New Course Request

Check Appropriate Boxes: Undergraduate credit [ ] Graduate credit [ ] Professional credit [ ]

1. School/Division: BUSE
2. Academic Subject Code: BUEA
3. Course Number: M560 (must be cleared with University Enrollment Services)
4. Instructor: KUNSHEK
5. Course Title: STRATEGIC MANAGEMENT

Recommended Abbreviation (Optional): [Limited to 32 Characters including spaces]

FALL/2011

6. First time this course is to be offered (Semester/Year):

7. Credit Hours: Fixed at 3 or Variable from [ ] to [ ]

8. Is this course to be graded S-F (only): Yes [X] No [ ]

9. Is variable title approval being requested? Yes [X] No [ ]

10. Course description (not to exceed 50 words) for Bulletin publication:
The course will cover long-term managerial decisions and actions applied to the organization's pursuit of a sustainable competitive advantage. Also, introduced are the concepts and processes underlying environmental scanning, strategy formulation, implementation, and control. Students will apply this knowledge in a case analysis that also addresses the roles of leadership and coordination in successful strategizing.

11. Lecture Contact Hours: Fixed at 45 or Variable from [ ] to [ ]

12. Non-Lecture Contact Hours: Fixed at [ ] or Variable from [ ] to [ ]

13. Estimated enrollment: 25 of which 100 percent are expected to be graduate students.

14. Frequency of offering: ANNUAL

15. Will this course be required for majors? YES

16. justification for new course: NEW MS MANAGEMENT PROGRAM

17. Are the necessary reading materials currently available in the appropriate library? YES

18. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

19. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

20. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be an overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature] Date: 03-07-2010
Department Chairman / Division Director

Approved by: [Signature] Date: 3/10/10
Dean

[Signature] Date: 10/15/10
Chancellor / Vice-President

University Enrollment Services

Also: School / Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.