

CBM003 ADD/CHANGE FORM

APPROVED OCT 20 2010

Undergraduate Council
 New Course Course Change
 Core Category: _____ Effective Fall 2011

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall 2011

RECEIVED SEP 17 2010

- Department: MANA College: BUS
- Faculty Contact Person: Teri Longacre Telephone: x34669 Email: elkins@uh.edu
- Course Information on New/Revised course:
 - Instructional Area / Course Number / Long Course Title:
MANA / 4385 / Introduction to Strategic Management
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
MANA / 4385 / INTRO TO STRATEGIC MGT
 - SCH: 3.00 Level: SR CIP Code: 52020100 16 Lect Hrs: 3 Lab Hrs: 0
- Justification for adding/changing course: To more accurately reflect course content/level (title change)
- Was the proposed/revised course previously offered as a special topics course? Yes No
 If Yes, please complete:
 - Instructional Area / Course Number / Long Course Title:
____ / ____ / _____
 - Course ID: _____ Effective Date (currently active row): _____
- Authorized Degree Program(s): BBA
 - Does this course affect major/minor requirements in the College/Department? Yes No
 - Does this course affect major/minor requirements in other Colleges/Departments? Yes No
 - Can the course be repeated for credit? Yes No (if yes, include in course description)
- Grade Option: Letter (A, B, C ...) Instruction Type: lecture ONLY (Note: Lect/Lab info. must match item 3, above.)
- If this form involves a change to an existing course, please obtain the following information from the course inventory: Instructional Area / Course Number / Long Course Title
MANA / 4385 / Industry and Competitive Analysis
 - Course ID: 30730 Effective Date (currently active row): 82000
- Proposed Catalog Description: (If there are no prerequisites, type in "none".)
 Cr: 3. (3-0). Prerequisites: junior standing and MANA 3335 ~~or equivalent~~ and ECON 2304.
 Description (30 words max.): Developing and understanding strategies for competing in various types of industry structures. Examination of corporate decisions by analysis of such issues as industry evolution, competitor profiles, and entry/exit barriers.

10. Dean's Signature: _____ Date: 9/10/10

Print/Type Name: Latha Ramchand, Associate Dean, C.T. Bauer College of Business

ORIGINAL