letter grades. Your value in the workplace is directly related to your competencies. The more successful you are in communicating your thoughts and ideas, the more valuable you will be to an organization and thus the more money you will earn. For the purpose of your success as a student, your grade, of course, is important; however, all of the activities you will do in this class have long-term application beyond your college transcript.

<table>
<thead>
<tr>
<th>COMPONENTS</th>
<th>TOTAL POINTS</th>
<th>TOTAL DOLLARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionalism &amp; Participation (27 x 10 pts each)</td>
<td>270</td>
<td>$2,700</td>
</tr>
<tr>
<td>Observations &amp; Reflections (6 x 25 pts each)</td>
<td>150</td>
<td>$1,500</td>
</tr>
<tr>
<td>Module 1: Collaboration, Writing, and Tech</td>
<td>110</td>
<td>$1,100</td>
</tr>
<tr>
<td>Module 2: Tech Documentation &amp; Visuals</td>
<td>120</td>
<td>$1,200</td>
</tr>
<tr>
<td>Module 3: Proposal Writing &amp; Presentation</td>
<td>150</td>
<td>$1,500</td>
</tr>
<tr>
<td>Module 4: Informational presentation</td>
<td>200</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>1,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Final letter grades are on a 10-percentage point scale (e.g., 90-100% equals an A).
Request for **CHANGING** an Existing Course

<table>
<thead>
<tr>
<th>Department</th>
<th>Management</th>
<th>College</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Rubric &amp; Number</td>
<td>MGT 3830</td>
<td>Date</td>
<td>March 23, 2016</td>
</tr>
</tbody>
</table>

### PRESENT COURSE DESCRIPTION

<table>
<thead>
<tr>
<th>Title</th>
<th>Strategically Managing Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester Hours of Credit</td>
<td>3 hours</td>
</tr>
<tr>
<td>If combination course type, # hrs. of credit for</td>
<td>Lecture: ____ Lab/Sem/Rec: ____</td>
</tr>
<tr>
<td>Repeat Credit Max. (if repeatable):</td>
<td></td>
</tr>
<tr>
<td>Graduate Credit?</td>
<td>Yes ______ No x</td>
</tr>
</tbody>
</table>

Credit will not be given for this course and:

**Contact Hours Per Week:** (Indicate hours in appropriate course type.)

<table>
<thead>
<tr>
<th>Lecture</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab</td>
<td></td>
</tr>
<tr>
<td>Seminar</td>
<td></td>
</tr>
<tr>
<td>Recitation</td>
<td></td>
</tr>
<tr>
<td>Intern</td>
<td></td>
</tr>
<tr>
<td>Res/Ind</td>
<td></td>
</tr>
<tr>
<td>Clin/Pract</td>
<td></td>
</tr>
<tr>
<td>Total Weekly Contact Hours:</td>
<td>3 hours</td>
</tr>
</tbody>
</table>

**Grading System:** Letter Grade x Pass/Fail __________

### PROPOSED COURSE DESCRIPTION

<table>
<thead>
<tr>
<th>Title</th>
<th>Strategic Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Title</td>
<td>STRATEGIC MGMT</td>
</tr>
<tr>
<td>Semester Hours of Credit</td>
<td>3 hours</td>
</tr>
<tr>
<td>If combination course type, # hrs. of credit for</td>
<td>Lecture: ____ Lab/Sem/Rec: ____</td>
</tr>
<tr>
<td>Repeat Credit Max. (if repeatable):</td>
<td></td>
</tr>
<tr>
<td>Graduate Credit?</td>
<td>Yes ______ No x</td>
</tr>
</tbody>
</table>

Credit will not be given for this course and:

**Contact Hours Per Week:** (Indicate hours in appropriate course type.)

<table>
<thead>
<tr>
<th>Lecture</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab</td>
<td></td>
</tr>
<tr>
<td>Seminar</td>
<td></td>
</tr>
<tr>
<td>Recitation</td>
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<td>Intern</td>
<td></td>
</tr>
<tr>
<td>Res/Ind</td>
<td></td>
</tr>
<tr>
<td>Clin/Pract</td>
<td></td>
</tr>
<tr>
<td>Total Weekly Contact Hours:</td>
<td>3 hours</td>
</tr>
</tbody>
</table>

**Grading System:** Letter Grade x Pass/Fail __________

An honors course, MGT 3831, is also available. Prereq.: FIN 3716, MGT 3200, and MKT 3401 or MKT 3402. Open only to E. J. Ourso College of Business students. Credit will not be given for both this course and MGT 3831. May be taken only during the final 30 hours of course work. Analyzing strategic situations and decision making based on these analyses to ensure the success of for-profit and non-profit organizations.

