University of Wisconsin-Whitewater

Curriculum Proposal Form #3

## New Course

**Effective Term:**

**Subject Area - Course Number:** **DBA 910 Cross-listing:**

(See Note #1 below)

**Course Title:** (Limited to 65 characters) Technology, Entrepreneurship and Global Issues in Business

**25-Character Abbreviation:** Tech and Global Bus

**Sponsor(s):** K. Praveen Parboteeah

**Department(s):** Management

**College(s):**

# **Consultation took place**: NA Yes (list departments and attach consultation sheet)

Departments:

**Programs Affected:** **None**

**Is paperwork complete for those programs?** (Use "Form 2" for Catalog & Academic Report updates)

NA  Yes  will be at future meeting

**Prerequisites:** Entry into DBA Program

**Grade Basis:**  Conventional Letter  S/NC or Pass/Fail

**Course will be offered:**  Part of Load  Above Load

On Campus  Off Campus - Location

**College:**  **Dept/Area(s):** DBA

**Instructor:** K. Praveen Parboteeah

*Note: If the course is dual-listed, instructor must be a member of Grad Faculty.*

**Check if the Course is to Meet Any of the Following:**

Technological Literacy Requirement  Writing Requirement

Diversity  General Education Option:

Note: For the Gen Ed option, the proposal should address how this course relates to specific core courses, meets the goals of General Education in providing breadth, and incorporates scholarship in the appropriate field relating to women and gender.

**Credit/Contact Hours:** (per semester)

Total lab hours: 0 Total lecture hours: 48

Number of credits: 3 Total contact hours: 48

**Can course be taken more than once for credit? (Repeatability)**

No  Yes If "Yes", answer the following questions:

No of times in major:       No of credits in major:

No of times in degree:       No of credits in degree:

Proposal Information: ([***Procedures for form #3***](http://acadaff.uww.edu/UCC/Curriculum_Handbook_09/Procedures_form3.docx))

**Course justification:**

This course builds on the micro and macro business courses to provide an overview of the intersection between the two different domains in business. Most business scholars agree that future contributions will hedge on examination of such multilevel approaches. This course will thus present this intersection of micro and macro by emphasizing the themes of innovation, entrepreneurship and global issues. The course will then explore different multilevel areas of management, marketing and finance. This course is critical as it will provide DBA students with a key understanding of areas related to the intersection of the micro and macro aspects of business.

**Relationship to program assessment objectives:**

Since this course will be one of the core courses of the DBA degree, all students entering the program will be required to take this course. In doing so, it will familiarize all students with multilevel business issues.

This course will satisfy many of the key objectives of the degree. First, it will provide students with understanding of multilevel issues in business though the technology, entrepreneurship and global lenses. This is important so that they can demonstrate the necessary expertise in such business areas by understanding the organizational contexts of such expertise. Furthermore, students will also need to understand the scholarly literature across a range of business disciplines. This course addresses these leaning objectives by exposing students to such areas. The course will address the following student learning outcomes:

* Students are able to demonstrate expertise in the multilevel areas through scholarly papers.
* Students are able to understand the scholarly literature related to multilevel issues through literature reviews in projects and other assignments.
* Students are also expected to use the exposed material to develop their own original research agendas.

**Budgetary impact:**

* **Staffing**:- the course will be staffed by a College of Business and Economics faculty that is Academically Qualified (AQ) and has Grad Faculty status.
* **Academic unit library and service & supply budget:** - no budgetary impact.
* **Campus instructional resource units**:- impact is minimal; students will require the use of D2L and that is already available.
* **Laboratory/studio facilities:**- No budgetary impact
* **Classroom space:**- A classroom is anticipated to be required in Hyland Hall to teach the class. The class will meet for 2 and half days one weekend per month..
* **Evaluation of adequacy of current library holdings, recommendations for acquisitions, and impact of the course on the academic unit library allocation budget:** - No impact. The library already has the articles on which this course is based..
* **Explanation if the course is simply replacing another course, either entirely or in the cycle:**- This is a new course for the DBA degree, and does not replace any other courses.

