

BIP

The Business Institutions Program in the Weinberg College of Arts and Sciences is based on the assumption that the study of business is best approached through a thoughtful investigation of the cultural, political, philosophical, literary and social consequences of business institutions. The program attempts to define the institutions themselves, and to give a broad, multidisciplinary perspective on the various social and historical contexts of business institutions in this and other countries.

Business Institutions Program Participating Faculty and Staff

The Business Institutions Program director is Mark Witte. Business Institutions Committee members are: Ronald Braeutigam (Economics), Bruce Carruthers (Sociology), Peter Hayes (History), Carol Heimer (Sociology), Leon Moses (Economics) and Ben Ross Schnieder (Political Science).

The assistant director is Lucy Millman (491-2706).

<http://www.northwestern.edu/bip/>

BIP

Business Institutions Program
Northwestern University
University Hall, Room 001
1897 Sheridan Road
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The newsletter of the Business Institutions Program
Northwestern University * May 2005



Matisse

The Fashion Industry: An Overview of How and Why it Works

Business Institutions 390, TH 6:00
Steven Fischer

Fashion affects each member of society. It represents a daily opportunity to express one's persona. There is an industry that supports that daily choice. How and why does it work?

Through a series of readings, group presentations and visits from industry experts, this class will explore the industry's cultural underpinnings and provide an overview of the economics of the industry. Topics will include: body image/beauty; capturing an image; publications/journalism; retailing; fibers and fabrics; designers and managing the creative process; managing/licensing a brand; fragrances; men's clothing; and international competition.

This course is not intended to provide a fashion makeover, track trends or identify the next designer. There are television shows which do an excellent job of that.

Steven Fischer is associate director of

the Master of Management and Manufacturing Program, a joint, two-year full-time program between the Kellogg School of Management and McCormick School of Engineering. The program provides an enterprise view of product-based industries.

He became interested in the fashion industry after observing that many product-based firms faced with time-based competition were struggling with shorter product-development and product-life cycles, an issue the fashion industry has dealt with for a long time. He holds a masters degree in telecommunications from Northwestern and earlier in his career worked in Japan and the United States on U.S.- Japan economic and cultural relations. He has taught design planning at the Institute of Design/Illinois Institute of Technology, a leading design school.

INSIDE

Registration
information

Kapnick Prize
Winners

BIP Elective Options

Prepare For Your Future: The BIP Internship Seminar

The BIP Internship Seminar: Institutions and Change
BUS INST 392
Joanne LaBonte MW 6

This seminar offers students a rare opportunity to analyze the business practices they observe during their summer internships using current organizational theories. One of the course requirements will be a 15-20 page paper in which students can examine a particular aspect of the organization they worked for in light of theories and ideas presented during the fall course.

Admission to the seminar is by permission only. Students will be in contact with Professor LaBonte during the summer.

If you are interning this summer and are interested in the seminar, a MANDATORY meeting will be held on Wednesday, May 25 at 12 noon in the BIP office, basement 001 University Hall.

Last year's students worked at a variety of places including: U.S. Department of Treasury, Wells Fargo Bank, Merrill Lynch, Lehman Brothers, McNeil Wilson Communications, Sports Velocity, Inc., E! News Live, Indian Hills Country Club, Rise Group, City of West Sacramento and Talentworks.

Management of Arts World Examined

Arts Management is designed to provide students with an understanding of the issues facing non-profit arts organizations in today's complex, competitive, and financially constrained environment and to present strategies and tactics for effective management.

Bus Institutions 390
Arts Management*

Bernstein
TTH 9:30

A broad range of arts disciplines will be studied, including museums, theaters, symphony orchestras, and opera and dance companies.

This course addresses many issues including current conditions in the non-profit arts world, the economics of arts organizations, government support of the arts, corporate sponsorships and strategic alliances.

Areas including management, marketing and audience development, fundraising, budgeting and control will be explored, as will the roles, responsibilities, and perspectives of various stakeholders such as key managers, the board of directors, artists, funders, volunteers, critics and audience members.

Joanne Bernstein is a marketing management and strategic planning consultant. She has co-authored a book with Philip Kotler entitled Standing Room Only: Strategies for Marketing the Performing Arts.