---

**THESE QUESTIONS MUST BE ANSWERED COMPLETELY AND ACCURATELY OR PROPOSAL WILL BE RETURNED.**

Has this change been discussed with and approved by all departments/colleges affected? Yes x No _____ N/A _____

Is this course included in any curricula, concentrations, or minors? Yes x No _____ If yes, please list on a separate sheet.

Is this course a prerequisite or corequisite for other courses? Yes ______ No x If yes, list courses; use separate sheet.

Is this course on the General Education list? Yes ______ No x

---

**JUSTIFICATION/EXPLANATION:** Use separate sheet.

**Note:** IF COURSE IS OR WILL BE CROSS-LISTED, SEPARATE FORMS MUST BE SUBMITTED BY EACH DEPARTMENT.

---

### APPROVALS

**Department Faculty Approval Date:** 2/26/16

<table>
<thead>
<tr>
<th>Department Chair Signature</th>
<th>(date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Dean Signature</td>
<td>(date)</td>
</tr>
<tr>
<td>College Contact</td>
<td>E-mail</td>
</tr>
</tbody>
</table>

**College Faculty Approval Date:** 6/15/16

<table>
<thead>
<tr>
<th>College Dean Signature</th>
<th>(date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair FS C&amp;C Committee</td>
<td>(date)</td>
</tr>
</tbody>
</table>

**Academic Affairs Approval:** 11/11/16
Request for Changing an Existing Course

Justification for MGT 3830

The change in course title from Strategically Managing Organizations to Strategic Management merely updates the title to a more common label for this academic area; no changes in course content are proposed. There is also a very minor change to a prerequisite (FIN 3716), which allows greater flexibility to students to facilitate their course scheduling.
REQUEST FOR ADDING, CHANGING, SUSPENDING
OR DROPPING AN
UNDERGRADUATE CURRICULUM

Department  Economics
College  Business
Name of Curriculum/Major  International Trade and Finance
Type of Degree  B.S.

Has this change been discussed with and approved by all departments/colleges affected?  Yes (X)  No ( )  N/A ( )

ATTACH JUSTIFICATION for all actions: Use separate sheet.
ATTACH RESPONSE from any departments affected [i.e. any department whose course(s) are to be added.]
ATTACH FORM D ADDENDUM for all new curricula or changes involving General Education courses.

ACTION (check appropriate box):

(X) CHANGING:  The entire new curriculum, by semester, must be typed on plain sheets and attached to Form D. (See sample layout attached.)

(S) SUSPENDING:  Provide an adequate explanation for suspending the curriculum on plain sheets and attach.

(D) DROPPING:  Provide an adequate explanation for dropping the curriculum on plain sheets and attach.

CURRICULUM

<table>
<thead>
<tr>
<th></th>
<th>PRESENT</th>
<th>PROPOSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total semester hours in current curriculum:</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>

APPROVALS:

Department Faculty Approval Date  6/10/16

Department Chair's Signature  6/13/16

College Faculty Approval Date  6/15/16

College Dean's Signature  6/27/16

Chair, FS C & C Committee  9/17/16

Academic Affairs Approval  1/4/16

College/Division/Department Contact:  Ashley Junck

(Please print name.)

Contact E-mail:  ejunck@lsu.edu
PRESENT

ADMISSION to the B.S. in International Trade and Finance curriculum requires that a student be admissible to the College of Business earned at least 30 semester hours; have a cumulative and LSU GPA of at least 2.6; have a business and LSU business GPA of at least 2.3; completed the Pre-Business Core classes (ENGL 1001, MATH 1021, MATH 1431, ECON 2000, ISDS 1102, and ACCT 2001) with a "C" or better in each course.

BASIC SCHOLASTIC EXPECTATIONS.
* Maintain a minimum 2.0 Cumulative and LSU GPA.
* Maintain a minimum 2.0 business and LSU business GPA.
* Maintain satisfactory academic progress towards the completion of the degree.

If postgraduate graduate study in economics is anticipated, it is strongly recommended that the student should pursue a minor in mathematics.

CRITICAL REQUIREMENTS
Sem 1: "C" or better in ENGL 1001, MATH 1021; 2.3 cumulative GPA
Sem 2: "C" or better in ISDS 1102, MATH 1431; 2.6 cumulative GPA
Sem 3: "C" or better in ACCT 2001; ECON 2000; 2.3 business GPA; 2.6 cumulative GPA
Sem 4: ECON 2020; ISDS 2000; Admission to the College; 2.3 business GPA; 2.6 cumulative GPA
Sem 5: "C" or better in ECON 2000; ACCT 2101.

