

Course Information

Date Submitted: 12/7/2012

Current Prefix and Number: MBA - Master of Business Admin, MBA 614 - STRAT INNOVATION &COMPETITIVE RIVALRY

Other Course:

Proposed Prefix and Number: MBA 614

What type of change is being proposed?

Major Change

Should this course be a UK Core Course? No

1. General Information

a. Submitted by the College of: College of Business and Economics

b. Department/Division: Business and Economics

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Harvie Wilkinson

Email: harvie.wilkinson@uky.edu

Phone: 257-1924

Responsible Faculty ID (if different from Contact)

Name: Steve Skinner

Email: steve.skinner@uky.edu

Phone: 257-1543

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: N/A

b. Full Title: STRATEGIC INNOVATION &COMPETITIVE RIVALRY

Proposed Title: Strategic Innovation, Competitive Rivalry &Global Strategy

c. Current Transcript Title: STRAT INNOVATION &COMPETITIVE RIVALRY

Proposed Transcript Title: Stra Innov, Comp Rvlry &Global Strategy

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 1

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: Graduate School Grade Scale

Proposed Grading System: PropGradingSys

g. Current number of credit hours: 1

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: An immersive course within new product development introducing students to the fundamental concepts, analytical tools and frameworks related to the challenges of strategic management of innovation and competitive rivalry. Open only to One Year MBA students.

Proposed Course Description for Bulletin: This course introduces students to the fundamental concepts, analytical tools, and framework related to the twin challenges of strategic management of innovation and competitive rivalry in the context of the global economy. As such, it serves as a complement to the study of new product development and supply chain management.

2j. Current Prerequisites, if any: Prereq: MBA 600 through MBA 609.

Proposed Prerequisites, if any:

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|MKT210|Steven J Skinner|College approval for ZCOURSE_CHANGE MBA 614|20121009

SIGNATURE|ZNNIKO0|Roshan N Nikou|Graduate Council approval for ZCOURSE_CHANGE MBA 614|20121029

SIGNATURE|MKT210|Steven J Skinner|Approval resent to college for ZCOURSE_CHANGE MBA 614|20121113

SIGNATURE|ZNNIKO0|Roshan N Nikou|Graduate Council approval for ZCOURSE_CHANGE MBA 614|20121120