New Course Request

1. School/Division  Business & Economics
2. Academic Subject Code  BUS-Z
3. Course Number 404 (must be cleared with University Enrollment Services)
4. Instructor  Dr. Larry Phillips
5. Course Title  Effective Negotiations

6. First time this course is to be offered (Semester/Year):  Fall 2004
7. Credit Hours: Fixed at 3 or Variable from to
8. Is this course to be graded S-F (only)? Yes  No X
9. Is variable title approval being requested? Yes  No X
10. Course description (not to exceed 50 words) for Bulletin publication: This course covers collective bargaining as a broad construct which includes labor history and labor legislation, employee relations, employment involvement, work rules, discipline and complaint resolution, union organizing, unfair labor practices, negotiating strategies and practices, strikes, lockouts and boycotts.

11. Lecture Contact Hours: Fixed at 40 or Variable from to
12. Non-Lecture Contact Hours: Fixed at 0 or Variable from to
13. Estimated enrollment: 20 of which 0 percent are expected to be graduate students.
14. Frequency of scheduling: once/year  Will this course be required for majors? Yes
15. Justification for new course: increases breadth and depth of the concentration.
16. Are the necessary reading materials currently available in the appropriate library? Yes
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials. See attached.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant. None
19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be 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. None

Submitted by:  
Department Chairman/Division Director  
Date 3/6/04

Approved by:  
Dean  
Date 3/6/04

Dean of Graduate School (when required)  
Date

Chancellor/Vice-President  
Date

University Enrollment Services  
Date
Z404 Outline

- Foundations
  - Contemporary Labor Relations: Objectives, Practice, and Challenges
  - Labor Unions: Good or Bad
  - Labor Relations Outcomes: Individuals and the Environment
- The U.S. New Deal Industrial Relations System
  - Historical Development
  - Labor Law
  - Labor and Management: Strategies, Structures, and Rights
  - Union Organizing
  - Bargaining
  - Impasse, Strikes, and Dispute Resolution
  - Contract Clauses and Their Administration
- Issues for the 21st Century
  - Flexibility and Employee Involvement
  - Globalization
  - Comparative Labor Relations
  - What Should Labor Relations Do?
environment. Investigates such issues as economic competition, discriminatory practices, manipulation of power, environmental conservation, and organizational cultures.

J490 Independent Study in Policy (1-3 cr.)
P: Consent of department chairperson and of instructor. Supervised individual study and research in student's special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.

W211 Contemporary Entrepreneurship (3 cr.)
Survey course designed to enable students to explore the vast opportunities of entrepreneurship. Multidisciplinary approach that examines the macro- and microconditions that encourage entrepreneurship. Course objectives are (1) to learn the basic concepts of entrepreneurship; (2) to understand the human side of entrepreneurship; and (3) to encourage entrepreneurial thinking by the student and enable the student to evaluate the personal prospects for entrepreneurship.

W220 Introduction to the Nonprofit Corporation (3 cr.)
Introduces students to the not-for-profit sector and provides them with a quality volunteer experience. Students participate in a complete volunteer experience (careful placement, orientation, reflection/3 hours per week/12 weeks). Students gain an understanding of the not-for-profit sector as distinct from for-profit and governmental organizations. Course uses reading, writing, discussion, and lecture, as well as many guest speakers.

W300 Small Business Management (3 cr.)
P: A200. Note: This course is open only to non-business majors. No credit will be given to students currently or subsequently admitted to the Kelley School of Business. This course provides an exploration into the fundamentals of effective small business management. We cover various diverse activities as management, marketing, finance, and operations. Topics such as growth, advertising, financial analysis, budgeting, purchasing, inventory management, and financial control are also covered. We will also look at some of the special issues facing small business owners and managers: technology, crime, risk management, family-business, ethics, and the global market place.

J404 Effective Negotiations (3 cr.)
P: Z302. Exposure to the concepts of negotiations in both the personal and international environments, including negotiation strategies and tactics, influence, third-party intervention, audience effects, nonverbal communication, and ethical and cultural aspects. Case studies, simulations, and guest speakers will be used throughout the course.

