



College Document # \_\_\_\_\_

UCC Document # \_\_\_\_\_

Date Received \_\_\_\_\_

**CATALOG YEAR 2006-2007**

**(Please use separate form for each add/change)**

COLLEGE/SCHOOL : College of Business Administration

Current Catalog Page(s) Affected \_\_\_\_\_

**Course:** Add: X Delete: \_\_\_\_\_ Change: \_\_\_\_\_  
(check all that apply) Number MGT 6335 Title Seminar in Industry and Competitive Analysis  
SCH 3 Description X Prerequisite Consent of the instructor and the Graduate Advisor

If new, provide Course Prefix, Number, Title, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

**MGT 6335: Seminar in Industry and Competitive Analysis**

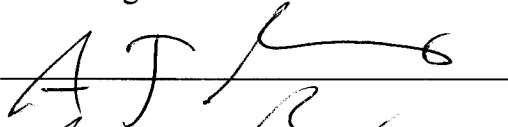
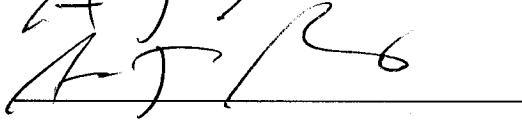
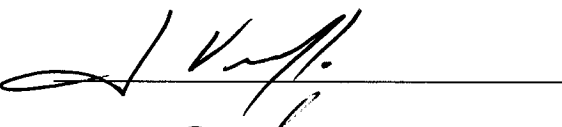
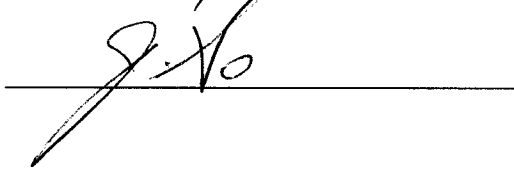
This course involves a rigorous assessment of major theoretical perspectives in industry, with particular emphasis on the nature and role of the competitive environment of organizations. Emphasis will be on relating theory to empirical results. The course will examine conceptualization and operationalization of central constructs, identify conceptual and methodological limitations of existing research, and interpret, integrate, and extend prior theory and research.

**Program:** Add: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed Program of Study description and 4-year plan. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

**Minor:** Add: \_\_\_\_\_ Delete: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed minor. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

**Faculty:** Add: \_\_\_\_\_ Delete: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed faculty entry. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

**College Introductory Pages:** Add information: \_\_\_\_\_ Change information: \_\_\_\_\_ Attach new/changed information. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

Approvals:	Signature	Date
Chair Department Curriculum Committee		<u>9/16/05</u>
Chair Department		<u>9/16/05</u>
Chair College Curriculum Committee		<u>9/14/05</u>
Dean		<u>9/16/05</u>

## **MGT 6335 Seminar in Industry and Competitive Analysis**

### **Credit:**

Three semester hours

### **Course Description:**

This course involves a rigorous assessment of major theoretical perspectives in industry, with particular emphasis on the nature and role of the competitive environment of organizations. Emphasis will be on relating theory to empirical results. The course will examine conceptualization and operationalization of central constructs, identify conceptual and methodological limitations of existing research, and interpret, integrate, and extend prior theory and research.

### **Prerequisites:**

Consent of the instructor and the Graduate Advisor

### **Student Learning Outcomes:**

- Student will appraise and synthesize current state of theory in Industry and Competitive Analysis, integrating findings into seminar research projects.
- Students will defend research results in class and prepare reports suitable for professional academic presentations or refereed publications.

### **Seminar Topics:**

- Economic theories of competitiveness
- Organizational ecology, resource dependence, and institutional theories
- Behavioralist and managerial theories
- Psychology (decision making), and mathematics (chaos theory, game theory)

- The strategic management paradigms (positioning school, learning school, planning school, cognitive school, entrepreneurial school, political school, cultural school, design school)
- Contingency theory
- Typologies and taxonomies: strategies as configurations, archetypes, and gestalts
- Strategy and environment in neoclassical and industrial organization economics
- Extensions to resource-based theories of the firm
- Resource-based theory of competitive advantage
- The effects of market orientation and information technology on performance
- Environmental dynamism, complexity, and munificence
- Emerging concepts in firm strategy
- Learning organizations and knowledge management
- Entrepreneurial orientation