

**Summer Graduate Program in Italy**  
Consortium of Universities for International Studies  
**Course Descriptions – Summer 2010**

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**SESSION I – May 16 – June 10, 2010**

**6M 238: Contemporary Topics in Marketing:  
Strategic Digital and Service Business Management (3 credits)**

*Professor Goutam Chakraborty, Oklahoma State University*

This course covers how businesses are using digital technologies to create new value propositions for their customers and workforce, to invent new methods of creating and capturing profits, and ultimately to pursue the true goal of strategic differentiation from their competitors. Students will also learn how to strategically manage a company in a fast-paced market where customers are demanding and competitors are working hard to take away your business. The course will broaden students' understanding of target market selection and positioning of brands in that market, value creation in product design, profitability analysis, and strategic management of resources in the context of a company trying to adopt digital options to craft a better business model.

**06T:246 Strategic Management of Technology and Innovation (3 credits)**

*Professor Kirk Karwan, Furman University*

Competitive success in modern industry is increasingly dependent on developing new technologies for products and processes and bringing them to market, the office, or the plant floor. While the astute manager is not necessarily familiar with all the scientific/technical details of the organization's R&D and production processes, s/he should be able to understand how innovation capabilities and technology can improve the organization's ability to survive and excel in its competitive arena. This course is an overview of the issues currently confronting global managers in virtually all industries. Topics include the innovation process, its role in corporate and national competitiveness, new product development and evaluation, process innovation, the tools of innovative organizations, intellectual property rights, and organizational issues. The various topics will be studied from a global perspective using a combination of lectures, cases that cover an array of industry types, discussions of readings, and classroom exercises.

**International Process Consulting (IPC) Program (6 credits)**

**06K:294 Rapid Continuous Improvement and  
06K:295 Field Studies in Operations Management**

*Featuring a Six Sigma Course and Consulting Combination, Team Taught*

International Process Consulting provides a unique, experiential learning opportunity including completing a consulting project for a local Italian company. Students will learn the methods for business and process improvement for both Kepner-Tregoe, Inc. (KT) and Six Sigma. The skills and certifications gained in these courses provide students with a unique set of tools applicable to businesses world-wide. The IPC program is offered during CIMBA's first summer session, and the costs, dates, housing arrangements, etc. are the same for regular students and IPC students. Please see the IPC supplement for more details of the course.

## **SESSION II – June 16 – 24, 2010**

### **06F:223 International Finance (3 credits)**

*Professor Erik Lie, University of Iowa*

Introduction to structure and functioning of global financial markets; currency market, international equity markets; use of derivatives in currency risk management for corporate and investment needs; corporate investment decisions in an international context. Prerequisite: Introductory Managerial Finance course (06N:225).

### **06J:205 Contemporary Topics in Management and Organizations: International Human Resource Management (3 credits)**

*Professor James Guthrie, University of Kansas*

As more and more firms operate "off-shore", the impact on various business functions becomes more apparent and important. This is particularly true of the human resource management (HRM) function. Core HRM activities in the domestic arena include staffing, performance management, training & development, compensation and labor relations. The primary objective of this course is to increase students' understanding of the impact of global conditions and internationalization on the management of human resources at home and abroad. As part of this, we will explore the impact of differences in factors such as culture, socio-politics, legal regulations, education and business customs/practices.

## **SESSION III – June 30 – July 8, 2010**

### **06M:235 International Marketing (3 credits)**

*Professor Wynd Harris, University of Connecticut*

Domestic versus international perspective; identification and evaluation of opportunities and risks in non-U.S. markets; research problems in global markets; effects of international organizations, foreign exchange, macroeconomic policies, local law, and cultural differences on consumer behavior and marketing decisions; multinational versus global marketing strategies (entry, product adaptation, channel logistics, pricing, and promotion); emphasis on practical applications.

### **06J:262 Leadership and Personal Development (3 credits)**

[Participation in the Leadership Initiative for Excellence program is recommended, although it is not required.]

*Ms. Virginia Wilson-Peters, University of Iowa and  
Owner, Integrity Integrated (Leadership Development Consulting)*

Major theories; determinants of leader effectiveness, personal and career success; practical development of leadership, managerial skills to enhance individual, organizational effectiveness.