RECOMMENDED PATH
Semester 1
Critical: "C" or better in ENGL 1001, MATH 1021; 2.3 cumulative GPA.

ECON 2000 PRINCIPLES OF MICROECONOMICS 3
ENGL 1001 ENGLISH COMPOSITION 3
ISDS 1102 INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS FOR BUSINESS MAJORS 3
MATH 1021 COLLEGE ALGEBRA 3
GEN. ED. COURSE – NATURAL SCIENCE 1 3

Total Semester Hours: 15

Semester 2
Critical: "C" or better in ISDS 1102, MATH 1431; 2.3 business GPA; 2.6 cumulative GPA.

ECON 2010 PRINCIPLES OF MACROECONOMICS [ECON 2000] 3
MATH 1431 CALCULUS WITH BUSINESS AND ECONOMICS APPLICATIONS 3
ORAL AND WRITTEN COMMUNICATION REQUIREMENT 1 3
GEN. ED. COURSE – ARTS 3
GEN. ED. COURSE – NATURAL SCIENCE 1 3

Total Semester Hours: 15

Semester 3
Critical: "C" or better in ACCT 2001; ECON 2000; 2.3 business GPA; 2.6 cumulative GPA.

ACCT 2001 INTRODUCTORY FINANCIAL ACCOUNTING 3
ECON 2035 MONEY, BANKING AND MACROECONOMIC ACTIVITY 1 3
ISDS 2000 INTRODUCTION TO BUSINESS STATISTICS 3
ORAL AND WRITTEN COMMUNICATION REQUIREMENT 2 3
GEN. ED. COURSE – HUMANITIES 3

Total Semester Hours: 15

Semester 4
Critical: ECON 2010; ISDS 2000; Admission to the College; 2.3 business GPA; 2.6 cumulative GPA.

ACCT 2101 INTRODUCTORY MANAGERIAL ACCOUNTING 3
ENGL 2000 ENGLISH COMPOSITION 1 3
ISDS 2001 STATISTICAL METHODS AND MODELS 3
GEN. ED. COURSE – NATURAL SCIENCE 1 3
ELECTIVE 3 3

Total Semester Hours: 15

Semester 5
Critical: "C" or better in ENGL 2000; ACCT 2101.

FIN 3715 FINANCIAL MANAGEMENT 3
ECON 4720 INTERMEDIATE MICROECONOMIC THEORY 3
ISDS 3115 INTRODUCTION TO OPERATIONS MANAGEMENT 3
MGT 3200 PRINCIPLES OF MANAGEMENT 3
MKT 3401 PRINCIPLES OF MARKETING 3

Total Semester Hours: 15

Semester 6

BLAW 3201 BUSINESS LAW 3
ECON 4710 AGGREGATE ECONOMIC ANALYSIS 3
POLI 2057 INTRODUCTION TO INTERNATIONAL POLITICS 3
GEN. ED. COURSE – HUMANITIES 3
ECON ELECTIVE 3 3

Total Semester Hours: 15

Semester 7

ECON 4520 INTERNATIONAL TRADE 3
MGT 4420 MULTINATIONAL MANAGEMENT 3
GEN. ED. COURSE – HUMANITIES 3
ECON ELECTIVE 3 3
BUSINESS ELECTIVE 1 3

Total Semester Hours: 15

Semester 8

ECON 4550 INTERNATIONAL FINANCE 3
MGT 3830 STATEGICALLY MANAGING ORGANIZATIONS 3
MKT 4443 INTERNATIONAL MARKETING 3
ELECTIVES 3 6

Total Semester Hours: 15

1 - GENERAL EDUCATION NATURAL SCIENCE REQUIREMENT: If two course sequence is taken in the physical science, the additional three hour course must be taken from the life sciences, and vice versa.

2 - Oral and Written Communication Requirement 1: Choose from CMST 2060, CMST 2061 or CMST 2064. A Communication Intensive (C-I) course may be substituted for the Oral and Written Communication Requirement with permission from an academic advisor.

3 - Business students cannot receive credit for ACCT 2000, ECON 2030, FIN 3715 or ISDS 1100.
4 - Oral and Written Communication Requirement: Choose from CMST 2050, CMST 2061 or CMST 4113. A Communication Intensive (C-I) course may be substituted for the Oral and Written Communication Requirement with permission from an academic advisor.

5 - BUSINESS ELECTIVES: to be selected from the 3000 or 4000 level offerings of the following departments: ACCT, BADM, BLAW, ECON, FIN, GBUS, MGT, MKT, and ISDS.

ELECTIVES: See “Electives” under “Degree Requirements of the College.”

