

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE  
FACULTY SENATE

Senate Document Number 2817S  
Date of Senate Approval 03/02/17

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Statement of Faculty Senate Action:

**APC Document 25 (MGMT): Add new elective courses: MGMT 324 Advanced Topics in Human Resource Management, MGMT 405 Advanced Topics in Global Business;  
Change title and descriptions for MGMT 343;  
Delete MGMT 403, replacing with MGMT 407**

**Effective Date: Fall 2017**

**1. Add: On page 218, new course, MGMT 324, Advanced Topics in Human Resource Management:**

**324 Advanced Topics in Human Resource Management (2)**

Emphasizes specialized topics in the study and practice of contemporary human resource management. Course content may include talent management in global settings, labor contracts, mergers and acquisitions, recruiting and hiring assessment, public personnel administration in the context of civil service reforms, and practitioner credentialing options in the human resource profession. Prerequisite: MGMT 323. See department chair.

**Resource Statement:** This new course will offer students access to more in-depth content otherwise absent from the curriculum. Given that this is an elective among a number of courses students may choose as part of the Emphasis Area in Human Resource Management (HRM), we have the flexibility to offer it when there is sufficient demand, and available faculty to teach the course. In regard to the former, the course content is of interest to less than a quarter of our majors, so we anticipate sufficient demand to offer it on occasion. With respect to the latter, we have two FTE faculty with expertise in this area, which affords additional flexibility. Since this will be offered on a rotational and as-needed basis, there will be no need for additional faculty lines or adjuncts beyond those currently in place due to faculty reassigned time.

**Rationale:** The addition of this advanced topics course into the rotation of electives for the Emphasis Area in Human Resource Management is a response to concerns by students and faculty alike. The reduction from 3- to 2-credits in MGMT 323 during the 2014-2015 curriculum revision meant that some content would need to be positioned elsewhere in the curriculum. While we did infuse more ethics content and additional focus on human resource topics in MGMT 230 and MGMT 300, this new elective course would give needed attention to more specialized, in-depth coverage so those students wishing to further explore human resource management may do so. This will enhance their understanding of theory and best practices as applied in the field.

**2. Add:** On page 219, new course, **MGMT 405, Advanced Topics in Global Business:**

**405 Advanced Topics in Global Business (2)**

Examines topics such as multinational foreign expansion strategies, strategic alliances, operating in emerging markets and developing economies, and designing effective organizational structures for multinational operations. Students will explore the global strategy decisions of multinational corporations using current global topics and lessons from contemporary case studies. Prerequisite: MGMT 398. See department chair.

**Resource Statement:** The addition of this elective course in the Global Business Emphasis Area will provide additional content for students. Given that this is an elective among a number of courses students may choose as part of this emphasis area, we have the flexibility to offer it when there is sufficient demand and available faculty to teach the course. With amplified demand for study abroad (we've experienced more than a two-fold increase in student participation in semester-long or faculty led study abroad programs), along with strong student interest in this content, we are confident that there will be sufficient enrollment when this course is offered. Additionally, we have an FTE faculty member with content expertise and availability, given the flexibility of our curriculum, to offer this on rotation. There will be no need for additional faculty lines or adjuncts beyond those currently in place.

**Rationale:** Given our Department's strategic priority to teach global perspectives across the curriculum, we are intentionally designing this elective course so students have additional exposure to this content. This new course will also allow for more in-depth coverage of the material as part of a continuation of content covered in MGMT 398, a core course required of all management majors.

**3. Delete:** On page 218, course title and description for **MGMT 343, Sport Management:**

**343 Sport Management (2)**

An introduction to the scope of sport enterprise including how business is involved in sport, and an overall evaluation of sport management as a profession. This course provides detailed overview of sport industries and its management and business practices. Students will study organizational theory and design, human resources, decision making, policy development, planning, and governance in the context of sport organizations. Prerequisites: MGMT 230, 250. See department chair.

**Add:** On page 218, in place of deleted entry in MGMT 343:

**343 Sport Marketing (2)**

An introduction to the scope of sport marketing, including how business is involved in sport, and an overall evaluation of sport marketing as a profession. This course provides a detailed overview of the sports industry and its marketing and promotional practices. Students will study the four P's of marketing (product, price, place and promotion) in the context of sport organizations. Prerequisite: MGMT 250. See department chair.