This class is a PREREQUISITE for the Spring 2006 Arts Management Internship seminar

Global Markets: Italian and American Business Models

What makes American business succeed in the global marketplace? McDonald's, Ford, Kodak, Coca-Cola, Microsoft -- These international giants achieve global presence by adapting a standard business formula to local environments. What is a global formula and how is it applied in specific countries? In a fall Professional Linkage Seminar taught by Italian marketing consultant Alberto Cusi, BIP students will discover how companies succeed or fail to apply standard formulas to local situations.

Bus Institutions 394
Alberto Cusi
TTH 11:00

Before forming his own consulting company, Alberto Cusi acquired his consulting experience in sales, marketing and strategy for GEA, an international management consulting firm that supported companies such as Barilla,

Bayer, MaxMara and Walt Disney. He wrote a book-length study of the introduction of Pringles potato chips into the Italian market.

Mr. Cusi will introduce students to the two pillars of global business formulas -- standardization and localization.

The class will discuss both positive and negative examples of how these formulas have been carried out. Students will study the differences between American and Italian (and, more generally, European) methods of management and business procedure, along with the differences in what constitutes business success.

As class work, students will select a local company to research and then compose a presentation examining and evaluating that company's business formula and response to globalization. Prerequisite: BUS_INST 239 or IMC 303



Matisse

Pre-Registration

Pre-Registration for declared BIP minors begins May 9



Matisse

2005 Kapnick Prize Winners:
Julienne Bilker, Stanley Finch,
Ina Kim, Adam Paoli

A Look At Sports Marketing

Sports Marketing, a class taught by Jeff Bail intends to provide students with a solid foundation of the basic principles of marketing, with a particular focus on the sports marketing industry.

Bus Inst 394
Jeff Bail
W 6:30

This course will use the marketing basics products, price, place and promotion- as well as such factors as audience demographics and psychology to explore the business of sports in society. Various areas of sports will be covered, such as current issues and major stories in sports business, the marketing of stadiums, arenas and sports venues, Generation X and extreme sports,

Olympic Sports Marketing and future trends in the industry.

A series of guests from within the industry will visit to lecture the class, including major league team marketing staff, sports media and corporate sponsor marketing executives.

Jeff Bail has spent his entire 20-plus year career in the areas of brand management and promotional marketing. He created and built S3 Sports and Sponsorship Solutions which was merged into DraftWorldwide. He is now Senior Vice President Marketing and Sales for Devine Racing, a Chicago-based company that manages amateur sporting events.

Financial Markets in the Global Society

It can be argued that financial markets have increasingly become an important part of our society. The new marketplace is changing and growing quickly and has taken on a new significance with respect to the Global Economy.

Bus Inst 394
Stephen M. Levin
TTH 11:00

Classes will cover important topical, relevant issues and ideas as they relate to the marketplace and its role within our society. These include evolution of trading, practical solutions and practices, and a detailed analysis of organized markets.

There will be guest speakers such as professional traders, leaders from local commodity exchanges with experience in market development,

operations and ethics, and a representative from the business media.

There will also be a simulated trading project that will give each student the opportunity to track markets and make hypothetical trading judgements.

This class will provide a fresh perspective and explanation of the history and development of the modern day marketplace. Besides the trading project, there will be reading assignments with occasional quizzes, a midterm and final exam. Class participation will also be considered during evaluation.

Stephen Levin is a member of the Chicago Mercantile Exchange and an independent broker and trader specializing in foreign currencies.

2005-2006 Proposed BIP Elective Classes

Winter 2006

BUS INST 239:
Marketing Management
BUS INST 394:
Sports Marketing
BUS INST 394:
Entrepreneurship
BUS INST 394:
Giving to Change: Case Studies in Philanthropy
BUS INST 394:
Financial Markets II

Spring 2006

BUS INST 239:
Marketing Management
BUS INST 390:
Theories of Financial Investing
BUS INST 390:
Managing Workforce Diversity
BUS INST 390:
Institutional Environment of Business Organizations
BUS INST 392:
Arts Management Internship Seminar
BUS INST 394:
Entrepreneurship
BUS INST 394:
Ethics of WalMart

2005-2006 Proposed BIP Core Course Schedule

ECON 201 W, SP
ECON 202 W, SP
ECON 310 W, SP
ECON250 W, SP
ECON 350 W, SP
POL SCI 375 F
SOC 302 W, SP