### AREA OF CONCENTRATION – Empirical Economics Analysis

#### CRITICAL REQUIREMENTS

Sem 1: "C" or better in ENGL 1001, MATH 1021; 2.3 cumulative GPA
Sem 2: "C" or better in ISDS 1102, MATH 1431; 2.3 business GPA; 2.6 cumulative GPA
Sem 3: "C" or better in ACCT 2001; ECON 2000; 2.3 business GPA; 2.6 cumulative GPA.
Sem 4: ECON 2010; ISDS 2000; Admission to the College; 2.3 business GPA; 2.6 cumulative GPA.
Sem 5: "C" or better in ENGL 2000; ACCT 2101.

#### RECOMMENDED PATH

**Semester 1**
Critical: "C" or better in ENGL 1001, MATH 1021; 2.3 cumulative GPA.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 2000 PRINCIPLES OF MICROECONOMICS</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1001 ENGLISH COMPOSITION</td>
<td>3</td>
</tr>
<tr>
<td>ISDS 1102 INTRODUCTION TO MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>INFORMATON SYSTEMS FOR BUSINESS MAJORS</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1021 COLLEGE ALGEBRA</td>
<td>3</td>
</tr>
<tr>
<td>GEN. ED. COURSE – NATURAL SCIENCE</td>
<td>2</td>
</tr>
</tbody>
</table>

Total Semester Hours: 15

**Semester 2**
Critical: "C" or better in ISDS 1102, MATH 1431; 2.3 business GPA; 2.6 cumulative GPA.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 2010 PRIN MACROECONOMICS [ECON 2000]</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1431 CALCULUS WITH BUSINESS AND ECONOMICS APPLICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>ORAL AND WRITTEN COMMUNICATION REQUIREMENT 1</td>
<td>3</td>
</tr>
<tr>
<td>GEN. ED. COURSE – ARTS</td>
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<tr>
<td>GEN. ED. COURSE – NATURAL SCIENCE</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Semester Hours: 15

**Semester 3**
Critical: "C" or better in ACCT 2001; ECON 2000; 2.3 business GPA; 2.6 cumulative GPA.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACCT 2001 INTRODUCTORY FINANCIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2035 MONEY, BANKING AND MACROECONOMIC ACTIVITY</td>
<td>3</td>
</tr>
<tr>
<td>ISDS 2000 INTRODUCTION TO BUSINESS STATISTICS</td>
<td>3</td>
</tr>
<tr>
<td>ORAL AND WRITTEN COMMUNICATION REQUIREMENT 2</td>
<td>3</td>
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<tr>
<td>GEN. ED. COURSE – HUMANITIES</td>
<td>2</td>
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</tbody>
</table>

Total Semester Hours: 15

**Semester 4**
Critical: ECON 2010; ISDS 2000; Admission to the College; 2.3 business GPA; 2.6 cumulative GPA.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2101 INTRODUCTORY MANAGERIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 2000 ENGLISH COMPOSITION</td>
<td>3</td>
</tr>
<tr>
<td>ISDS 2001 STATISTICAL METHODS AND MODELS</td>
<td>3</td>
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<tr>
<td>GEN. ED. COURSE – NATURAL SCIENCE</td>
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</tr>
<tr>
<td>ELECTIVE</td>
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<tr>
<td>Total Semester Hours:</td>
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</table>

**Semester 5**
Critical: "C" or better in ENGL 2000; ACCT 2101.

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>FIN 3716 FINANCIAL MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>ECON 4720 INTERMEDIATE MICROECONOMIC THEORY</td>
<td>3</td>
</tr>
<tr>
<td>ISDS 3115 INTRODUCTION TO OPERATIONS MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3200 PRINCIPLES OF MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3401 PRINCIPLES OF MARKETING</td>
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<td>Total Semester Hours:</td>
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**Semester 6**

<table>
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<th>Course</th>
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<tr>
<td>BLAW 3201 BUSINESS LAW</td>
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</tr>
<tr>
<td>ECON 4710 AGGREGATE ECONOMIC ANALYSIS</td>
<td>3</td>
</tr>
<tr>
<td>ECON 4630 INTRODUCTION TO ECONOMETRICS</td>
<td>3</td>
</tr>
<tr>
<td>POLI 2057 INTRODUCTION TO INTERNATIONAL POLITICS</td>
<td>3</td>
</tr>
<tr>
<td>GEN. ED. COURSE – HUMANITIES</td>
<td>3</td>
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<tr>
<td>BUSINESS ELECTIVE</td>
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</tbody>
</table>