**Course description:** (50 word limit)

This course provides an overview of topics in multilevel fields from different business domains. The focus is on explaining how micro and macro aspects of business interact across the fields of technology, entrepreneurship and global issues. The phenomena of interest deal with multilevel areas and include multinational management, business ethics.

**If dual listed, list graduate level requirements for the following:**

1. **Content** (e.g., What are additional presentation/project requirements?)

N/A

2. **Intensity** (e.g., How are the processes and standards of evaluation different for graduates and undergraduates? )   
N/A

3. **Self-Directed** (e.g., How are research expectations differ for graduates and undergraduates?)   
N/A

**Course objectives and tentative course syllabus:**

DBA 910 Syllabus

Technology, Entrepreneurship and Global Issues in Business

Instructor: K. Praveen Parboteeah

Office: Hyland 4515

Office Phone: 262-472-3971

Email: parbotek@uww.edu

Office Hours: Monday, Tuesday and Thursday - 2-6pm

**Course Description:**

This course builds on the micro and macro business courses to provide an overview of the intersection between the two different domains in business. Most business scholars agree that future contributions will hedge on examination of such multilevel approaches. This course will use the themes of entrepreneurship, technology and global issues in business to examine such intersections. The course will then explore different multilevel areas of management, marketing and finance. This course is critical as it will provide DBA students with a key understanding of areas related to the intersection of the micro and macro aspects of business.

The primary purpose of the course is to expose students to key multilevel areas as they apply to technology, entrepreneurship and global business research. This course should help students understand this perspective and determine whether they want to pursue personal areas of research interests in this domain.

**Course Objectives**

* Understand the levels of analysis issue and interaction between micro and macro levels of research applied through the lens of technology, entrepreneurship and business issues
* Understand the seminal theories that underlie multilevel level business research
* Be capable of reading, synthesizing, and critiquing these theories as well as current applied research
* Have an understanding of how the literature applies to their research interest
* Be capable of crafting an acceptable research proposal including an appropriate literature review and a set of testable applied hypotheses
* Be able to develop and improve their research skills
* Write a research proposal paper that includes an introduction, literature review with propositions/hypotheses, a methods section and an expected findings section

**Course Assignments**

* Similar to other DBA courses, full participation is expected with the assigned readings. You are responsible to be fully prepared for each class. This implies that you would have read and properly understood the assigned readings. Everyone will be expected to participate effectively in each class to comment, question and analyze. Participation will be 30% of your grade.
* For each assigned weekend session, students will individually prepare a five-page research proposal which provides a possible research application of a core topic to the student’s research area of interest. The proposal will contain a (1) problem statement (1 page min - introducing the research question the student proposes to investigate along with a brief description of the theory being used, (2) theory and hypotheses (3 pages min with a scholarly discussion of how the theory leads to the hypotheses, method (1 page min - describing the dependent and independent variables and how they would be measured).
* Students will also develop a research proposal (of about 15-20 pages) based on their person research interests. The proposal should include including (1) literature review / synthesis, (2) theoretically-grounded hypotheses, (3) a discussion of a proposed sample, research method(s), and hypotheses, including operational definitions of variables. The research proposal is expected to be of a quality and length consistent with the introduction, literature and methods sections of conference papers in their relevant business discipline. This assignment will be worth 40% of your final grade.

**Grade Breakdown:** Participation 30%

Paper 40%

Summary of assigned readings 30%

**Grade distribution:** A 93-100% C 71-74.9%

A- 90-92.9% C- 68-70.9%

B+ 87-89.9% D+ 65-67.9%

B 81-86.9% D 61-64.9%

B- 78-80.9 D- 58-60.9%

C+ 75-77.9 F Below 58

**Required Text:**

Van de Ven. A.H. 2007. Engaged scholarship: A Guide for organization and social research. Oxford, UK: Oxford University Press.

**CLASS SESSIONS AND ASSIGNMENTS**

**Session 1 - Multilevel Studies**

Hitt, M. A., Beamish, P. W., Jackson, S. E., & Mathieu, J. E. 2007. Building theoretical and empirical bridges across levels: Multilevel research in management. Academy of Management Journal, 50(6): 1385-1399.

