

862. Customer and Competitor Analysis
Spring. 1.5(1.5-0)

P: PIM 861. R: Open only to MBA students in the Program in Integrative Management.

Assessment of consumer and organizational buying behavior processes and competitive environments. Competitive strategies and customers' needs, wants, motivations, and behaviors throughout the value-added chain. Application of course concepts to work environment.

870. Materials and Logistics Management
Fall. 1.5(1.5-0)

R: Open only to MBA students in the Program in Integrative Management.

Development of strategies within the supply chain. Interrelationships among purchasing, manufacturing, operations, and logistics management to enhance economic competitiveness. Application of course concepts to work environment.

871. Change and Innovation
Summer. 4.5(3.6-1.8)

R: Open only to MBA students in the Program in Integrative Management.

Analytic, decision making, and planning concepts and tools for development of new innovative products and services. Management of technology within changing processes and global environments.

872. Strategy in a Global Environment
Fall. 6(6-0)

R: Open only to MBA students in the Program in Integrative Management.

Strategies and operations within the firm's global political, economic, cultural, and competitive environment. Identifying, evaluating, and assessing business environments. Managing integrated operations to achieve and maintain competitive advantage. Application of course concepts to work environment.

873. Cross-Functional Management Issues
Fall, Spring, Summer. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course.

R: Open only to MBA students in the Program in Integrative Management.

A cross-functional analysis of a topic in business such as total quality management, quality of work life, global management, or impacts of new manufacturing.

887. Describing the Healthcare Industry
Spring. 3(3-0)

R: Open only to MBA students in the Program in Integrative Management.

The healthcare industry's unique economics, legal aspects, industry structure, market forces, and management challenges. Evolving concepts of products and quality. Social vs market forces. Managing organizations constituted of diverse, often competing, often quasi-autonomous stakeholder groups.

888. Change and Innovation in the Healthcare Industry
Summer. 3(3-0)

R: Open only to MBA students in the Program in Integrative Management.

Current forces driving change in the healthcare industry: economic, social, regulatory, and competitive. Predicting change and impacts on the industry. "Managed care" as a generic market restructuring strategy. Roles of technology and systems innovation in the industry.

889. Strategic Positioning in the Healthcare Industry
Fall. 3(3-0)

R: Open only to MBA students in the Program in Integrative Management.

Charting a firm's future in the healthcare industry. Finding and implementing the firm's fit with the market. Gaining competitive advantage in the industry. The scope of the firm's market. The roles of alliances and acquisitions.

**INTEGRATIVE STUDIES IN
ARTS AND HUMANITIES IAH**

College of Arts and Letters

201. United States and the World (D)
Fall, Spring. 4(4-0)

R: Designated score on English placement test or completion of a Tier I writing course. Concurrent registration in writing tutorial required for students receiving 1.0 or 1.5 in Tier I writing course.

Major issues in development of US society and culture, presented in international and comparative context. Influences from native Americans, Europeans, Africans, and Asians. Organized historically, with thematic emphasis on literature and the arts.

211A. Area Studies and Multicultural Civilizations: Africa (I)
Spring. 4(4-0)

P: IAH 201.

Arts and humanities of Africa: literature, art, music, religion and philosophy presented in historical context. Selected regions, cultures, and themes. Variable by term.

211B. Area Studies and Multicultural Civilizations: Asia (I)
Fall, Spring. 4(4-0)

P: IAH 201.

Arts and humanities of Asia: literature, visual arts, music, religion and philosophy presented in historical context. Selected regions, cultures, and themes. Variable by term.

211C. Area Studies and Multicultural Civilizations: The Americas (D)
Fall, Spring. 4(4-0)

P: IAH 201.

Arts and humanities of the Americas: literature, visual arts, music, religion and philosophy presented in historical context. Selected regions, cultures, and themes. Variable by term.

211D. Area Studies and Multicultural Civilizations: The Middle East (I)
Fall. 4(4-0)

P: IAH 201.

Arts and humanities of the Middle East: literature, visual arts, music, religion and philosophy presented in historical context. Themes variable by term.

221A. Great Ages: The Ancient World (I)
Fall, Spring. 4(4-0)

P: IAH 201.

Arts and humanities of the ancient world examined through the frame of urban and intellectual life. Literature, visual arts, music, religion and philosophy presented in historical context. Selected regions and themes, variable by term.

221B. Great Ages: The European Renaissance
Fall of odd-numbered years. 4(4-0)

P: IAH 201.

Arts and humanities of Renaissance Europe: literature, visual arts, music, religion and philosophy presented in historical context. Selected themes, variable by term.

221C. Great Ages: The Modern World (I)
Fall, Spring. 4(4-0)

P: IAH 201.

Arts and humanities of the modern world, examined through the frame of urban and intellectual life. Literature, visual arts, music, religion and philosophy presented in historical context. Selected regions and themes. Variable by term.

231A. Themes and Issues: Human Values and the Arts and Humanities

Fall, Spring. 4(4-0)

P: IAH 201.

Values of individualism, responsibility, love, community, and rationality. Students are introduced to diverse methods and materials from the arts and humanities.

231B. Themes and Issues: Moral Issues and the Arts and Humanities

Fall, Spring. 4(4-0)

P: IAH 201.

Human conflict and moral dilemmas, addressed through diverse methods and materials from the arts and humanities.

231C. Themes and Issues: Roles of Language in Society (D)

Fall, Spring. 4(4-0)

P: IAH 201.

Language as the medium of culture in various societies. Power and social identity as manifested through language. Students are introduced to diverse methods and materials from the arts and humanities.

241A. Creative Arts and Humanities: Music and Society in the Modern World (D)
Fall of even-numbered years. 4(4-0)

P: IAH 201.

The arts and humanities of the modern world through the prism of music. Music traditions and methodologies in their historic context. Relationship of music creativity to societies in which it has been produced.

241B. Creative Arts and Humanities: Philosophy in Literature
Spring. 4(4-0)

P: IAH 201.

Philosophy and literature, relationships to each other and to societies in which they were produced. Themes such as the meaning of life, God and the problem of evil, and the nature of knowledge. Authors such as Voltaire, Dostoevsky, Wright, and Atwood examined from a variety of perspectives.

241C. Creative Arts and Humanities: Cultural and Artistic Traditions of Europe
Fall, Spring. 4(4-0)

P: IAH 201.

European artistic and cultural movements and styles, introduced through works of art, music, literature, philosophy and religion. Presented in historical context. Specific eras and works variable by term.

241D. Creative Arts and Humanities: Theater and Society in the West
Spring. 4(4-0)

P: IAH 201.

Artistic creativity seen through the prism of theater. Presented in historical context. Influences from art, literature, music, and religion. Focus on translation of social visions into dramatic art. Plays and themes variable by term.

241E. Creative Arts and Humanities: The Creative Process
Spring of even-numbered years. 4(4-0)

P: IAH 201.

Philosophical, religious and historical foundations for understanding the process of creation in visual arts, theatre, music and literature. Variations across eras and societies.

241F. Creative Arts and Humanities: Traditions in World Art (I)
Fall. 4(4-0)

P: IAH 201.

Aesthetic qualities of painting, sculpture and architecture within historical contexts across major civilizations. Visual forms in relation to belief systems and musical and literary traditions.