**Resource Statement:** The name and description are changing, and the course will be added to the list of Marketing Emphasis Area elective options, which is the most in-demand areas of study among management majors. This, like other department electives, will be offered on a rotational basis pending faculty availability. We anticipate that this will be offered once every two years, but again it will largely depend on faculty resources and student demand. Given our current faculty composition in the marketing area, and the demand MGMT 343 in past semesters, we anticipate this to be a regular elective offering. There will be no need for additional faculty lines or adjuncts beyond those currently in place.

**Rationale:** Changing the name and course description of MGMT 343 is a response to the changing faculty composition and the course content currently delivered. Our marketing faculty have regularly taught this course in the past, so the lens by which the course was designed and the associated content has been intentionally marketing focused. Rather than offering a generalized sport management course, faculty believe the marketing aspects of the sport context is of more interest to our students and will provide an option for students interested in marketing inside and outside the major including Economics (those who enrolled in or plan to enroll in ECON 230 Sports and Economics) and Health and Wellness majors. Additionally, retaining the core Marketing Principles course (MGMT 250) as a prerequisite will ensure students have sufficient knowledge and skill to learn more about this unique organizational context.

**4. Delete:** On page 219, course number, title and description for **MGMT 403, Global Finance and Marketing:**

**403 Global Finance and Marketing (2)**

Provides an in-depth look at global management by focusing on topics related to international finance, international trade, and international marketing. Students will explore topics related to international trade theory and finance, the international monetary system, and managing foreign exchange risk. International marketing topics such as international marketing channels, international advertising, and international pricing will help students explore the benefits, risks, and complexities of marketing abroad. Prerequisite: MGMT 250, 398. Spring.

**Add:** On page 219, in place of deleted entry, new course **MGMT 407:**

**407 Global Finance (2)**

Provides an in-depth look at the global financial markets from the perspective of both the multinational corporation and the individual investor. Topics related to the multinational corporation include global capital budgeting, raising debt and equity globally, and global tax and working capital management. The course further examines the perspective of the international investor through topics such as international investment portfolio management and diversification. Prerequisite: MGMT 398; ECON 306. Spring.

**Resource Statement:** There will be no adverse resource impacts with this change. While students in the Marketing Emphasis Area will no longer have MGMT 403 listed as an optional elective, students in Finance Emphasis Area will see this additional option, which will be beneficial as there are limited electives in this area of study. Given the number of marketing electives currently in the curriculum, we do not envision hardship for these students. Since this will remain as a spring semester offering as part of our current faculty distribution plan, no additional faculty lines or adjuncts beyond those currently in place will be necessary.

**Rationale:** The proposal to rename and redefine MGMT 407 is based on three important factors, including:

- (1) As part of the curriculum changes in 2014-2015 AY, we originally consolidated content in international marketing and global finance with the intention of giving initial exposure to upper-level content. However, after the course was offered in spring 2016, feedback from students and faculty suggested that each topic was not covered with sufficient time or content breadth and depth. While there is definite interest in this area of study among finance and global business emphasis area students, the students enrolled in the spring 2016 semester would have preferred to be exposed to more global finance content. Therefore, we propose to change the course title and description so that students are clearly aware that the intention will be to cover global finance instead of international marketing.

- (2) We do not anticipate tremendous content overlap between ECON 350 and the revised MGMT 407, and will still encourage our students to enroll in ECON 350 (International Trade and Finance) as an elective option in the Finance and Global Business Emphasis Areas. The former provides more of a focus on trade theory and “trade” finance. In contrast, MGMT 407 uniquely covers more global corporate financing and how to source capital globally (i.e., how to issue global corporate bonds and stocks). Additionally, ECON 350 is not currently offered as frequently as MGMT 407 so this would give MGMT students further flexibility. Furthermore, we are proposing ECON 306 as prerequisite for MGMT 407 given the content exposure in preparation for MGMT 407. Since ECON 306 is already required for management majors, this does not add any additional credit hours to a student’s load.
- (3) Lastly, when our new marketing faculty colleague joins us in fall 2017 we will invite that colleague into a discussion about international marketing content. Such topics are currently covered to varying degrees in the required core marketing course (MGMT 250), the required core course in Global Business (MGMT 398), and in the marketing strategy elective (MGMT 458), but we will be open to examine whether or not a stand-alone elective may be reintroduced into the curriculum. Much will depend on department priorities around other important electives such as digital marketing and marketing analytics that we plan to propose in future academic years.