Klein, K. J., Dansereau, F. & Hall, R. J. 1994. Level issues in theory development, data collection, and analysis. *Academy of Management Review,* 19: 195-229.

Klein, K. J. & Kozlowski, S. W. J. 2000. From micro to meso: Critical steps in conceptualizing and conducting multilevel research. *Organizational Research Methods,* 3: 211-236.

House, R. J., Rousseau, D. M. & Thomas-Hunt, M. 1995. The meso paradigm: A framework for the integration of micro and macro organizational behavior. *Research in Organizational Behavior,* 17: 71-114.

Staw, B. M., Sanderlands, L. E. & Dutton, J. E.. 1981. Threat-rigidity effects in organizational behavior: A multilevel analysis. *Administrative Science Quarterly,* 26, 501-524.

Zohar, D. 2000. A group-level model of safety climate: Testing the effect of group climate on microaccidents in manufacturing jobs. *Journal of Applied Psychology,* 85, 587-596

**Session 2 - National Culture and Management and Marketing**

Kirkman, B.L., Lowe, K. and Gibson, C. 2006. A quarter century of culture's consequences: A review of empirical research incorporating Hofstede's cultural value framework. Journal of International Business Studies, 37, 3, 285-320.

McSweeney, B. 2002. Hoftsde's model of national cultural differences and their consequences: A triumph of faith-a failure of analysis. Human Relations, 55, 1, 89-118/

Hofstede, G. 2002. Dimensions do not exist: A reply to Brendan McSweeney. Human Relations, 55, 1, 1355-1361.

Parboteeah, K.P., and Cullen, J.B. 2003. Social Institutions and Work Centrality: Explorations Beyond National Culture. Organization Science, 14: 137-148.

Cullen, J.B., Parboteeah, K.P., and Hoegl, M. 2004. Cross-national differences in managers' willingness to justify ethically suspect behaviors: A test of institutional anomie theory. Academy of Management Journal, 47, 3: 411-421.

Srite, M. and Karahanna, E. 2006. The role of espoused national cultural values in technology acceptance. MIS Quarterly, 30, 3, 679-704.

Han, S., Kang, T., Salter, S. and Yoo, Y. 2010. A cross-country study on the effects of national culture on earnings management. Journal of International Business Studies, 41, 1, 123-141.

Tsui, A., Nifadkar, S.S. and Ou, A.Y. 2007. Cross-national, cross-cultural organizational behavior research: Advances, gaps and recommendations. Journal of Management, 33, 3, 426-478.

***Marketing application:***

Holden, N. (2004). Why marketers need a new concept of culture for the global knowledge economy. International Marketing Review, 21, 6: 563-572.

Soares, A. M., Farhangmehr, M., & Shoham, A. (2007). Hofstede’s dimensions of culture in international marketing studies. Journal of Business Research, 60 (3): 277-284.

Steenkamp, J.-B. E. M. (2001). The role of national culture in international marketing research. International Marketing Review, 18, 1: 30-44.

Yaprak, A. (2008). Culture study in international marketing: A critical review and suggestions for future research. International Marketing Review, 25, 2: 215-229.

**Session 3 - Multilevel Finance Issues**

Entrepreneurial Finance

Gompers, P., Kovner, A., Lerner, J., and Scharfstein, D., 2008. Venture Capital Investment Cycles: The Impact of Public Markets. *Journal of Financial Economics* 87 (1): 1-23.

Hellmann, T. and Puri, M., 2002. Venture Capital and the Professionalization of Start-Up Firms: Empirical Evidence. *Journal of Finance* 57 (1): 169-197.

Lindsey, L., 2008. Blurring Firm Boundaries: The Role of Venture Capital in Strategic Alliances. *Journal of Finance* 63 (3): 1137-1168.

Megginson, W. and Weiss, K. A., 1991. Venture Capitalist Certification in Initial Public Offerings. *Journal of Finance* 46 (3): 879-903.

Ueda, M., 2004. Banks Versus Venture Capital: Project Evaluation, Screening, and Expropriation. *Journal of Finance* 59 (2): 601-621.