Total Semester Hours: 15

**Semester 7**

<table>
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<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ECON 4520 INTERNATIONAL TRADE</td>
<td>3</td>
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<tr>
<td>ECON 4611 ECONOMETRIC METHODS</td>
<td>3</td>
</tr>
<tr>
<td>MGT 4420 MULTINATIONAL MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>GEN. ED. COURSE – HUMANITIES</td>
<td>3</td>
</tr>
<tr>
<td>BUSINESS ELECTIVE</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Semester Hours: 15

**Semester 8**

<table>
<thead>
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<th>Course</th>
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<tbody>
<tr>
<td>ECON 4550 INTERNATIONAL FINANCE</td>
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<tr>
<td>ECON 4633 TIME SERIES DATA ANALYSIS</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3830 STRATEGICALLY MANAGING ORGANIZATIONS</td>
<td>3</td>
</tr>
<tr>
<td>MKT 4443 INTERNATIONAL MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>ELECTIVE</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Semester Hours: 15

1 - GENERAL EDUCATION NATURAL SCIENCE REQUIREMENT: If two course sequence is taken in the physical science, the additional three hour course must be taken from the life sciences, and vice versa.

2 - Oral and Written Communication Requirement 1: Choose from CMST 2060, CMST 2061 or CMST 2064. A Communication Intensive (C-I) course may be substituted for the Oral and Written Communication Requirement with permission from an academic advisor.

3 - Business students cannot receive credit for ACCT 2000, ECON 2030, FIN 3715 or ISDS 1100.

4 - Oral and Written Communication Requirement 2: Choose from CMST 2060, CMST 2061 or CMST 4113. A Communication Intensive (C-I) course may be substituted for the Oral and Written Communication Requirement with permission from an academic advisor.

5 - BUSINESS ELECTIVES: to be selected from the 3000 or 4000 level offerings of the following departments: ACCT, BADM, BLAW, ECON, FIN, GBUS, MGT, MKT, and ISDS.

ELECTIVES: See “Electives” under “Degree Requirements of the College.”
ELECTIVES: See “Electives” under “Degree Requirements of the College.”

6 - International Business Requirement: Choose TWO (total 6 hours) from FIN 3718, MGT 4430, MGT 4440, MGT 4450, and MKT 4443.

AREA OF CONCENTRATION – Empirical Economics Analysis

CRITICAL REQUIREMENTS
Sem 1: “C” or better in ENGL 1001, MATH 1021; 2.3 cumulative GPA
Sem 2: “C” or better in ISDS 1102, MATH 1431; 2.3 business GPA; 2.6 cumulative GPA
Sem 3: “C” or better in ACCT 2001; ECON 2000; 2.3 business GPA; 2.6 cumulative GPA.
Sem 4: ECON 2010; ISDS 2000; Admission to the College; 2.3 business GPA; 2.6 cumulative GPA.
Sem 5: “C” or better in ENGL 2000; ACCT 2101.

RECOMMENDED PATH

Semester 1
Critical: "C" or better in ENGL 1001, MATH 1021; 2.3 cumulative GPA.
ECON 2000 PRINCIPLES OF MICROECONOMICS 3
ENGL 1001 ENGLISH COMPOSITION 3
ISDS 1102 INTRODUCTION TO MANAGEMENT 3
INFORMATION SYSTEMS FOR BUSINESS MAJORS 3
MATH 1021 COLLEGE ALGEBRA 3
GEN. ED. COURSE – NATURAL SCIENCE 3
Total Semester Hours: 15

Semester 2
Critical: “C” or better in ISDS 1102, MATH 1431; 2.3 business GPA; 2.6 cumulative GPA.
ECON 2010 PRINC MACROECONOMICS [ECON 2000] 3
MATH 1431 CALCULUS WITH BUSINESS AND ECONOMICS APPLICATIONS 3
ORAL AND WRITTEN COMMUNICATION REQUIREMENT 2
GEN. ED. COURSE – ARTS 3
GEN. ED. COURSE – NATURAL SCIENCE 3
Total Semester Hours: 15

Semester 3
Critical: “C” or better in ACCT 2001; ECON 2000; 2.3 business GPA; 2.6 cumulative GPA.
ACCT 2001 INTRODUCTORY FINANCIAL ACCOUNTING 3
ECON 2035 MONEY, BANKING AND MACROECONOMIC ACTIVITY 3
ISDS 2000 INTRODUCTION TO BUSINESS STATISTICS 3
ORAL AND WRITTEN COMMUNICATION REQUIREMENT 2
GEN. ED. COURSE – HUMANITIES 3
Total Semester Hours: 15