Z440 Personnel-Human Resource Management (3 cr.)
P: Z302. The role of human resource development and utilization in American society and organizations; government programs and policies, labor force statistics, organizational personnel departments, personnel planning, forecasting, selection, training, development, and integration of organization and government human resources programs.

Z442 Leading and Motivating Individuals and Teams (3 cr.)
P: Z302. Improves manager's ability to motivate employees to work on behalf of the company by examining what motivates people to work (focusing on compensation) and how to direct individuals and teams toward a desired goal.

Z443 Developing Employee Skills (3 cr.)
Knowledge, skills, and abilities among job applicants or current employees. Students will learn how to identify individuals who currently possess the knowledge, skills, and abilities (KSAs) required to be effective members of contemporary organizations and how to identify specific training needs and formulate implementation strategies designed to address observed KSA deficiencies.

Z490 Independent Study in Business Administration (1-3 cr.)
P: Consent of department chairperson and of instructor. Supervised individual study and research in student's special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Written report required. Grade of A, B, or C assigned by faculty.

INTERNATIONAL STUDIES (Second Concentration area)
D301 The International Business Environment (3 cr.)
P: Junior standing. The national and international environmental aspects of international business. Examines the cultural, political, economic, systemic, legal, regulatory, trade, and financial environments and how they affect the international activities of firms in the United States and in selected other countries.

D302 International Business: Operations of International Enterprises (3 cr.)
P: D301. The administration of international aspects of business organizations through an examination of their policy formulation, forms of operations, methods of organization and control, and functional adjustments.

D490 Independent Study in International Business (1-3 cr.)
P: Consent of department chairperson and of instructor. Supervised individual study and research in student's special field of interest. The student will propose the investigation desired and, in conjunction with the instructor, develop the scope of work to be completed. Comprehensive written report required.

D496 Foreign Study in Business (2-6 cr.)
P: Senior standing and consent of instructor. Work in, or visits to, business firms; discussions with business executives and government officials. Prior background reading, orientation work, and approval of project required. Two credit hours for each three weeks of foreign residence.

Marketing
M300 Introduction to Marketing (3 cr.)
P: A200 or A201/A202. Offered for students with exceptional minor in business who may be majoring in apparel merchandising and interior design. Survey of marketing communications, services, distribution channels, and consumer behavior.

M301 Introduction to Marketing (3 cr.)
P: Consent of F311, C311, X204, K201, X201, A100, A201, A202, L201, E201, E202, E370, M118, M119, and X220 (all with a grade of C or better). Part of the integrative core, along with F301, J301, and P301. Marketing planning and decision making examined from firm and consumer points of view. Topics include the marketing concept, marketing strategy and planning, the implementation of marketing strategy, the sale of goods and services, and the role that price, product, promotion, and distribution play in marketing strategy and implementation.

M303 Marketing Research (3 cr.)
P: M301 and P: M342-344 for Kelley School of Business students; P: M300 and either ECON E370 or PSY or MAT-111 or 112 for non-business students. Focuses on the role of research in marketing decision making. Topics include defining research objectives, gathering and analyzing marketing information, exploratory research methods, survey research design, experimental design, and data analysis.

M304 Introduction to Marketing
Management: Honors (3 cr.)
P: W131, C121, X204, K201, X201, A100, A201, A202, L201, E201, E202, E370, M118, M119, and X220 (all with a grade of C or better), and admission to the business honors program. Part of the honors integrative core, along with F304, J304, and P304. Examines the marketing concept, strategic planning, marketing research, and information systems. Covers consumer and organizational buying behavior, forecasting sales, and market segmentation and position. Also focuses on new product development process, product lines and brands, pricing strategies, distribution channels, advertising, personal selling, and organizing, evaluating, and controlling marketing.

M340 Effective Marketing Communications (1.5 cr.)
P: M301; C: M341; restricted to students in the marketing concentration. Develops communication skills necessary for marketing careers. Topics include producing effective marketing reports; basics of layout, design, use of color, layout, design, and data; techniques for effective speaking, persuasion, and listening; presentation graphics; and multimedia software.

* Students must be declared marketing majors or non-business students.