

Below you will find a brief description of the courses that will be offered in
Italy for Summer 2009.

SESSION I

**6M 238: Contemporary Topics in Marketing:
Strategic Digital and Service Business Management
Professor Goutam Chakraborty, Oklahoma State University**

This course covers how businesses are using digital technologies and services 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. The attraction, retention, and building of strong customer relationships through quality service and judicious use of digital-technologies are the core issues covered in this course. Students will also learn how to strategically manage a service 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 service design, profitability analysis, and strategic management of resources in the context of a service company trying to adopt digital options to better satisfy its customers.

***06J:242 Managing and Preventing Conflict*
Professor Jay Christensen-Szalanski, University of Iowa and
Professor Lon Moeller, University of Iowa**

Skills for management of high-conflict situations in the workplace and for long-term business success and job satisfaction; experience developing mediation-based skills and communication techniques to prevent and resolve workplace conflicts.

***06K:294 Rapid Continuous Improvement and
06K:295 Field Studies in Operations Management
International Process Consulting (IPC) Program*
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

06T:246 Strategic Management of Technology and Innovation **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.

06J:256 Dynamics of Negotiations **Professor Neil Bucklew, West Virginia University**

Predictable aspects and dynamics of bargaining experiences; simulations and experiential exercises to foster skills needed for effective negotiations in almost any situation.

06J:262 Leadership and Personal Development **Professor Scott Seibert, University of Iowa**

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

06M:235 International Marketing – subject to demand **Professor Swinder Janda, Kansas State University**

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.