Semester 4
Critical: ECON 2010; ISDS 2000; Admission to the College; 2.3 business GPA; 2.6 cumulative GPA.
ACCT 2101 INTRODUCTORY MANAGERIAL ACCOUNTING 3
ENGL 2000 ENGLISH COMPOSITION 3
ISDS 2001 STATISTICAL METHODS AND MODELS 3
GEN. ED. COURSE – NATURAL SCIENCE 3
ELECTIVE 3
Total Semester Hours: 15

Semester 5
Critical: “C” or better in ENGL 2000; ACCT 2101.
FIN 3716 FINANCIAL MANAGEMENT 3
ECON 4720 INTERMEDIATE MICROECONOMIC THEORY 3
ISDS 3115 INTRODUCTION TO OPERATIONS MANAGEMENT 3
MGT 3200 PRINCIPLES OF MANAGEMENT 3
MKT 3401 PRINCIPLES OF MARKETING 3
Total Semester Hours: 15

Semester 6
BLAW 3201 BUSINESS LAW 3
ECON 4710 AGGREGATE ECONOMIC ANALYSIS 3
ECON 4630 INTRODUCTION TO ECONOMETRICS 3
POLI 2057 INTRODUCTION TO INTERNATIONAL POLITICS 3
GEN. ED. COURSE – HUMANITIES 3
Total Semester Hours: 15

Semester 7
ECON 4520 INTERNATIONAL TRADE 3
ECON 4631 ECONOMETRIC METHODS 3
INTERNATIONAL BUSINESS REQUIREMENT 3
GEN. ED. COURSE – HUMANITIES 3
ELECTIVE 3
Total Semester Hours: 13

Semester 8
ECON 4550 INTERNATIONAL FINANCE 3
ECON 4633 TIME SERIES DATA ANALYSIS 3
MGT 3830 STRATEGICALLY MANAGING ORGANIZATIONS 3
INTERNATIONAL BUSINESS REQUIREMENT 3
ELECTIVES 3
Total Semester Hours: 15

1 - GENERAL EDUCATION NATURAL SCIENCE REQUIREMENT: If two course sequence is taken in the physical science, the additional three hour course must be taken from the life sciences, and vice versa.

2 - Oral and Written Communication Requirement 1: Choose from CMST 2060, CMST 2061 or CMST 2064. A Communication Intensive (C-I) course may be substituted for the Oral and Written Communication Requirement with permission from an academic advisor.

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5 - ELECTIVES: See “Electives” under “Degree Requirements of the College.”

6 - International Business Requirement: Choose TWO (total 6 hours) from FIN 3718, MGT 4430, MGT 4440, MGT 4450, and MKT 4443.
Dr. Richard Stahl
Marjory B. Ourso Center for Excellence in Teaching Professor
Director of Undergraduate Studies
Department of Economics
Louisiana State University
2308 Business Education Complex
Baton Rouge, LA 70803
Phone: (225) 578-3793
http://www.bus.lsu.edu/stahl/

Begin forwarded message:

From: Rajesh P Narayan <rnarayan@lsu.edu>
Date: June 13, 2016 at 9:48:00 AM CDT
To: Richard G Stahl <abysscan@lsu.edu>, Jean B McGuire <mcguire@lsu.edu>, Ron Niedrich <niedrich@lsu.edu>
Cc: Robert J Newman <eonewm@lsu.edu>, Kurtay Ogunc <kurtay@lsu.edu>, Joanna R Canezaro <jcanezaro@lsu.edu>
Subject: Re: Need email from your Department - ITF Changes

Hi Richard,

I do not foresee any issues with ITF students wanting to take FIN 3718 as an elective.

Regards,
Rajesh

LSU

Rajesh Narayan
Chair and Director of Graduate Studies, PhD Program
Department of Finance
From: Richard G Stahl
Sent: Monday, June 13, 2016 8:03 AM
To: Rajesh P Narayanan; Jean B McGuire; Ron Niedrich
Cc: Robert J Newman
Subject: Need email from your Department - ITF Changes

Hello Jean, Rajesh, and Ron,

Since the Management Department are making changes to their courses, the Economics Department is being forced to make changes to our ITF program. These changes affect courses from your department that are required for the ITF major.

I have attached the proposed changes. What I need from each of you is a brief letter/email that your department has no problem with these changes.

Quick summary of what we are changing:

Current – Required courses included MGT 4420 and MKT 4443

Proposed – Take TWO of the following: FIN 3718, MGT 4430, MGT 4440, MGT 4450, and MKT 4443

Please let me know if you have any questions.

Thank you for your time.

