CBM003 ADD/CHANGE FORM

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

or

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

1. Department: MANA College: BUS

2. Faculty Contact Person: Teri Longaere Telephone: x34669 Email: elkins@uh.edu

3. 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

4. Justification for adding/Changing course: To more accurately reflect course content/level

5. 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): _____

6. 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)

7. Grade Option: Letter (A, B, C, ... ) Instruction Type: lecture ONLY (Note: Lect/Lab info. must match item 3, above.)

8. 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

9. 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

- Created on 9/9/2010 11:08:00 AM -

ORIGINAL