Global Capital Markets

Almazan, A., Motta, A. D., Titman, S., and Uysal, V., 2010. Financial Structure, Acquisition Opportunities, and Firm Locations. *Journal of Finance* 65 (2): 529-563.

Bekaert, G., Harvey, C. R., Lundblad, C. T., and Siegel, S., 2011. What Segments Equity Markets? *Review of Financial Studies* 24 (12): 3841-3890.

Chaplinsky, S. and Ramchand, L., 2002. The Impact of Global Equity Offerings. *Journal of Finance* 55 (6): 2767-2789.

Denis, D. J., Denis, D. K., and Yost, K., 2002. Global Diversification, Industrial Diversification, and Firm Value. *Journal of Finance* 57 (5): 1951-1979.

Ferreira, M. A. and Matos, P., 2008. The Colors of Investors’ Money: The Role of Institutional Investors around the World. *Journal of Financial Economics* 88 (3): 499-533.

Griffin, J. M., Hirschey, N. H., and Kelly, P. J., 2011. How Important is the Financial Media in Global Markets? *Review of Financial Studies* 24 (12): 3941-3992.

Financial Crisis

Afonso, G., Kovner, A., and Schoar, A., 2011. Stressed, Not Frozen: The Federal Funds Market in the Financial Crisis. *Journal of Finance* 66 (4): 1109-1139.

Campello, M., Graham, J. R., and Harvey, C. R., The Real Effects of Financial Constraints: Evidence from a Financial Crisis. Journal of Financial Economics 97 (3): 470-487.

DeYoung, R., Peng, E. Y., and Yan, M., 2013. Executive Compensation and Business Policy Choices at U.S. Commercial Banks. *Journal of Financial and Quantitative Analysis*, March: 1-47.

Ghent, A. C., 2011. Securitization and Mortgage Renegotiation: Evidence from the Great Depression. *Review of Financial Studies* 24 (6): 1814-1847.

Stiglitz, J. E., 2002. Reforming the Global Economic Architecture: Lessons form Recent Crises. *Journal of Finance* 54 (4): 1508-1522.

**Session 4: International and Institutional Entrepreneurship**

Baker, T., Gedajlovic, E., & Lubatkin, M. 2005. A framework for comparing entrepreneurship processes across nations. Journal of International Business Studies, 36: 492-504.

Bowen, H.P. & De Clercq, D. 2008. Institutional context and the allocation of entrepreneurial effort. Journal of International Business Studies, 39: 747-767.

Brouthers, K.D. & Brouthers, L.E. 2000. Acquisition or greenfield start-up? Institutional, cultural and transaction cost influences. Strategic Management Journal, 21: 89-eoa.

Oviatt, B.M. & McDougall, P.P. 1994. Toward a theory of international new ventures. Journal of

International Business Studies, 25: 45-64.

Zhou, L., Barnes, B.R. & Lu, Y. 2010. Entrepreneurial proclivity, capability upgrading and performance advantage of newness among international new ventures. Journal of International

Business Studies, 41: 882-1005.

Garud, R., Jain, S., & Kumaraswamy, A. 2002. Institutional entrepreneurship in the sponsorship

of common technological standards: The case of Sun Microsystems and Java. Academy of Management Journal, 45: 196-214.

Greenwood, R. & Suddaby, R. 2006. Institutional entrepreneurship in mature fields: The big five accounting firms. Academy of Management Journal¸ 49: 27-48.

Misangyi, V.F., Weaver, G.R., & Elms, H. 2008. Ending corruption: The interplay among institutional logics, resources, and institutional entrepreneurs. Academy of Management Review,

33: 750-770.

Pacheco, D.F., York, J.G., Dean, T.J., & Sarasvathy, S.D. 2010. The coevolution of institutional entrepreneurship: A tale of two theories. Journal of Management, 36: 974-eoa.

Santos, F.M. & Eisenhardt, K.M. 2009. Constructing markets and shaping boundaries:

Entrepreneurial power in nascent fields. Academy of Management Journal, 52: 643-eoa.

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