Dr. Richard Stahl
Marjory B. Ourso Center for Excellence in Teaching Professor
Director of Undergraduate Studies
Department of Economics
Louisiana State University
2308 Business Education Complex
Baton Rouge, LA 70803
Phone: (225) 578-3793
http://www.bus.lsu.edu/stahl/
Begin forwarded message:

From: Jean B McGuire <mcguire@lsu.edu>
Date: June 13, 2016 at 9:52:57 AM CDT
To: Richard G Stahl <abyssian@lsu.edu>, Rajesh P Narayanan <rnarayan@lsu.edu>, Ron Niedrich <niedrich@lsu.edu>
Cc: Robert J Newman <eonewm@lsu.edu>
Subject: RE: Need email from your Department - ITF Changes

I see no problems with these changes.

From: Richard G Stahl
Sent: Monday, June 13, 2016 8:04 AM
To: Rajesh P Narayanan; Jean B McGuire; Ron Niedrich
Cc: Robert J Newman
Subject: Need email from your Department - ITF Changes

Hello Jean, Rajesh, and Ron,

Since the Management Department are making changes to their courses, the Economics Department is being forced to make changes to our ITF program. These changes affect courses from your department that are required for the ITF major.

I have attached the proposed changes. What I need from each of you is a brief letter/email that your department has no problem with these changes.

Quick summary of what we are changing:

Current – Required courses included MGT 4420 and MKT 4443

Proposed – Take TWO of the following: FIN 3718, MGT 4430, MGT 4440, MGT 4450, and MKT 4443
Please let me know if you have any questions.

Thank you for your time.

Dr. Richard Stahl  
Marjory B. Ourso Center for Excellence in Teaching Professor  
Director of Undergraduate Studies  
Department of Economics  
Louisiana State University  
2308 Business Education Complex  
Baton Rouge, LA 70803  
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Louisiana State University  
2308 Business Education Complex  
Baton Rouge, LA 70803  
Phone: (225) 578-3793  
http://www.bus.lsu.edu/stahl/

Begin forwarded message:

From: Ron Niedrich <niedrich@lsu.edu>  
Date: June 13, 2016 at 10:04:48 AM CDT  
To: Richard G Stahl <abysscan@lsu.edu>, Rajesh P Narayanan <rnarayan@lsu.edu>, Jean B  
McGuire <mcguire@lsu.edu>  
Cc: Robert J Newman <eonewm@lsu.edu>  
Subject: Re: Need email from your Department - ITF Changes

Hi Richard:

I do not expect the proposed ITF change will adversely affect the Marketing Department.

Regards,

Ronald W. Niedrich, Ph.D.  
Professor and Chairman  
Department of Marketing  
E. J. Ourso College of Business  
Louisiana State University  
2100B Business Education Complex  
Baton Rouge, LA 70803  
(225) 578-9068 - phone  
niedrich@su.edu
Hello Jean, Rajesh, and Ron,

Since the Management Department are making changes to their courses, the Economics Department is being forced to make changes to our ITF program. These changes affect courses from your department that are required for the ITF major.

I have attached the proposed changes. What I need from each of you is a brief letter/email that your department has no problem with these changes.

Quick summary of what we are changing:

Current – Required courses included MGT 4420 and MKT 4443

Proposed – Take TWO of the following: FIN 3718, MGT 4430, MGT 4440, MGT 4450, and MKT 4443

Please let me know if you have any questions.

Thank you for your time.

Dr. Richard Stahl
Marjory B. Ourso Center for Excellence in Teaching Professor
Director of Undergraduate Studies
Department of Economics
Louisiana State University
2308 Business Education Complex
Baton Rouge, LA 70803
Phone: (225) 578-3793
http://www.bus.lsu.edu/stahl/
REQUEST FOR DROPPING A COURSE

Department | Management | College | Business
Date | March 17, 2016

COURSE DESCRIPTION

Rubric & No. | MGT 4420 | Title | Multinational Management
Semester Hours of Credit | 3 hours

NOTE: Affected departments must be notified in writing and with adequate time allowed for written response(s).
Responses must be included with this form.
Has this drop been discussed with and approved by all departments/colleges affected? Yes x No ___ N/A ___
This course is presently included or referenced in the following curriculum, minor, concentration, area of specialization, or
catalog chapter: Management major, General Management Concentration; International Trade and Finance Major
(If additional space is needed, please attach a separate piece of paper.)

Asian Studies Minor
Agricultural Business

Is this course a prerequisite or corequisite for any other courses?
(If answer to above is “yes”, please list courses by rubric and
course number. (If additional space is needed, please attach a
separate piece of paper.)

Rubric ____ | Course # ____ | Rubric ____ | Course # ____ | Rubric ____ | Course # ____ | Rubric ____ | Course # ____

Is this course on the general education list?
If yes, attach approval of drop from General
Education Committee

Yes ___ | No x

REASON FOR REQUEST TO DROP COURSE:
The Department of Management is creating a new concentration in International Management and the course Multinational Management (4420) is being
replaced with several course offerings which together provide broader and more in-depth examination of key topics in this area.

