Darla Moore School of Business Additional Elective Offerings for International MBA and one-year MBA Programs

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Course Descriptions

- **ECON589 - Topics in Economics:** Competitiveness and Sustainable Development: The University of South Carolina’s Moore School of Business has joined with Harvard Business School Professor Michael Porter to offer this unique business and economic development course. Professor Woodward attended training seminars with Professor Porter and has fine-tuned the course to the needs of the Moore School program. The course will emphasize Carolina competitiveness, but include many cases from around the world. Essentially, the course will explore the determinants of economic prosperity—stressing the role of industry clusters and innovation. In this microeconomic theory advanced by Porter, firm strategies act as prime movers in economic development. Above all, the course intends to stimulate new thinking about how to increase living standards and improve economic competitiveness.

- **ECON705 - Economic Development:** Why do countries grow, and how do they change as they grow? These questions have occupied thinkers for centuries. The purpose of this course is to acquaint the student with the basic elements of the theory of growth and development, and to provide a survey of the recent empirical research in this area. The learning objectives are these:

  - The student will be able to analyze questions concerning economic growth theory.
  - The student will be able to use empirical methods to distinguish between competing growth theories.
  - The student will be able to discuss the basic literature of economic growth and development.

- **IBUS708 - Doing Business Under a Foreign Legal System:** This course aims to equip students with the knowledge and skills needed to operate effectively and avoid unexpected losses when doing business under a foreign legal system. It will foster instincts for identifying where the rules of the road are likely to be different from US practice and will suggest approaches for accomplishing business objectives in an unfamiliar legal environment. The course should also lead to an increased awareness of unarticulated assumptions in US practice. The course uses the body of business law that has developed in the successor states of the former Soviet Union as its principal case study because that law presents a particularly broad sample of the issues that can arise in foreign jurisdictions generally. The course will also examine materials from the legal systems of other non-US jurisdictions.
• **IBUS709 - Global Intellectual Property Strategy & Management:** Intangible assets represent 65% - 82% of the S&P 500 (depending on the analysis). The legal protection of an organization’s intellectual assets to create intellectual property (IP) is a key element of any strategic plan. Too often, business managers relegate IP strategy and management to creative personnel and legal staff, ignoring a critical opportunity to create strong competitive advantages and optimize the management of their resources and returns on their investments. This is not a law course. However, it will briefly outline the legal framework for IP in the US and major industrial countries as a basis for strategic management of an enterprise. It will also cover IP valuation methodologies and negotiations, international IP prosecution and litigation strategy, defining and managing cooperative arrangements such as joint ventures, partnering/licensing agreements, or manufacturing in different countries.

• **IBUS710 - Global Stakeholder Management:** At the nexus of business and strategy is the management of political and social uncertainty orchestrated by stakeholders (those social, political and economic actors who have a stake in the firm’s operations including nongovernmental organizations, governments, multilateral agencies, legal practitioners, environmentalists, development specialists, and local communities). Successful managers of multinational firms require the art and skill to understand not only who these stakeholders are, but also how to favorably influence these stakeholders to create win-win situations for both the firm and these stakeholders. This course surveys the managerial, political economic, sociological and psychological foundations of global stakeholder management and engagement through lectures of extant theory and case study examples of successful and failed stakeholder management strategies in various industries and multiple countries. Participants will explore the foundations of conflict between external stakeholders and investors/operators as well as the best practice tools and frameworks for engaging stakeholders.

• **IBUS 711 - Global Valuation:** Emphasizes valuation of corporations, particularly in an international context. Also covers many of the distinctive challenges faced by international businesses such as managing exchange rate risk, quantifying political risk, and navigating an array of different tax regimes. Extends many of the skills learned in FINA 761 and is considered as part of the finance specialization. The course utilizes a mix of case study and lecture-based instruction.
• **IBUS731 - Global Competitive Analysis:** This is an advanced international strategy course. The course focuses on the competitive strategy of the firm and places you in a role of a key decision maker within the firm or an advisor to key firm decision makers about how to maintain a sustainable competitive advantage. The objective is to provide you with a toolbox of concepts and components to strategic management that will allow you to integrate and use your knowledge from all management courses as well as your previous work and life experience. The course will also challenge your skills for oral presentation and written communication skills, especially the capability to summarize lots of information into actionable issues that need to be addressed.

• **IBUS734* - International Negotiations:** Managerial activity often involves bargaining, negotiation, and settling of disputes. Effective negotiation can improve outcomes for everyone involved. Ineffective negotiation, in contrast, usually leads to poor outcomes for those who negotiate poorly, to poor outcomes for others, and sometimes result in failures to agree even when agreement is possible. This course is designed to improve overall negotiation skills to reach beneficial outcomes in international contexts.

  *This is a course in the Masters of International Business Program that is also open to MBA students, given availability.*

• **MGMT774 - Social Responsibility and Stakeholder Management:** This course examines the dynamic relations between companies, the government and society from an ethics perspective. We review the sources of Western ethical thinking, from Socrates to John Rawls. We review the sources of Western ethical thinking, from Socrates to John Rawls. We study current ethical behavior trends in the U.S., from parenting, grade school, high school, college through employment. We discuss the major theories that attempt to explain these behavior trends

• **MGMT777 - Innovation and New Venture Analysis:** Examines the principles, tools, and techniques necessary to conceptualize and initiate a new business entity. **Prerequisites:** MKTG 751 (FINA 760 is a prerequisite or co-requisite) or equivalent MBA/IMBA core courses.

• **MGMT778 - Small Business:** This course examines the problems involved in the organization and management of a small business, with an emphasis on entrepreneurship. Course materials and discussions will cover recognizing and creating opportunity, developing a business model, industry and market analysis, strategy development, organizational structure and business forms, sales and marketing, operations, finance, the business plan, and the overall growth, development, and exit of a small business. Special topics include founding a small business, acquiring an existing business, franchises, and family businesses.
• **MBAD 701 - Business Simulation & Case Competition:** This class is designed to develop and enhance the skills required to analyze a business challenge and develop realistic options for the situation. Emphasis will be placed on differentiating between options a company or individual would like to pursue and those options that can be pursued based on the time, resources, and skills available. Students will learn how to apply specific business models to situations and to develop presentations to convey findings to the management team of a company. Students will enhance presentation skills that can be used in both case competitions and case based interviews. Class participants will be given the opportunity to compete to be part of teams that represent the Moore School of Business in case competitions.

• **BADM 790 - Special Topics in Learning from Leaders:** This course focuses on today’s most relevant and vital business issues. Using a “speakers’ series” format, this course will give you access and visibility to notable business executives from some of the biggest and most well-known companies across the globe.