APPROVALS

Department Faculty Approval Date 2/26/16
College Faculty Approval Date 6/15/16

Department Chair Signature: ______________ (date)

Graduate Dean Signature: ____________________ (date)

College Contact: ____________________ E-mail: ____________________

College Dean Signature: ____________________ (date)

Chair, FS C&C Committee: ____________________ (date)

Academic Affairs Approval: ____________________ (date)
Request for Dropping of a Course

Justification for MGT 4420, Multinational Management

After a thorough review of management courses and curricula at peer institutions and consideration of trends in management education more broadly, the department faculty decided to create two new concentrations, one of which is International Management. Several new courses were created for the new curriculum to replace MGT 4420, Multinational Management, which had been the only international management course offered by the department. The new courses provide more in-depth coverage of topics that may have been covered in MGT 4420.
Dear Dr. Zanasi,

I am writing to inform you of curriculum changes in the Rucks Department of Management that will impact the Asian Studies program. Effective fall 2017, the department will no longer offer MGT 4420, Multinational Management. But it has proposed a new International Management concentration that will expand course offerings in this area. The new courses are:

**MGT 4430 Managing Across Cultures (3)**

*Prereq.:* open only to College of Business students or with permission of department. Introduction to the basic principles of cross-cultural management. Students will examine both the theory and practice of international management concepts across three modules: (1) foundations of global business, (2) the role of culture, and (3) international organizational behavior and human resource management.

**MGT 4440 International Strategic Management (3)**

*Prereq.:* open only to College of Business students or with permission of department. This course examines how businesses approach managing organizations in the global context, including the global integration of resources and capabilities and the level of national responsiveness to adapt to foreign market demands.

**MGT 4450 Global Corporate Social Responsibility (3)**

*Prereq.:* open only to College of Business students or with permission of department. Introduction to the concept of social responsibilities of organizations, the ways they can 'do well' by 'doing good.' Students examine some of the world's most pressing issues, such as environmental concerns, economic inequality, or social problems, and how organizations charter new business strategies in which social responsibility plays an important role.

The proposed curriculum changes are currently being reviewed by the Faculty Senate Courses and Curricula Committee. Please let me know if you have any questions.

Sincerely,

Timothy D. Chandler
William W. and Catherine M. Rucks Professor of Management
And Associate Dean, E. J. Ourso College of Business

P.S. final course descriptions may change
Thanks for the information.

Michael E. Salassi, Ph.D.
Department Head & Professor
Dept. of Agricultural Economics & Agribusiness
Louisiana State University Agricultural Center
101 Martin D. Woodin Hall
Baton Rouge, Louisiana 70803
Phone: (225) 578-2713  Fax: (225) 578-2716
Email: msalassi@agcenter.lsu.edu

From: Timothy D Chandler [mailto:mgchan@lsu.edu]
Sent: Thursday, September 15, 2016 8:57 AM
To: Salassi, Michael
Cc: Fannin, Matt
Subject: Curriculum Changes in Rucks Department of Management

Dear Professor Salassi,

I am writing to inform you of curriculum changes in the Rucks Department of Management that will impact the Agricultural Business program. Effective fall 2017, the department will no longer offer MGT 4420, Multinational Management. But it has proposed a new International Management concentration that will expand course offerings in this area. The new courses are:

MGT 4430 Managing Across Cultures (3)

Prereq.: open only to College of Business students or with permission of department. Introduction to the basic principles of cross-cultural management. Students will examine both the theory and practice of international management concepts across three modules: (1) foundations of global business, (2) the role of culture, and (3) international organizational behavior and human resource management.

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MGT 4450 Global Corporate Social Responsibility (3)
Prereq.: open only to College of Business students or with permission of department. Introduction to the concept of social responsibilities of organizations, the ways they can ‘do well’ by ‘doing good.’ Students examine some of the world’s most pressing issues, such as environmental concerns, economic inequality, or social problems, and how organizations charter new business strategies in which social responsibility plays an important role.

Also, MGT 3500, Introduction to Labor Relations is being re-numbered to MGT 4500; MGT 3320, Human Resource Management is being re-named Strategic Human Resource Management; and MGT 4620, Human Behavior in Organizations is being re-named Organizational Behavior.

The proposed curriculum changes are currently being reviewed by the Faculty Senate Courses and Curricula Committee. Please let me know if you have any questions.

Sincerely,

Timothy D. Chandler
William W. and Catherine M. Rucks Professor of Management
And Associate Dean, E. J. Ourso College of Business